



## Alcohol and Entertainment Licensing Sub-Committee

**Thursday 18 June 2026 at 10.30 am**

**Boardrooms 1 & 2, 3rd Floor, Brent Civic Centre**

Please note that this meeting will be held in person with members of the Sub-Committee required to attend in person.

**The press and public are also welcome to attend this meeting in person. Please note the meeting is not scheduled for live webcast**

### **Membership:**

#### **Members**

Councillors:

P Ahmed (Chair)  
Do Rosario  
Mulaisho

#### **Substitute Members:**

Councillors:

Aden, Burn, Clinton, Mahmood, Chowdhury,  
Alexandre, Vakani

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto:devbai.bhanji@brent.gov.uk)

For electronic copies of minutes and agendas please visit:  
[Council meetings and decision making | Brent Council](#)

## **Notes for Members - Declarations of Interest:**

If a Member is aware they have a Disclosable Pecuniary Interest\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest\*\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

### **\*Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences**- Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

### **\*\*Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
  - To which you are appointed by the council;
  - which exercises functions of a public nature;
  - which is directed is to charitable purposes;
  - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests a of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

# Agenda

Introductions, if appropriate.

Item	Page
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
<b>3 Application for an Adult Gaming Centre by Arcadia Casino Ltd for the premises known as Arcadia Casino, 1 Walm Lane, NW2 5SN, pursuant to the provisions of the Licensing Act 2003</b>	1 - 842

This page is intentionally left blank

## Gambling Act 2005

### Application for an Adult Gaming Centre

#### 1. The Application

Name of Applicant:	Arcadia Casino Ltd
Name & Address of Premises:	Arcadia Casino, 1 Walm Lane, NW2 5SN
Applicants Agent:	Hough & Bollard Ltd – Debbie Bollard

The application is for an Adult Gaming Centre.

#### 2. Background

None

#### 3. Relevant Representations

Representation was received and withdrawn from the Licensing Officers.

Representations remain outstanding from Councillors, Members of Parliament, Public Health and local residents.

#### 4. Interested Parties

None

#### 5. Policy Considerations

None specific

#### 6. Associated Papers

- A. Copy of Application Form
- B. Copies of Representations
- C. Location Map

This page is intentionally left blank

**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 you answer “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):

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

### **Section B**

#### **Application on behalf of an organisation**

6. Name of applicant business or organisation: **Arcadia Casino Limited**

7. The applicant's registered or principal address: **15-17 Connaught House, Upper George Street, Luton**

Postcode: **LU1 2RD**

8(a) The number of the applicant's operating licence (as given in the operating licence):  
**057175-N-332940-001**

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:

9. Tick the box if the application is being made by more than one organisation

### **Part 3 – Premises Details**

10. Proposed trading name to be used at the premises (if known): **Arcadia Casino**

11. Address of the premises (or, if none, give a description of the premises and their location): **1 Walm Lane, London**

Postcode: **NW2 5SN**

12. Telephone number at premises (if known): Not known

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 floor(s) on which the premises are located.

**The premises will occupy the basements floor and ground floor or a 3 story building.**

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:**

#### 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	<i>hh:mm</i>	<i>hh:mm</i>	
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:

#### Part 5 – Miscellaneous

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

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? **No**

19(b) If the answer to question 19(a) is yes, please provide full details:

20. Please set out any other matters which you consider to be relevant to your application: **The applicant has included as set of it policies and procedures to demonstrate how it will comply with its obligations to promote the licensing objectives and the Licence Conditions and Codes of Practice issued by the Gambling Commission.**

**The Applicant believes that the following conditions would be suitable to be attached to the Premises Licence:**

##### **CCTV**

1. The venue shall install and maintain a comprehensive CCTV system at the premises as per the minimum requirements of the Metropolitan Police Licensing Team. This system should cover:

a) All entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions.

- b) The areas of the premises to which the public have access (excluding toilets)
- c) Gaming machines and the counter area
- 2) The CCTV system shall continually record whilst the venue is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of thirty one days with date and time visible. Recordings shall be immediately arranged by a member of staff for handover to Police or authorised officer following their request.
- 3. Notices indicating that CCTV is in use at the premises shall be placed at or near the entrance to the premises and within the premises.
- 4. A monitor shall be placed inside the premises above the front door showing CCTV images of customers entering exiting the premises.

### **Children and Young People**

- 5. A "Challenge 25" proof of age scheme shall be operated at the premises where the only 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 maintain a bound and paginated or electronic refusals register at the premises. The register shall be produced to the police or licensing authority forthwith upon request.
- 7. Prominent signage and notices advertising the Challenge 25 will be displayed showing the operation of such policy.
- 8. Third party testing on age restricted sales systems purchasing shall take at least once a year and the results shall be provided to the Licensing Authority upon request.

### **Staffing levels**

- 9. There will be a minimum of two members of staff at all times.
- 10. Staff shall continuously monitor customer activity when they are in the premises.

### **Identification of Offenders or Problem Persons**

- 11. The Licensee shall implement a policy of banning any customers who engage in crime or disorder within or outside the premises.
- 12. No alcohol shall be permitted to be consumed on the premises at any time during which facilities for gambling are being provided on the premises.
- 13. The licensee will refuse entry to customers who appear to be under the influence of alcohol or drugs.

### **Seating**

- 14. The licensee shall ensure that all seating within the premises are either secured to the floor or are weighted to prevent lifting.

### **Alarms**

- 15. The licensee shall install and maintain an intruder alarm on the premises.
- 16. The premises shall install and maintain a panic button behind the cashiers counter.

### **Toilets**

- 17. The licensee will ensure that should customer toilets be provided, they are checked every hour for evidence of drug taking. Toilet checks are to be documented stating the time and member of staff who made the checks.

### **Signage, Promotional Material and Notices**

- 18. Prominent GamCare documentation will be displayed at the premises.

### **Staff Training**

19. The licensee shall provide training on the specific local risks to the licensing objectives that have been identified for these premises as part of the staff induction training programme. periodically provide refresher training to all of its staff working at these premises on the specific local risks to the licensing objectives.

20. The Licensee shall train staff on specific issues related to the local area and shall conduct periodic refresher training. Participation in this training shall be formally recorded and the records produced to the police or licensing authority upon request.

21. New and seasonal staff must attend induction training and receive refresher training every six months. Participation in this training shall be formally recorded on each member of staffs training records which, if requested will be presented to the Licensing Authority as soon as practicable.

### **Homeless and Street Drinking**

22. 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.

23. The Licensee shall place a notice visible from the exterior of the premises stating that customers drinking alcohol outside the premises is not permitted and those who do so will be banned from the premises. Recording of Incidents and

### **Visits**

24. An incident log shall be kept for the premises and made available on request to an authorised officer of the Council or the Police which will record the following;

- a) All crimes reported to the venue;
- b) Any complaints received regarding crime and disorder;
- c) Any incidents of disorder;
- d) Any faults in the CCTV system; and
- e) Any visit by a relevant authority or emergency service

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

I/We confirm that, to the best of my/our knowledge, the information contained in this application is true. I/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. **X**

I/We confirm that the applicant(s) have the right to occupy the premises. **X**

#### **Checklist:**

- Payment of the appropriate fee has been made/is enclosed **X**
- A plan of the premises is enclosed **X**
- I/We understand that if the above requirements are not complied with the application may be rejected. **X**
- I/We understand that it is now necessary to advertise the application and give the appropriate notice to the responsible authorities **X**

## 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: Debbie Bollard

Date: 2 April 2026 Capacity: Licensing Consultant

22. For joint applications, signature of 2<sup>nd</sup> applicant, or 2<sup>nd</sup> applicant's solicitor or other authorised agent. If signing on behalf of the applicant, please state in what capacity:

Signature:

Print Name:

Date:

Capacity:

## Part 8 – Contact Details

23(a) Please give the name of a person who can be contacted about the application:  
**Debbie Bollard**

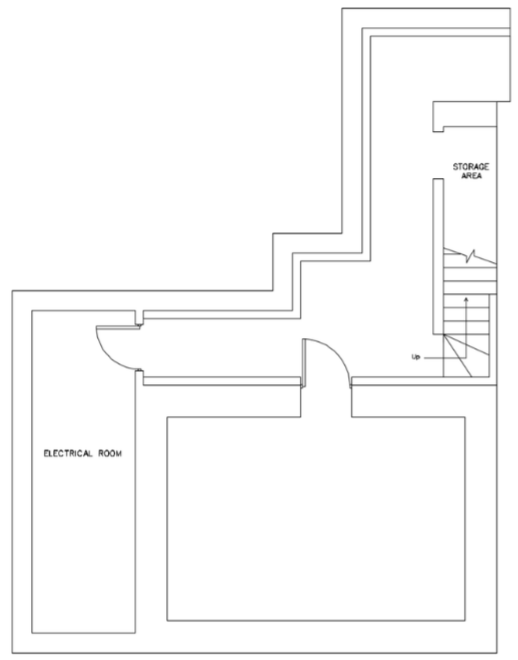
23(b) Please give one or more telephone numbers at which the person identified in question 23(a) can be contacted: **01526 341162**

24. Postal addresses for correspondence associated with this application: **Hough & Bollard Ltd 5 Tarleton Avenue Woodhall Spa**

Postcode: **LN10 6SE**

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: **debbie@houghandbollard.co.uk**

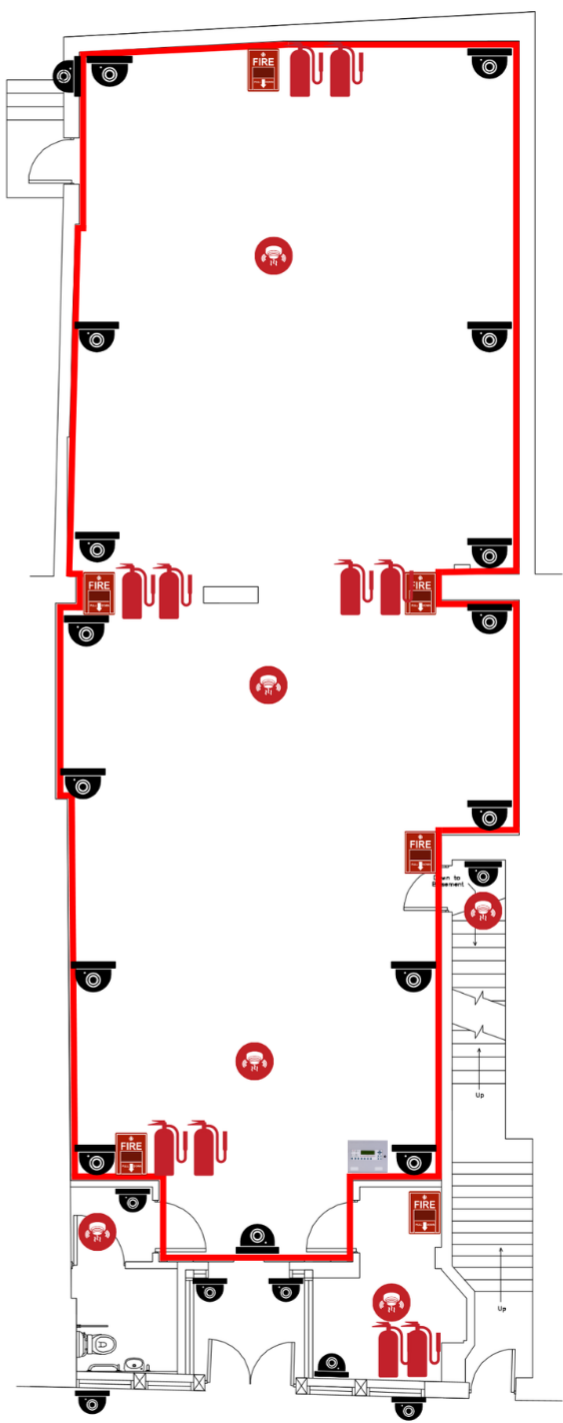
- NOTES
1. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  2. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  3. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  4. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  5. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  6. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  7. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  8. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  9. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.
  10. ALL WORK SHALL BE IN ACCORDANCE WITH THE BUILDING REGULATIONS 2010 AND THE FIRE REGULATIONS 2002.



BASEMENT PLAN (1:50)



-  CCTV Camera
-  Fire Alarm Call Point
-  Smoke Detector
-  Fire Extinguisher
-  Fire Alarm Panel



GROUND FLOOR PLAN (1:50)

Drawing No. 1/WimL/PL/RL/26/01		Address: 1 Walm Lane (Basement & Ground Floor) Willesden Green NW2 5SN	Description: Basement and Ground Floor Plan
Scale: 1:50	Paper: A1		
Issue Date: 03/02/2025			

This page is intentionally left blank

## LOCAL GAMBLING RISK ASSESSMENT

**Premises: Arcadia Casino, 1 Walm Lane NW2 5SN**

**Operator: Arcadia Casino Limited**

**Operating Licence: 057175-N-332940-001**

**Prepared by: Debbie Bollard**

**Date: 26/3/2026**

### Requirement to Comply

**All non-remote casino, adult gaming centre, bingo, family entertainment centre, betting and remote betting intermediary (trading room only) licences, except non-remote general betting (limited) and betting intermediary licences**

#### **Social responsibility code provision 10.1.1**

- 1. Licensees must assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and have policies, procedures and control measures to mitigate those risks. In making risk assessments, licensees must take into account relevant matters identified in the licensing authority's statement of licensing policy.**
- 2. Licensees must review (and update as necessary) their local risk assessments.**
  - a. to take account of significant changes in local circumstances, including those identified in a licensing authority's statement of licensing policy;**
  - b. when there are significant changes at a licensee's premises that may affect their mitigation of local risks;**
  - c. when applying for a variation of a premises licence; and**
  - d. in any case, undertake a local risk assessment when applying for a new premises licence.**

#### **Ordinary code provision 10.1.2**

- 1. Licensees should share their risk assessment with licensing authorities when applying for a premises licence or applying for a variation to existing licensed premises, or otherwise on request.**

### Premises

The Premises will occupy the ground and basement floors of a 3-story building, previously a bank that is located on the junction of Walm Lane (A407) and High Road, Willesden Green and is sited between a café, and a Pound Store. High Road support a mixture of retail, hospitality, takeaways, and financial institutions, many of which have residential premises above. Walm Lane is a mixture of residential with retail, hospitality, and takeaways. To the rear of both roads are further residential accommodation, mainly flats and house in multiple occupation, mixed with terrace and semi detached. The nearest gambling premises are an AGC - Royal Casino Slots and a Ladbrokes Betting shop.

### Demographics

Willesden Green is a Ward in the London Borough of Brent, which has in recent years experienced an increase in gentrification although not all areas. Willesden Green has a population of over 19,000 living in 7,558 households most living in flats and apartments (69.3%). The population is mainly of student and working-class age with nearly 66% in work or economically active (above England average 61%) and 9.5% in full-time education. The area has a large BAME population with only 46% being white, the largest ethnic groups are of Asian and Black origin. Approximately 7.3% of the population do not speak English well or at all. Household deprivation is higher than the England average although the majority are in very good or good health.

## Willesden Green

### Population

2024

**19,009**

people

**58,620,101** people in England

Source: ONS – Mid-year estimates

Small area: Output area

### Number of households

2021

**7,558**

households

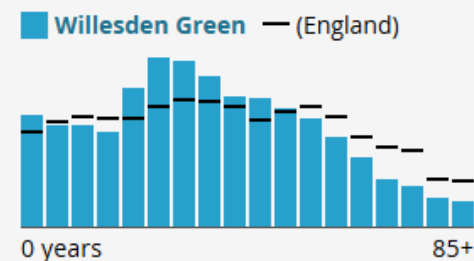
**23,436,085** households in England

Source: ONS – Census 2021

Small area: Output area

### Age profile

2024



% of all people, 5 year age bands

Source: ONS – Mid-year estimates

Small area: Output area

## Household composition

2021

■ Willesden Green | (England)

One person household **31.7%** (30.1%)



Single family household **52.4%** (63.0%)



Other household types **15.9%** (6.9%)



% of all households

Source: ONS - Census 2021

Small area: Output area

## Household deprivation

2021

■ Willesden Green | (England)

Household is not deprived in any dimension **39.6%** (48.4%)



Household is deprived in one dimension **35.5%** (33.5%)



Household is deprived in two dimensions **18.6%** (14.2%)



Household is deprived in three dimensions **5.8%** (3.7%)



Household is deprived in four dimensions **0.5%** (0.2%)



% of all households

Source: ONS - Census 2021

Small area: Output area

## Ethnic group

2021

■ Willesden Green | (England)

Asian, Asian British or Asian Welsh **20.3%** (9.6%)



Black, Black British, Black Welsh, Caribbean or African **14.9%** (4.2%)



Mixed or Multiple ethnic groups **7.5%** (3.0%)



White **45.9%** (81.0%)



Other ethnic group **11.5%** (2.2%)



% of all people

Source: ONS - Census 2021

Small area: Output area

## General health

2021

■ **Willesden Green** | (England)

Very good health **52.7%** (48.5%)



Good health **32.2%** (33.7%)



Fair health **10.6%** (12.7%)



Bad health **3.4%** (4.0%)



Very bad health **1.1%** (1.2%)



% of all people

Source: ONS - Census 2021

Small area: Output area

## Proficiency in English

2021

■ **Willesden Green** | (England)

Main language is English (English or Welsh in Wales) **67.9%** (90.8%)



Can speak English very well **12.8%** (4.0%)



Can speak English well **11.9%** (3.3%)



Cannot speak English well **5.9%** (1.6%)



Cannot speak English **1.4%** (0.3%)



% of people aged three years and over

Source: ONS - Census 2021

Small area: Output area

## Accommodation type

2021

■ **Willesden Green** | (England)

Whole house or bungalow **30.6%** (77.4%)



Flat, maisonette or apartment **69.3%** (22.2%)



A caravan or other mobile or temporary structure **0.1%** (0.4%)



% of all households

Source: ONS - Census 2021

Small area: Output area

### Economic activity status

2021

■ Willesden Green | (England)

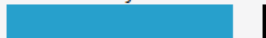
Economically active: In employment **60.0%** (57.4%)



Economically active: Unemployed **5.8%** (3.5%)



Economically inactive **34.2%** (39.1%)



% of people aged 16 years and over

Source: ONS - Census 2021

Small area: Output area

### Employment history

2021

■ Willesden Green | (England)

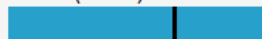
Not in employment: Worked in the last 12 months **16.9%** (13.2%)



Not in employment: Not worked in the last 12 months **43.7%** (61.1%)



Not in employment: Never worked **39.4%** (25.6%)



% of people aged 16 years and over not in employment

Source: ONS - Census 2021

Small area: Output area

### Socio-economic Classification (NS-SeC)

2021

■ Willesden Green | (England)

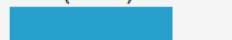
L1, L2 and L3: Higher managerial, administrative and professional occupations **13.0%** (13.2%)



L4, L5 and L6: Lower managerial, administrative and professional occupations **18.0%** (19.9%)



L7: Intermediate occupations **8.2%** (11.4%)



L8 and L9: Small employers and own account workers **12.5%** (10.6%)



L10 and L11: Lower supervisory and technical occupations **4.7%** (5.3%)



L12: Semi-routine occupations **9.6%** (11.3%)



L13: Routine occupations **11.7%** (12.0%)



L14.1 and L14.2: Never worked and long-term unemployed **12.8%** (8.5%)



L15: Full-time students **9.5%** (7.7%)



% of people aged 16 years and over

Source: ONS - Census 2021

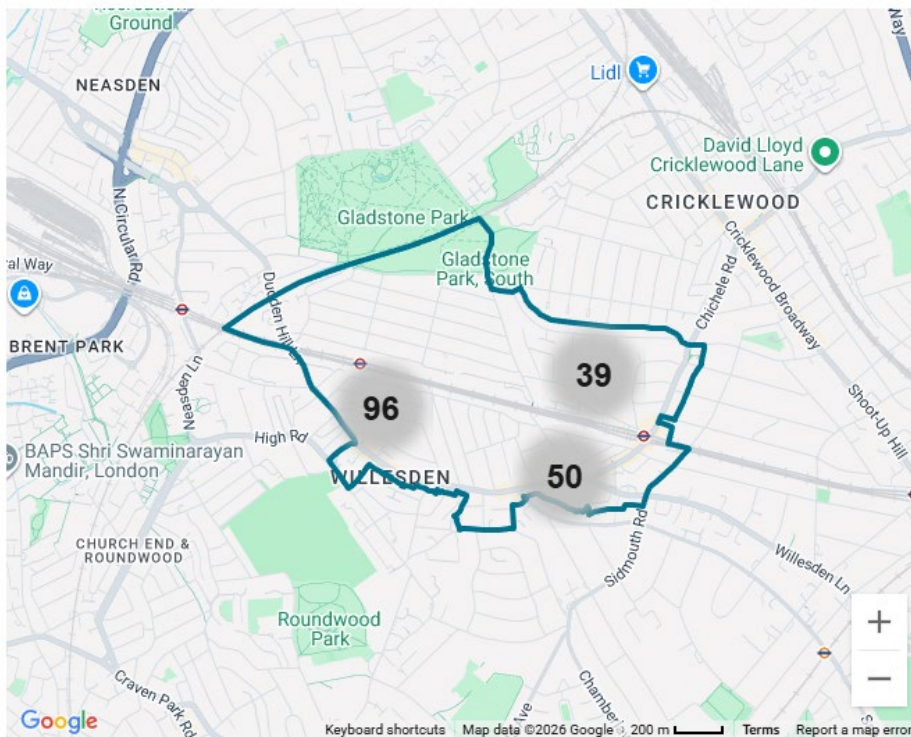
Small area: Output area

## Crime

According to [CrimeRadar.co.uk](https://www.crimeradars.co.uk), Willesden Green has a safety score of 8 out of 100 (High Crime); there have been 9,575 crimes committed in Willesden Green within the last 12 months which is a 1.6% decrease compared to the 12 months prior. The most common crime in Willesden Green is Anti-Social Behaviour, with 2,662 incidents recorded in the last 12 months — accounting for 27.8% of all reported crimes in the area. . Of those crimes 2,468 violent crimes were recorded in Willesden Green in the last 12 months — representing 25.8% of all reported crimes. Anti-social behaviour accounted for a further 2,662 incidents.

Brent has a Boroughwide restrictions including

- the consumption of alcohol in public places to cause alarm, distress and harassment
- the use of illegal drugs or psychoactive substances
- public health nuisance including urination, defecation, spitting including paan spitting
- aggressive begging



**Primary:**

- Northwood Junior and Infant School (02083102722) 1.3 miles
- St Mary's Catholic Primary School (02076241830) 1.8 miles
- Braincroft Primary School (02084522413) 1.8 miles

**Secondary/University/College:**

- London Science College Ltd (02038279447) 0.1 miles
- The Islamic College (02084519993) 0.3 miles
- Brondesbury College (02088304522) 0.7 miles
- QPCS (02084381700) 0.7 miles
- College of North-West London (02082085000) 0.9 miles
- Manor School (02089683160) 1.0 miles
- Harris Lowe Academy Willesden (02088388700) 1.0 miles
- ICMP | London, Kilburn (02073280222) 1.1 miles
- Newman Catholic College (02089653947) 1.1 miles
- North Brent School (02083736419) 1.3 miles
- Hampstead School (02077948133) 1.3 miles
- Menorah Girls School (02082080500) 1.4 miles
- The Crest Academy (02084524842) 1.5 miles
- University College School Sports Fields (02074332321) 1.5 miles
- Presidency London College (02037846005) 1.7 miles
- London Professional Training College (02089698560) 1.7 miles
- St Marylebone CE Bridge School (02036934752) 1.7 miles
- Maida Vale School (02045116000) 1.9 miles
- St Augustine's CE High School (02073283434) 2.0 miles

**Banks/ATMs:**

- ATM (Post Office) 0.2 miles
- Sainsbury's Bank ATM 0.3 miles
- Sainsbury's Bank ATM 0.5 miles

- ATM Atlantis Food Centre 0.8 miles
- Santander 0.8 miles
- Tesco Bank ATM 0.9 miles
- Tesco Bank ATM 1.0 miles
- Tesco Bank ATM 1.1 miles
- Sainsbury's Bank ATM 1.2 miles
- Tesco Bank ATM 1.3 miles
- Tesco Bank ATM 1.4 miles
- Santander 1.4 miles
- Halifax 1.4 miles
- Tesco Bank ATM 1.5 miles
- Lloyds Bank 1.6 miles
- Tesco Bank ATM 1.6 miles
- Tesco Bank ATM 2.0 miles

**Pawn Shops/Jewellers:**

- H&T Pawnbrokers >0.1 miles
- Tiba Jewellers >0.1 miles
- Willesden Jewellers 0.2 miles
- H&T Pawnbrokers 0.2 miles
- Krys-Max Jewellers 0.3 miles
- Barkad Jewellers 0.8 miles
- Broadway Jewellers – Pawnbrokers London 0.8 miles
- Cash Converters 1.1 miles
- Sam Jewellery 1.2 miles
- Azad Jewellery 1.3 miles
- Ruqyah Jewellery 1.4 miles
- H&T Pawnbrokers 1.5 miles
- H&T Pawnbrokers 1.5 miles
- Ishtar Jewellery Ltd 1.5 miles

- Cash Converters 1.6 miles
- H&T Pawnbrokers 1.7 miles
- H&T Pawnbrokers 1.7 miles
- Amir Jewellery 1.9 miles
- Diamond Jewelry United 1.9 miles

**Pubs and Bars:**

- Angies Bar >0.1 miles
- Cavallino Italian Trattoria >0.1 miles
- Beer + Burger Store 0.2 miles
- Bar Lulas London 0.2 miles
- McGoverns 0.2 miles
- Curly Bar 0.3 miles
- Rising Sun 0.4 miles
- The Beaten Docket London 0.8 miles
- Tony's Bar London 0.8 miles
- The Crown Pub NW2 0.8 miles
- Lucky 7 Irish Bar 0.8 miles
- Moloney's London 0.9 miles
- Barretts Free House 1.0 miles
- The North London Tavern 1.0 miles
- Kilburn Arms 1.0 miles
- Brondes Age 1.1 miles
- The Island 1.2 miles
- Maggies Bar 1.2 miles
- The Chamberlayne Gastropub Kensal Rise 1.2 miles
- Whippet Inn 1.4 miles
- The Old Bell 1.7 miles

**Churches/Religious sites:**

- The Potters House Church Willesden 0.2 miles
- Willesden Green Baptist Church 0.3 miles
- St Andrew's, Willesden Green 0.3 miles
- St Gabriel's Church, Cricklewood 0.4 miles
- Christian Faith Church International 0.4 miles
- New Testament Church of God Willesden 0.4 miles
- St Mary Magdalen Church, Willesden Green 0.4 miles
- Donnington Evangelical Church 0.7 miles
- Debre – Genet Holy Trinity Church (London) 1.0 miles
- The Church of the Transfiguration 1.1 miles
- St Mary's, Willesden 1.2 miles
- St Catherine's Church, Neasden 1.4 miles
- All Saints Church, Child's Hill 1.6 miles
- St Martin's Church, Kensal Rise 1.6 miles
- Sacred Heart Church, West Hampstead 1.6 miles
- Potters House Christian Church Kilburn 1.6 miles
- St John the Evangelist, Kensal Green 1.7 miles
- St Luke's Church, Hampstead 1.9 miles

**Other Gambling Premises:**

- Royal Casino Slots <0.1 miles
- Ladbrokes <0.1 mile
- MERKUR Slots – Willesden 0.1 miles
- MACAU Casino Slots 0.8 miles
- Admiral Casino: Cricklewood 0.8 miles
- Coral 0.8 miles
- Star Sports 0.8 miles
- Dead heat Racing 0.9 miles
- Buzz Bingo Cricklewood 0.9 miles

- Betfred 1.5 miles
- William Hill 1.6 miles
- Game Nation 1.6 miles
- Silver Time 1.6 miles
- Ladbrokes 1.7 miles
- Cookes Amusements 1.7 miles

**Medical Centres:**

- Willesden Medical Centre 0.4 miles
- Jai Medical Centre (Brent) Sheldon Location 0.7 miles
- Lever Medical Centre 0.8 miles
- Cricklewood Health Centre 0.8 miles
- Roundwood Park Medical Centre 0.8 miles
- Mapesbury Medical Group GP NHS Doctor 0.9 miles
- Brondesbury Medical Centre 1.2 miles
- Lonsdale Medical Centre 1.3 miles
- Church End Medical Centre 1.4 miles
- Greenfield Medical Centre 1.4 miles
- West Hampstead Medical Centre 1.5 miles
- Neasden Medical Centre 1.5 miles
- Gladstone Medical Centre 1.5 miles
- Crest Medical Centre 1.6 miles
- Kilburn Park Medical Centre 1.7 miles
- The Abbey Medical Centre 2.0 miles

**Care Homes:**

- Springhill House (08003100394) 0.1 miles
- Voyage Care (08003286091) 0.4 miles
- MHA Lawnfield House – Residential Dementia Care Home 0.6 miles
- Franklin Lodge 0.6 miles

- London Care Ltd – Rosemary House 0.8 miles
- Lansdowne Care Home 1.1 miles
- Candlewood House Care Home 1.4 miles
- Willesden Court – Nursing, Residential & Dementia Care Home 1.4 miles
- Barchester – Magnolia Court Care Home 1.9 miles
- Craven Park Nursing Home 1.9 miles

**Transport Hubs:**

Bus Stops:

- Swaminarayan 1.8 miles
- Woodhey Road 1.9 miles

Train Stations:

- Willesden Green 0.2 miles
- Dollis Hill 0.7 miles
- Neasden 1.3 miles
- Willesden Junction 1.7 miles
- Harlesden 2.0 miles

**Vulnerable People:**

- Sallys Counselling – Couple and Individual Psychotherapy in Willesden Green 0.1 miles
- UCKG HelpCentre 0.1 miles
- Depaul UK Willesden Hostel 0.2 miles
- The Pakistan Centre 0.4 miles
- Mutual Aid Food Willesden 0.5 miles
- Pound Lodge 0.7 miles
- Ashford Place Community Centre 0.8 miles
- County Private Client Ltd 0.9 miles
- FoodCycle Kilburn 1.1 miles
- Via – New Beginnings – Brent 1.1 miles

- B3 (Brent Service User Council) 1.1 miles
- West Hempstead Community Food Hub 1.2 miles
- Brent Foodbank 1.2 miles
- Integrated Camden Drug Service 1.3 miles
- Joy House 1.5 miles
- Crisis Skylight Brent 1.6 miles
- Kilburn Streets Kitchen 1.6 miles
- Npfoodbank 1.6 miles
- Child's Hill Foodbank 1.6 miles
- Yallah Babba 1.6 miles
- St Mungo's: Chichester Road, Brent 1.9 miles
- Housing Solutions Service Family Centre 1.9 miles

**Areas of interest to children:**

- Brondesbury Park 0.4 miles
- Gladstone Park 0.6 miles
- The London Play Den 0.7 miles
- Roundwood Park 0.9 miles
- Iversan Road Open Space Childrens Play Area 1.3 miles
- Queens Park Children's farm 1.3 miles
- Kilburn Grange Park Children's play area 1.4 miles
- Flip Out Brent Cross 1.8 miles

RISKS	LEVEL	IMPACT	RISK MANAGEMENT	DATE REVIEWED
<p>Children entering the site unnoticed or unchallenged particularly after school and during school holidays</p>	<p>Low</p>	<p>Severe to Business  Severe to Child</p>	<p>The latest gambling participation survey (2024) reports the most common types of gambling activity that young people participated in were legal such as penny pushers or claw grab machines (20%), 4% played on fruit or slot machines and did not feature age restricted products,</p> <p>The site is strictly 18+ and the Operator has a Think 25 policy in place.</p> <p>Staff age verification training is delivered, with staff receiving training on induction and at least annually. Additional/remedial training is given when considered necessary.</p> <p>There is only one entrance/exit from Walm Lane which is effectively monitored by staff at all times from the customer service desk.</p> <p>The site frontage is designed to obscure the interior so as not to be attractive to children</p> <p>Over 18s notices are clearly displayed at entrance to the Premises</p> <p>Age verification checks are carried out on anyone who appears to be under the age of 25 and anyone unable to verify their age is asked to leave immediately.</p> <p>States are returned to anyone who has played a machine and unable to verify their age</p> <p>Age test purchasing is undertaken at least annually and the results are reported to Gambling Commission. Any failure will be reviewed by senior management and additional training put in place. Further testing will be arranged asap</p> <p>Clear and prominent premises signage and machine labelling</p>	

<p>Out of control gambling by other vulnerable people and failure to recognise signs associated with problem gambling or substantial changes in gambling behaviour</p>	<p>Low</p>	<p>Moderate to business  Severe to Vulnerable people</p>	<p>The Operator has a robust customer interaction policy &amp; procedure</p> <p>Staff receive training on induction and at least annually on how to identify customers who are or may be at risk of harm from gambling and how to interact with them.</p> <p>Customers are offered a number of self-help tools including timers, time outs and self-exclusion.</p> <p>Customer interactions are reviewed and assessed weekly for effectiveness. Where appropriate further and alternative interactions are used if no change in behaviour is seen.</p> <p>Operator led exclusions are used as a last resort where a customer displaying problems refuses to engage in customer interactions and continues to display signs of extreme problem gambling</p> <p>The site is designed to have effective monitoring of all customers at all times</p> <p>The results of all customer interactions are recorded on SmartEXCLUSION tablet and reported to the Gambling Commission</p> <p>Marketing and advertising complies with the LCCPs, the CAP and BCAP standards</p>	
<p>Failure to provide information on responsible gambling to players</p>	<p>Low</p>	<p>Severe to business  Severe to customers</p>	<p>The Operator has stay in control posters displayed prominently</p> <p>The Cat B gaming machines display safer gambling messages and are programmed with reality checks</p> <p>Stay in control leaflets are made available in racks &amp; discreet locations</p> <p>Regular audit of poster &amp; leaflets to maintain stock levels</p>	

<p>Failure to properly administer the self-exclusion process &amp; maintain its effectiveness, including breaches &amp; reinstatements</p>	<p>Low</p>	<p>Severe to business  Severe to customer</p>	<p>Site layout permits effective monitoring of customers entering premises</p> <p>CCTV at entrance to aid identification of known excluders</p> <p>Use of on-site &amp; SmartEXCLUSION self-exclusion schemes</p> <p>Staff review the self-exclusion data before starting each shift</p> <p>Use of group WhatsApp to notify staff of customers attempting to, or actual breaches of self exclusions</p>	
<p>Failure to deal with customers making complaints about the gaming machines</p>	<p>Moderate</p>	<p>Moderate to business  Severe to customers</p>	<p>All gaming machines are sourced from licensed suppliers only</p> <p>All gaming machines are regularly maintained and switched off immediately where the outcome of a gambling fault is identified.</p> <p>Terms and conditions displayed at premises provide details of how to make a complaint</p> <p>Paper copies of complaints procedure and complaints form are available</p> <p>Staff are trained on induction on how to deal with customer disputes, including referrals to IBAS the ADR provider</p>	
<p>Failure to identify attempts by third parties to launder money through the business</p>	<p>Low</p>	<p>Severe to business  Low to customers</p>	<p>There are a number of pawn shops identified in the local vicinity</p> <p>Effective monitoring of customers' behaviour by good line of sight from customer service desk and CCTV</p> <p>Staff are regularly trained to identify counterfeit money</p> <p>Change machines &amp; note takers regularly inspected</p>	

			Incidents of concern including money lending are reported through the SmartEXCLUSION system and to the MLRO	
Poor security increasing vulnerability to crime	Low	Severe to business  Severe to customers	<p>Liaison with local police teams as appropriate</p> <p>Effective CCTV with data stored for 30 days</p> <p>Toughened glass windows and doors with mag-lock fitted and in operation during quiet hours</p> <p>Safe on site for cash and keys</p> <p>All incidents recorded in incident log and reported to the Gambling Commission</p> <p>Intruder alarm installed and regularly serviced</p>	
Anti-social behaviour outside the premises	Medium	Moderate to business  Low to customers	<p>The Operator acknowledges its public responsibility to ensure its Premises are not a source that public nuisance and disorder. It will work closely with the police and other local partnerships to reduce the risk of any impact.</p> <p>Staff are trained to monitor the external area around the entrance for any anti-social behaviour and to take appropriate steps. Where an incident appears to be escalating the staff will use the mag-lock and engage with local partnerships to minimise the risk</p>	



**ARCADIA CASINO LIMITED**  
**POLICIES & PROCEDURES**

<b>Version</b>	<b>Date</b>	<b>Drafted/Reviewed by</b>
1	May 2020	Debbie Bollard
2	April 2025	Debbie Bollard

## **GAMBLING REGULATORY COMPLIANCE**

### **Introduction**

The Company is licensed to operate AGC premises

The Director and Company acknowledge their obligations to uphold the licensing objectives set out in the Gambling Act 2005 and the requirement to comply with the Licensing Codes and Conditions of Practice (LCCPs) as amended from time to time. The Company will comply with any relevant social responsibility provision of a code of practice issued by the Gambling Commission.

If it became clear that the Company was unable to fulfil its responsibilities under the Operating Licence the Director would notify the Gambling Commission immediately and comply with any requirements of the Gambling Commission

### ***Licensing Objectives***

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
- Ensuring that gambling is conducted in a fair and open way.
- Protecting children and other vulnerable persons from being harmed or exploited by gambling.

### ***Licensing Conditions and Codes of Practice***

The latest version of the LCCPs can be found online at

<https://www.gamblingcommission.gov.uk/licensees-and-businesses/lccp/online>

Compliance with the *Social Responsibility Codes* is a condition of the Company's Operating Licence, and any breach may lead the Commission to review an Operator's Licence with a view to suspension, revocation or the imposition of a financial penalty. This could also expose the Company to the risk of prosecution.

*Ordinary Code Provisions* do not have the status of Operator Licence conditions but set out good practice. The Company can adopt alternative approaches provided it considers the ordinary code provision and can demonstrate that an alternative approach is reasonable in the circumstances; or that by taking an alternative approach it is acting in a similarly effective manner. Ordinary codes of practice are admissible in evidence in criminal or civil proceedings and must be taken into account in any case in which the court or tribunal think them relevant, and by the Commission in the exercise of its functions; any departure from ordinary code provisions by the Company may be taken into account by the Commission on a licence review but cannot lead to imposition of a financial penalty.

## **REPORTING REQUIREMENTS**

The Company will disclose to the Commission anything that is likely to have a material impact on its business or ability to conduct licensed activities compliantly. In particular it will report any of the Key Events listed in the Licence Condition 15.2.

**A key event** is an event that could have a significant impact on the nature or structure of an Operator's

business. Operators are required to notify the Commission of the occurrence of key events as soon as reasonably practicable and in any event within five working days of becoming aware of the event's occurrence.

Operators must as soon as reasonably practicable, provide the Commission with any information that they know relates to or suspects may relate to the commission of an offence under the Gambling Act 2005, including any breaches of the Licence Conditions and Codes of Practice.

Full details of notifiable key events can be found in the Licence Conditions and Codes of Practice at condition 15.2 and include the following:

- The Company becoming insolvent;
- Any change in key personnel;
- Any disciplinary sanction, including dismissal, against the holder of a personal licence;
- Submission of a suspicious activity report (SAR) to the NCA pursuant to the Proceeds of Crime Act 2002 or Terrorism act 2000;
- Any breach of the Company's information security that adversely affects the confidentiality of customer data; and
- Any change of the Company's alternative dispute resolution (ADR) provider

The Company acknowledges its duty as set out in Licence Code 15.3.1 to, and will, provide the Gambling Commission with any information it requests in Regulatory Returns or otherwise relating to operations including the type of gambling activities provided, the numbers of staff employed and the policies in relation to, and the experience of, problem gambling.

## **RESPONSIBILITY FOR THIRD PARTIES**

The Company will be responsible for any third parties that it contracts with relating to the operation of its premises or the supply of gaming machines and will require any third party to act in accordance with the LCCPs. It will require any third party to provide any information that it may need to comply with its information reporting and other obligations to the Gambling Commission. Any contract with such a third party will include a provision to terminate the contract if in the Company's opinion the third party is in breach of its obligations.

## **ACCESS TO PREMISES**

The Company acknowledges its obligation to ensure that staff co-operate with the Gambling Commission's Enforcement Officers, the Police and the Authorised Officers of the Local Authority in the proper performance of their compliance functions and that they are made aware of those officers' rights of entry to premises contained under Part 15 (S.303 to S.326) of the Gambling Act 2005 (refer to page 2 of this policy) and that:

- The Company must provide the Gambling Commission or Police with any information that it suspects may relate to the commission of an offence under the Gambling Act 2005, including

an offence resulting from a breach of an operating licence condition or a code of practice provision having the effect of a licence condition.

- The Company must provide the Gambling Commission with such information as the Commission may require from time to time including the range of gambling activities provided by the licensee and the licensee's policies in relation to, and experience of, problem gambling.
- The Company must submit a Regulatory Return to the Gambling Commission containing such information as the Commission may require from time to time and provide evidence that the terms on which gambling is offered are not unfair under the Unfair Terms in Consumer Contracts Regulations 1999 and, where applicable, complies with the Consumer Rights Act 2015.
- Staff will co-operate with Enforcement Officers and Police in the proper performance of their compliance functions; senior management will ask the visiting officer for a written report of the inspection.

Staff are trained on induction and during refresher training on this policy and the rights of entry to premises by the Gambling Commission's Enforcement Officers, the Police or an Authorised Officer of the Local Authority.

- Suspected Offence - A constable or enforcement officer can enter a premises if he reasonably suspects that an offence may be being committed or is about to be committed.
- Inspection of Gambling - A constable, enforcement officer or authorised person may enter premises if they reasonable suspect that unlawful facilities for gambling (other than private and non-commercial gaming) or better may be being provided, may be about to be provided or have been provided.
- Inspection of Operating Licence Condition Compliance - A constable or enforcement officer may enter premises that they reasonably believe to be used by the holder of an operating licence in connection with licensable activities, to determine whether the licensed activities are being carried out in accordance with the conditions of the operating licence.
- Licensed Premises - A constable, enforcement officer or authorised person may enter a premises where an application for a premises licence has been made to assess the likely effects of activity carried on under a premises licence.

## **ANTI-MONEY LAUNDERING RISK ASSESSMENT POLICY & PROCEDURES**

### **LICENCE REQUIREMENTS**

Under LCCP 12.1.1 in order to prevent money laundering and terrorist financing, licensees must:

- Conduct an assessment of the risks of their business being used for money laundering or terrorist financing;
- Review the risk assessment at least annually;
- Have appropriate policies, procedures and controls in place to prevent money laundering; and
- Implement those policies effectively taking into account learning or guidelines published by the Gambling Commission.

The appropriate guidance from the Gambling Commission can be found at:

<https://www.gamblingcommission.gov.uk/manual/duties-and-responsibilities-under-the-proceeds-of-crime-act-2002>

The Company is licensed for non-remote Bingo, AGC and the supply maintenance and repair of gaming machines and is therefore not within the regulated sector under the Money Laundering (Information on the Payer) Regulations 2017 (as amended). However, the Company must comply with its obligations to prevent commission of offences under the Proceeds of Crime Act 2002 (POCA) and also comply with the LCCP.

### **MONEY LAUNDERING**

Money laundering is a term referring to offences involving the proceeds of crime or terrorism funds. Criminals attempt to launder money by disguising the source and/or changing the form of the funds or moving them to a place where they are less likely to attract attention.

The following are acts of money laundering:

- Concealing, disguising, converting, transferring criminal property, or removing from the UK (section 327 of the Proceeds of Crime Act (POCA) 2002).
- To enter into or become concerned in an arrangement which you know, or suspect will assist the acquisition, retention, use or control of criminal property or on behalf of another person (POCA section 328).
- Acquiring, using, or possessing criminal property.

### **ANTI-MONEY LAUNDERING**

Anti-money laundering (AML) is a term used to describe the legal controls that require financial institutions and other regulated entities to prevent, detect, and report money laundering activities.

An effective AML program requires:

- The criminalisation of money laundering with powers given to regulators and the police to investigate and prosecute;
- Financial institutions to identify their customers, establish risk-based controls, keep records and report suspicious activities;
- The ability to share information with other jurisdictions as appropriate.

## REGULATION

Employees working in the gambling industry are required to make a report in respect of any information that comes to them in the course of their business:

- when they know
- when they suspect
- when they have reasonable grounds for knowing or suspecting that a person is engaged in money laundering or terrorist financing, including criminal spend.

These obligations are collectively referred to as grounds for knowledge or suspicion. The Company must be able to demonstrate, with supporting evidence, that a risk assessment is and has been undertaken prior to entering into business relationships with customers and that adequate customer due diligence is conducted in order to ensure that customers' transactions are consistent with the level of risk presented.

The Company must also be able to demonstrate the extent of ongoing monitoring which is conducted on a risk-sensitive basis and retained any records necessary to reflect this, with risk profiles being properly maintained. This policy identifies additional measures that will be applied to carry out risk monitoring and when it will be necessary to obtain a declaration as to the source of funds from customers in situations which present a high risk with the potential for money laundering.

The Company and its Directors are committed to ensuring that compliance is embedded in all aspects of the business.

## AML RISK ASSESSMENT

### COUNTRY/GEOGRAPHIC RISK

#### Risks

- Residents of some countries can pose an inherently elevated risk of money laundering; the Financial Action Task Force has identified several High-Risk Jurisdictions on their Black List and a number of countries that are under increased monitoring on their Grey List <https://www.fatf-gafi.org/en/countries/black-and-grey-lists.html>
- Customers can present a higher risk as a result of their citizenship, business or residency.

#### Risk assessment

- There is a possibility that customers may originate from countries on the FAFT list.
- The majority of customers will be known to staff working in the premises through everyday customer interactions
- Staff are trained to be alert to any suspicious activity and to report suspicions to their line manager.
- Where the Company has suspicion that an unknown customer may come from a country on the Blacklist they will be asked to provide proof of residency and the Company will undertake further monitoring for any suspicious activity.
- Where the Company has suspicion that an unknown customer may originate from a country on the Grey List the Company may undertake further monitoring for any suspicious activity.

**Risk assessment = LOW**

**CUSTOMER RISK****Risks**

- Unknown or anonymous customers
- High spenders
- Disproportionate spenders
- Casual or regular customers
- Forged or stolen identities,
- From jurisdictions on the Blacklist or the Grey List or on sanctions lists.

**Risk assessment**

- The majority of customers will be known to staff through everyday customer interactions.
- Staff are trained to be aware of any suspicious activity and to report suspicions to their line manager.
- Where there is any doubt about the identity of a customer, they will be asked to verify their identity against their passport or driving licence photo.

**Risk assessment = LOW**

**TRANSACTION RISK (INCLUDING MEANS OF PAYMENT)****Risks**

- Money used to bet/gamble may be the proceeds of crime.
- Cash may be used that is difficult to trace and is associated with criminal activity.
- Customers may deposit criminal proceeds into gaming machines and then withdraw the funds with no gambling activity.

**Risk assessment**

- Staff are trained to be aware of any suspicious activity and to report suspicions to their line manager.
- The maximum stake on gaming machines is £2.
- Wins over £300 in value are paid out from the counter where no TITO so staff can interact with the customer and identify any suspicious activity.

**Risk assessment = LOW**

**PRODUCT RISK****Risks**

- Some gambling products such as gaming machines, and automated ticket redemption machines can pose a higher risk of money laundering.

**Risk assessment**

- The Company offers low-stake gaming machines with a maximum stake of £2 and maximum prize of £500.
- Wins over £300 in value are paid out from the counter where no TITO so staff can interact with the customer and identify any suspicious activity.

**Risk assessment = MED.**

**RISK ASSESSMENT - OVERALL**

- The Company has assessed its risk of being used to launder criminal proceeds to be **LOW/MED** overall.
- Its business is offering low stake gaming machines and bingo with a limit of £2 maximum stake.

- Winnings of over £300 are paid out by staff where no TITO instead of from the gaming machine to help identify suspicious activity
- Any stakes credited to a machine and then withdrawn with no gambling activity are flagged as suspicious to the MLRO.

The Company assesses that its risk of money laundering is LOW.

The Company acknowledges that higher value gambling activity carries a higher risk of money laundering and staff are trained to be alert to any such activity and to report it to their line manager.

**Updated May 2025**

### **CRIME & DISORDER AND AML POLICY**

This policy is based on the following principles and practises:

- The development of systems and controls that are appropriate for the business and comply with all legal and regulatory requirements;
- The assessment of any money laundering risks to the business at least annually and the adoption a risk-based approach that is flexible, effective, proportionate and cost effective;
- A commitment from, and responsibility resting with, the senior management;
- Regular assessment of the systems and controls in place;
- The maintenance of transactions records that meet the needs of law enforcement investigations tackling money laundering and terrorist financing;
- Initial and ongoing training for all relevant employees;
- Providing the nominated Money Laundering Reporting Officer (MLRO) with the resources and authority to operate objectively and independently.

### **RISK MANAGEMENT**

The Company has a policy and procedures in place in relation to risk assessment and management, as required under the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (the Regulations). This risk-based approach involves a number of discrete steps in assessing the most proportionate way to manage and mitigate the money laundering and terrorist financing risks:

- Identifying any money laundering and terrorist financing risks that are relevant to its business;
- Designing and implementing policies and procedures to manage and mitigate these assessed risks;
- Monitoring and improving the effective operation of these controls; and
- Recording what has been done, and why.

This risk-based approach focuses the effort where it is most needed and will have most impact. It requires the full commitment and support of senior management, and the active co-operation of all employees. The Company has conducted an assessment of its risk exposure to money laundering, which considers the threat, and its impact.

### **MLRO**

The designated Money Laundering Reporting Officer (Harpreet Chattha) takes responsibility for SARs in respect of the prevention and detection of money laundering, counter terrorism financing and the Company's obligations under the Proceeds of Crime Act 2000

The MLRO has responsibility for:

- Deciding whether to establish or continue a business relationship with a customer;
- Suspending or terminating a business relationship;
- Deciding whether the Company has any knowledge or suspicion of money laundering in relation to a customer's betting activity; and
- Submitting a Suspicious Activity Report (SAR) to the National Crime Agency (NCA) using [www.nationalcrimeagency.gov.uk](http://www.nationalcrimeagency.gov.uk).
- Seeking a defence (where appropriate); and
- Keeping a record of the decision-making process and all SARs submitted to the NCA.

The MLRO has the authority to act independently in carrying out their responsibilities and has access to sufficient resources to carry out their duties.

### **SUSPICIOUS ACTIVITY**

Suspicious activity includes any suspicious transactions, extreme customer profiles, and where deposits contradict the circumstances. Where the Company identifies a customer that requires additional risk monitoring it will conduct enhanced due diligence checks and may ask them to provide the following as evidence of identity:

- Passport or ID card.
- Utility bill.
- Bank statement.
- Other proof of identity.

Enhanced Due Diligence Checks are based on a customer's profile and the risk they pose to the Company's business. Where it is determined that a customer may be a risk the Company will conduct risk monitoring which will include checks of where the customer lives and works, and the value of their home and whether it is comparable to the level of customer spending.

### **SUSPICIOUS ACTIVITY REPORTS (SARS)**

The law imposes a duty on businesses to make a Suspicious Activity Report (SAR) about any actual or suspected money laundering or terrorist funding. Any employee who has any information that comes to them in the course of working for the Company that they know, suspect, or have reasonable grounds to know or suspect a money laundering activity is occurring should report their suspicions promptly to the MLRO using the form below. Any employee failing to do so, will be subject to disciplinary action and is liable to criminal prosecution.

No further enquiries should be made about the suspected money laundering after reporting to the MLRO and no further steps in any transaction relating to the suspected money laundering should be made without authorisation from the MLRO.

An employee must not, under any circumstances, disclose or discuss any AML concern with the person or persons subject to an investigation, or any other person for that matter. Disclosure (also known as "tipping off") is strictly prohibited and carries with it serious legal penalties.

Furthermore, and in order to keep ourselves protected as much as possible, no remark should ever be left on an account that would give any indication that money laundering is suspected, a customer being

entitled, at any point in time, to request the full notes/remarks on their account.

## **EMPLOYEES**

The Directors are fully committed to and responsible for the implementation of this policy. They understand their individual personal liability for consenting to or contributing to the commission of offences under the Regulations, or where such offence is attributable to any neglect on their part.

### **Staff training**

All staff will receive training on their obligations to report any knowledge or suspicions of money laundering to the MLRO and are aware of the procedures in place for doing so. Relevant employees will receive training on how to follow Company procedures for:

- Client due diligence (CDD), including enhanced requirements for high-risk clients,
- reporting suspicious activity to the MLRO and seeking appropriate consent to payout winnings where applicable.

## **RECORD KEEPING**

The Company will ensure that there is an audit trail to assist in any financial investigation by a law enforcement body. Its record keeping policy and procedure covers records in the following areas:

- Details of how compliance has been monitored by the MLRO;
- Delegation of AML tasks by the MLRO;
- MLRO reports to senior management;
- Information not acted upon by the MLRO including an explanation as to why no further action was taken;
- Customer identification and verification information;
- Supporting records in respect of business relationships or occasional transactions;
- Employee training records;
- Internal and external SARs;
- Contact between the MLRO and police or the NCA, including records connected to appropriate consent.

## **OFFENCES**

All employees are made aware of their risk of committing the following related offences.

- Failing to report suspicious activity under POCA and the Terrorism Act
- Failing to make a disclosure to the MLRO as soon as they are in receipt of information giving rise to the knowledge or suspicion.
- Failing, as the MLRO to make a disclosure to NCA of information giving rise to the knowledge or suspicion.
- Disclosing information that a SAR has been submitted and that is likely to prejudice an investigation,
- Disclosing information that an investigation into allegations that an offence under POCA or the Terrorism Act has been committed, and that is likely to prejudice the investigation.
- Falsifying, concealing, destroying, or disposing of any documents that are relevant to an investigation into an offence under POCA or the Terrorism Act

### **VETTING PROCEDURES FOR NEW EMPLOYEES**

The Company undertakes a number of vetting procedures when staff are employed through proper identification checks and verifies the identity and credentials of employees using at least two independent references. It will also seek to verify any further personal information or background information.

### **PROTECTING EQUIPMENT FROM INTERNAL CRIME AND CRIMINAL MISUSE**

The Company understands that a keyway to combat fraud is to first identify where its most valuable assets are. Processes and controls have been built into the routine business of the Company to minimise the risk of any of the gaming machines being misused.

### **ENSURING OTHER COMPANIES ARE TRUSTWORTHY AND REPUTABLE**

The Company is committed to promoting strong principles of business and professional ethics at every level.

All new suppliers will be subject to a rigorous approvals process and all information supplied by them will be verified and assessed to consider the risks associated with the supplier. The company also ensures that any third parties it contracts with understand the compliance obligations under the relevant customer jurisdictions.

### **RESPONSIBILITIES UNDER THE PROCEEDS OF CRIME ACT (POCA)**

The Company is fully aware of its obligations set out in the Proceeds of Crime Act 2002 and has appropriate policies and procedures in place.

### **INTERNAL RECORD KEEPING**

- Records of all customer transactions will be retained for a minimum of 6 years after the transaction has taken place.
- Records of customer details, regardless of their value state or open/blocked status, will be kept for a minimum of 6 years after the relationship with the customer was terminated.
- Records of money laundering investigations and suspicious activity reports will be kept for 6 years after the investigation was completed.

### **FURTHER INFORMATION**

Further information can be obtained from the following sources:

- National Crime Agency (NCA) <https://www.nationalcrimeagency.gov.uk/>
- National Crime Agency (NCA) - Suspicious Activity Reports (SARs): <https://sarsreporting.nationalcrimeagency.gov.uk>
- National Crime Agency (NCA) - Guidance on submitting better quality Suspicious Activity Reports (SARs) <https://www.nationalcrimeagency.gov.uk/who-we-are/publications/650-guidance-on-submitting-better-quality-suspicious-activity-reports-sars-v9-0/file>
- Money Laundering Regulations: report suspicious activities: <https://www.gov.uk/guidance/money-laundering-regulations-report-suspicious-activities>
- Gambling Commission - Anti-money laundering hub: <https://www.gamblingcommission.gov.uk/licensees-and-businesses/aml>

**For completion by the employee suspicious of activity**

CONFIDENTIAL

From: \_\_\_\_\_

[insert name of employee]

**Details of suspected offence:**

<p><b>Names(s) and address(es) of person(s) involved:</b> [if a company/public body please include details of nature of business]</p>
<p><b>Nature, value and timing of activity involved:</b> [Please include full details e.g., what, when, where, how. Continue on a separate sheet if necessary]</p>
<p><b>Nature of suspicions regarding such activity:</b> [Please continue on a separate sheet if necessary]</p>

**Has any investigation been undertaken (as far as you are aware)?** (Please tick the relevant box)

Yes  No

**If yes, please include details below:**

**Have you discussed your suspicions with anyone else?**

(Please tick the relevant box)       Yes    No

**If yes, please specify below, explaining why such discussion was necessary:**

**Signed:** \_\_\_\_\_ **Dated:** \_\_\_\_\_

**Please do not discuss the content of this report with anyone you believe to be involved in the suspected money laundering activity described. To do so may constitute a tipping off offence, which carries a maximum penalty of five years' imprisonment.**

**For completion by the Money Laundering Reporting Officer (MLRO)**

**THE FOLLOWING PART OF THIS FORM IS FOR COMPLETION BY THE MLRO**

**Date report received:** \_\_\_\_\_

**Date receipt of report acknowledged:** \_\_\_\_\_

**CONSIDERATION OF DISCLOSURE:**

**Action plan:**

**OUTCOME OF CONSIDERATION OF DISCLOSURE:**

**Are there reasonable grounds for suspecting money laundering activity?**

**If there are reasonable grounds for suspicion, will a report be made to NCA?** [Please tick the relevant box]  Yes  No

**If yes, please confirm date of report to NCA: \_\_\_\_\_ and complete the box below:**

**Details of liaison with NCA regarding the report:**

**Notice period:** \_\_\_\_\_ to \_\_\_\_\_

**Moratorium Period:** \_\_\_\_\_ to \_\_\_\_\_

**Is consent required from NCA to any ongoing or imminent transactions which would otherwise be prohibited acts? [Please tick the relevant box]**       Yes  No

**If yes, please confirm full details in the box below:**

**Date consent received from NCA:** \_\_\_\_\_

**Date consent given by you to employee:** \_\_\_\_\_

**If there are reasonable grounds to suspect money laundering, but you do not intend to report the matter to NCA, please set out below the reason(s) for non-disclosure:**

[Please set out any reasonable excuse for non-disclosure]

**Date consent given by you to employee for any prohibited act transactions to proceed:**

\_\_\_\_\_

**Other relevant information:**

**Signed:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**THIS REPORT TO BE RETAINED FOR AT LEAST FIVE YEARS**

## **PROTECTION OF BUSINESS FROM BEING A SOURCE OF CRIME OR DISORDER**

### **CASH HANDLING POLICY**

#### **Licensing Requirements**

- LCCP Condition 5.1.1 requires Operators to implement appropriate policies and procedures concerning the usage of cash and cash equivalents (by customers, designed to minimise the risk of crimes such as money laundering, to avoid the giving of illicit credit to customers and to provide assurance that gambling activities are being conducted in a manner which promotes the licensing objectives.
- LCCP Condition 15.3.1 requires Operators to report their gross gambling yield from each category of gaming machine within 28 days of the end of each quarterly period.

The Company acknowledges that there is a risk of internal and external crime including the theft of monies from its premises and the use of the business to launder money and/ or finance terrorism. The Company has there put in place the following cash handling policy for all its premises.

#### **Principles:**

- The receipt of money from gaming machines must be properly accounted for in all circumstances.
- Any concerns about money laundering should be immediately reported to senior management and the Money Laundering Reporting Officer and documented.
- All cash collections must be carried out by appropriately trained individuals.
- All cash collected must be securely stored and banked.
- Full records of all gaming machine collections must be maintained, including
  - the meter readings for each machine;
  - the category of gaming machine;
  - the location of the gaming machine.

#### **Procedures:**

- Gaming machines are emptied by the senior management and meter readings are recorded.
- All money is immediately taken to the site office where it is counted and the details together with the meter readings are recorded electronically to ensure that the same correspond.
- The Directors and senior managers are solely responsible for issuing refloats after the machines have been emptied and all floats are recorded and signed for at the time.
- The Directors and senior managers are responsible for banking;
- Any cash is kept stored securely in the safe in the site office until it is banked

#### **Credit & Money lending**

The Company does not permit the use of credit cards for gambling in its premises whatsoever.

The Company does not provide credit in connection with gambling nor participate in, arrange, permit, or knowingly facilitate the giving of credit in connection with gambling. Staff are trained to be alert to and to prevent collusion between customers. Disciplinary action will be taken against any member of staff involved.

The Company does not permit customers to lend money to one another and staff are trained to be alert to and identify any attempts and to report instances of substantial lending to a director. Customers will be asked to cease the practice and in certain circumstances they may be excluded from the premises if the behaviour continues.

### **Internal crime**

The Company acknowledges that there is a risk of internal crime in the form of theft or money laundering by employees. Although this is assessed as being low, to mitigate the risk, the Company has adopted the following policy.

- The Premises are constantly monitored by CCTV which is recorded and available to download and review at any time.
- Only senior management are responsible for emptying and refloating the machines and which is conducted on a weekly basis at which time meter readings are taken and recorded; these are then checked to ensure that the same correspond.
- Any cash is kept stored securely in the safe in the office together with the keys to all the gaming machines with access by senior management only.
- Staff and their family are not permitted to use the gaming machines or electronic bingo terminals in its premises.

The Company can make the following gaming machines available for use in its Premises:-

- Category B3– max stake £2 max prize £500
- Category B4 – max stake £2 max prize £400
- Category C – max stake £1 max prize £100
- Category D – max stake 10p max prize £5

The Company will ensure that on its Premises it only operates 1 category B3/4 machine for every 4 category C/D machine unless it has premises with grandfather rights when it can operate a maximum of 4 category B3/4 machines. Where applicable, to maintain the 20% rule staff are trained to switch off a category B3/4 machine if a category C/D machine becomes unserviceable.

### **External Crime**

The Company maintains an asset register recording:

- Details of its gaming machines including serial numbers
- The location of each gaming machine and the relevant authorisation for its operations
- Details of any maintenance including software updates
- Details of disposal

The Company ensures that all gaming machines operated and supplied by the Company have:

- Independent metering to monitor activity.
- Coin and note acceptors that reduce the risk of counterfeit monies being used in the machines.
- Security locks with access to keys limited to the Company and authorised staff.
- Alarms and programs designed to shut the machine down in the event of an attempt tamper with them.

The Company audits transactions and accounts and makes regular checks for any unusual or suspicious activities.

The Company uses CCTV and has staff monitoring its equipment to prevent crime and criminal misuse.

The Company carries out due diligence checks on other businesses that it deals with to ensure they are trustworthy and reputable and comply with any industry regulations and standards. This includes where appropriate that a supplier holds a valid Operating Licence. If there are any concerns about the conduct of a third party that the Company does business with he will, where appropriate, terminate any contract immediately.

The Company only sources gaming equipment supplied by other businesses that hold Operating Licences and regularly checks to ensure that the equipment complies with the Gambling Commission's technical standards.

## ENSURING THAT GAMBLING IS CONDUCTED IN A FAIR AND OPEN WAY

The Company recognises its responsibility and obligations to ensure that the gambling facilities provided are operated in a fair and open way as is required by the licensing objectives and the LCCPs.

The Company offers gambling on fair and open terms; none of the terms on which gambling is offered are unfair terms within the meaning of the Consumer Rights Act 2015 and, where applicable, meets the reasonableness test under the Unfair Contracts Act 1977. Terms of play are benchmarked against these legal requirements.

Staff are trained on induction, that it is essential that the Company is seen to be operating in a fair and open way and that any queries should be immediately referred to the management. Staff are trained on how to deal with the complaints, and which includes logging all complaints in the log at the Premises. All records and reports, including the outcome of each dispute, are submitted annually to the Gambling Commission.

The Terms and Conditions of use of the facilities in Premises are clearly displayed at the Premises and include details of how to self-exclude and make a complaint. Paper copies of the terms and conditions and the complaints procedures are made available for customers to take away. Any changes will be notified to customers through additional signage prior to any change taking place.

Where the Company offers customers free or discounted alcoholic drinks for consumption in its Bingo premises, such promotions will not be linked to whether, or when, the customer begins, or continues, to gamble. Furthermore, the Company will not make unsolicited offers of free alcoholic drinks for immediate consumption by customers at a time when they are participating in gambling activities.

The Company carries sufficient float in its safe on its Premises to cover all gambling transactions and financial obligations.

The Company acknowledges its responsibility for third parties that it contracts with linked to its licensed activities and will ensure that the terms of any such contracts: -

- require a third party to act in accordance with the LCCPs applicable to any activities conducted on behalf of the Company.
- require a third party to provide all information that the Company may need to comply with its information reporting and other obligations to the Gambling Commission
- permit the Company to terminate the contract if in its reasonable opinion a third party is in breach of contract particularly relating to terms pertaining to the LCCPs and licensing objectives.

The Company will ensure that there are sufficient facilities for playing Bingo through Electronic Bingo Terminals so that Bingo remains the Primary activity on the Premises. The layout and design of the Premises are such that anyone entering will be able to identify that they are in a Premises licensed to offer Bingo.

## ARCADIA CASINO LIMITED - TERMS AND CONDITIONS

### Who we are and our contractual relationship

1. These Premises are operated by Arcadia Casino Limited (“us” or “we”) under the authority of an AGC Operating Licence (57175) granted by the Gambling Commission.
2. When you use the gambling facilities on our premises you are entering into a legal contract with us, the terms of which are set out here (the “Terms”). As soon as we provide or display amended Terms then the amended Terms will apply from that point onwards unless we make any material changes in which case, we will display a notice in our premises informing customers of the changes to Terms before they come into effect.
3. When you are on our premises, we expect you to treat our staff and other customers with courtesy. We may ask you to leave if, in our opinion, your behaviour is rude, threatening, or abusive; or you are under the influence of alcohol or other substances. We may refuse admission to our premises at any time without giving reasons.

### Underage gambling

4. Entry to our Premises is only for those aged 18 years and older. Our staff are required to check your age if you appear to be under the age of 25. You may be asked to show ID proving your age.
5. We will only accept a valid, legible, and current form of ID that is an original not a copy and which contains a photograph capable of identifying you and which must also state your date of birth. Any ID’s which show signs of tampering will be rejected. Acceptable forms of ID include any identification carrying the PASS logo (for example Citizencard or Validate), a military identification card, a driving licence (including a provisional licence) with photocard, or a passport.
6. We may refuse you entry and/or remove you from our Premises if you appear to be under-age and cannot or will not produce an acceptable form of ID.
7. If we discover that a child (under 16 years) or young person (16 or 17 years) has gambled on any gaming machine (other than a Category D (i.e. stake of no more than 10p and maximum prize of £5 cash), then we will return the payment to play, and no prize winnings will be paid out.
8. If you are over 18 and are accompanied by a person who is under the age of 18 then we will refuse both of you entry to our Premises. If you enter or try to enter more than once when accompanied by a person who is under the age of 18 years, then we may exclude you from our premises permanently (even if not accompanied by a child or young person).

### Responsible gambling and self-exclusion

9. You agree that we may approach and speak to you where we believe you may have an issue with your gambling and that we may refer you to sources of help with problem gambling. We may record those discussions with you and may also give details of our concern to the Gambling Commission – this will be in general terms and no personal data will be shared with the Gambling Commission. You may want to contact GAMCARE which provides information, advice and counselling to individuals, their family and friends who have concerns about problem gambling. The Helpline number for GamCare is 0808 802 0133. We are a member of the Boomerang SmartEXCLUSION national self-exclusion scheme.
10. This means that you may exclude yourself from gambling with us and from other participating premises for an initial minimum period of between 6 and 12 months. Please inform a member of staff if you wish to discuss self-exclusion. Where possible we will try to discuss this with you in private.
11. In order to self-exclude, you will be expected to sign a paper or digital self-exclusion form accepting the terms and conditions of your self-exclusion and provide us with personal information such as your name, address and contact details, as well as photo identification and any other personal details we reasonably consider necessary to implement this self-exclusion. You do not have to enter our premises to do this and may communicate with us in writing. You agree that we may share the information you provide and the fact of your self-exclusion with IHL who operate the self-exclusion scheme and other local AGC premises. More details will be provided by our staff if you choose to self-exclude.
12. If you have self-excluded yourself from our venue, then we will try to make sure that you are not allowed to enter our premises. If we find you inside our premises, then we will ensure that you leave as quickly as possible. **However, if you still manage to gamble during a period of self-exclusion then we will not be responsible for your gambling losses, nor will we have to refund any monies lost.** We will record any attempt by you to breach your self-exclusion agreement.
13. At the end of the period chosen by you, the self-exclusion will remain in place for a further 6 months unless you take positive action in order to gamble again by requesting a member of staff to allow you to do so. If you reinstate yourself to gambling in this way you will not be able to gamble for a further 24 hours – this is called a cooling off period and is required by Gambling Commission Regulations. You may also request a renewal of the self-exclusion when it expires by contacting a member of our staff.
14. If you do not renew your self-exclusion, nor request to be re-instated to gambling then your self-exclusion

will automatically continue for a further six months. After this time, you will no longer be self-excluded.

15. We reserve the right to exclude you from the premises without your consent if you we consider that you are unable to control your gambling or are abusive to staff, are disruptive or fail to comply with any other terms of entry.

#### **Credit and loans**

16. We do not permit the use of credit cards in our Premises

17. We do not provide any form of credit in connection with gambling.

17. We do not permit any loans or other arrangements on our premises where credit is given to another person for any gambling activities. We will ask anyone to leave our premises and will exclude from entry in the future anyone who we discover is making loans on our premises on a commercial or organised basis.

#### **Promotions and reward schemes**

18. Any promotions, loyalty, or other reward schemes we offer will be subject to separate terms and conditions.

#### **Refunds**

19. If any gaming or other machine fails to work or work properly then, at the discretion of the venue, you will be entitled to is a refund of the stake you wagered. If we believe a machine is operating incorrectly, we may stop any further play on it. Any wins from a faulty machine will be void and you will not be entitled to collect any winnings accrued on a faulty machine.

#### **Complaints and disputes**

20. In this section, a "complaint" means a complaint about any aspect of our operation of our licensed gaming activities. A "dispute" is any complaint which is not resolved at the first stage of our complaints process. A copy of our complaints and disputes procedure is available on request.

21. If you have any complaints about any of the facilities for gambling that we provide, you should raise it as soon as possible with the Manager. If your complaint is not resolved to your satisfaction by the Manager, please put your complaint in writing, setting out the circumstances and send with any supporting information to Harpreet Chattha, Arcadia Casino Limited, 15-17 Upper George Street Luton LU1 2RD within 21 days.

22. We aim to respond in writing to your complaint within 14 days of receiving your written complaint.

23. If your complaint remains unresolved after receiving a written response from us, then we treat it as a dispute, and you have the option to refer it to the independent alternative dispute resolution ("ADR") entity that we use. This entity is called CEDR and can be contacted via its website <https://www.cedr.com>

4. There is no charge or cost to you in referring your complaint to CEDR, but it will not deal with your complaint until you have been through our complaint's procedure. In referring a dispute to ADR, you accept that any determination is binding on you and us.

#### **Cheating and advantage play**

25. If you are found cheating or if it is determined by us that you have employed or made use of a system (including any apparatus) designed to gain an advantage over the random operation of any gaming machine, you will not be paid out any prizes and will be barred from entering the premises in the future.

#### **Data protection and privacy**

26. We operate CCTV facilities at our premises for the purposes of detection and prevention of crime, and to ensure that our staff are able to work in a safe environment. CCTV recordings may be disclosed to the police or used in dealing with any complaints.

27. If you have opted into the self-exclusion scheme then your personal data will be made available to our staff, and the Boomerang as well as other participating AGC and Bingo sites.

28. In order to fulfil our regulatory obligations, we may undertake various checks of your identity, residence, income and wealth and may require you to supply us with information or documents in this regard.

## TECHNICAL STANDARDS

### GAMING MACHINE TECHNICAL STANDARDS

LCCP 2.3.1 requires Operators to comply with the Commission's technical standards and with requirements set by the Commission relating to the timing and procedures for testing.

The Gambling Commission's technical standards can be found at:

<https://www.gamblingcommission.gov.uk/licensees-and-businesses/page/gaming-machine-technical-standards>

The Company acknowledges that its Operating Licence permits it to operate the following gaming machines:-

- Cat B2 - max stake £2 max prize £500 to Casinos & Betting shops
- Cat B3 – max stake £2 max prize £500 to the above Bingo sites and AGCs
- Cat B3A – max stake 32 max prize £500 to members clubs etc
- Cat B4 – max stake £2 max prize £400 to all the above
- Cat C – max stake £1 max prize £100 to all the above FECs, pubs and commercial clubs
- Cat D AWP – max stake 10p max prize £5 to all above & uFECs
- Cat D non-money - max stake 30p max prize value £8 to all above
- Cat D Prize – max stake £1 max prize value £50 to all above
- Cat D crane – max stake 10p max prize £8 to all above
- Cat D combined money & non-money max stake 20p max prize £20 to all above
- Cat D coin pushers and penny falls to all of the above

Gaming machines operated by the Company are either manufactured or supplied by Operators licensed by the Gambling Commission. The Company will, where appropriate, seek assurances from its suppliers that the gaming machines and parts supplied comply with the latest technical standards.

Gaming machines operated by the Company that are manufactured after September 2007 are fully compliant with the Gambling Commission's technical standards.

Gaming machines operated by the Company that are manufactured after September 2007 contain meters which record information on the games played and this information will be the basis for dispute resolution.

Gaming machines operated by the Company declare if they are 'random' or 'compensating'.

- If it is a random machine it will state on the machine that 'This machine is random'
- If it is a compensating machine it will state on the machine that 'this game is compensated and may be influenced by previous play'
- If it is a compensating machine which has a feature which may invite a player to make a choice which may offer a low chance of success (e.g. a Hi/Low or gamble button) the machine will state 'this game is compensated and may be influenced by previous play and offer the player a choice where there is little chance of success'.

Gaming machines operated by the Company display the percentage payout. This is calculated over a very long run, normally 100,000 plays.

- If the game does not depend on player strategy the machine will display the following notice 'this machine has an average percentage payout of at least [insert value] %'.
- If the payout depends on player strategy the machine will state 'the return to player based on best strategy is [insert value] %'
- If the payout, for example of a feature, does not reflect the true odds the machine will display the following message 'the outcome of any game of feature is not necessarily that shown by the odds displayed'.

Gaming machines operated by the Company state whether a malfunction will either void a game or voids all pay-outs and games.

Gaming machines operated by the Company state when a machine has a minimum payout level and will also state if it is not possible to have certain winning combinations available in every game.

## MARKETING POLICY

In accordance with Social Responsibility Code 5.1, where the Company offers any customer or potential customer an incentive or reward it will ensure that the scheme makes clear:

- the circumstances in which, and conditions subject to which, the benefit is available are clearly set out and readily accessible to the customers to whom it is offered;
- that neither the receipt nor the value or amount of the benefit is dependent on the customer gambling for a pre-determined length of time or with a pre-determined frequency; or altered or increased if the qualifying activity or spend is reached within a shorter time than the whole period over which the benefit is offered;
- that if the value of the benefit increases with the amount the customer spends it does so at a rate no greater than that at which the amount spent increases;

The Company will ensure that all marketing is undertaken in a socially responsible manner and complies with the advertising codes of practice issued by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) as applicable.

The Company will also ensure that any marketing communications, advertisements, and invitations to purchase (within the meaning of the Consumer Protection from Unfair Trading Regulations 2008) do not amount to or involve misleading actions or misleading omissions within the meaning of those Regulations; that all significant conditions which apply to any marketing incentives are provided transparently and prominently to consumers and that significant conditions are displayed at the point of sale for any promotion, and on any advertising in any medium for that marketing incentive. Where limitations of space make this impossible information about the significant conditions will be included to the extent that it is possible to do so, and the advertising will clearly indicate that significant conditions apply with a link to a webpage where the significant conditions are displayed in full. Such terms will be made available for the full duration of the promotion.

The Company will not send direct electronic marketing to consumers without their informed and specific consent and will cease sending such marketing if consent is withdrawn.

## COMPLAINTS AND PLAYER DISPUTE RESOLUTION

Under SR Code provision 6.1.1 licensees must:

- put into effect appropriate policies and procedures for accepting and handling customer complaints and disputes in a timely, fair, open and transparent manner.
- ensure that they have arrangements in place for customers to be able to refer any dispute to an ADR entity in a timely manner if not resolved to the customer's satisfaction by use of their complaints procedure within eight weeks of receiving the complaint, and where the customer cooperates with the complaints process in a timely manner. The services of any such ADR entity must be free of charge to the customer.
- not use or introduce terms which restrict, or purport to restrict, the customer's right to bring proceedings against the licensee in any court of competent jurisdiction. Such terms may, however, provide for a resolution of a dispute agreed by the customer (arrived at with the assistance of the ADR entity) to be binding on both parties.
- Have complaints handling policies and procedures that include procedures to provide customers with clear and accessible information on how to make a complaint, the complaint procedures, timescales for responding, and escalation procedures.
- ensure that complaints policies and procedures are implemented effectively, kept under review and revised appropriately to ensure that they remain effective, and take into account any applicable learning or guidance published by the Gambling Commission from time to time.
- keep records of customer complaints and disputes and make them available to the Commission on request.

## POLICY AND PROCEDURE FOR INVESTIGATING A CUSTOMER COMPLAINT

Where a customer raises a complaint about the use of a gambling product provided by the Company it will invoke its complaints procedure as follows:-

- In the first instance the member of staff receiving the complaint will assess whether it can be solved immediately without further intervention from the Company and the matter will be recorded in the Premises complaints' log - **Stage 1**
- If a member of staff is unable to resolve the matter immediately the matter will be referred to the Manager who will try to resolve it - **Stage 2**
- Where the Manager is unable to resolve the matter within 48 hours one of the Directors will review the complaint and provide an acknowledgement to the customer within 3 days, by any reasonable communication method requested - **Stage 3**
- If the complaint cannot be resolved to both parties' satisfaction within 8 weeks the customer will be advised to refer the complaint to CEDR ADR Service and provided with contact details
- The Company will provide CEDR with any additional information it requires to investigate the complaint within 10 working days of a request,
- A record of the referral and its outcome will be reported to the Gambling Commission.

**The Company will ensure that:**

- Its terms and conditions include information about how to make a complaint;
- Information about how to make a complaint is readily accessible to customers and in a paper format that can be taken away;
- The information includes: -
  - details of how to make a complaint and the contact details of the person who will handle the complaint;
  - CEDR's contact details for referring any disputes that cannot be resolved within 8 weeks by the Company;
- Customers are provided with a copy of the complaints policy and procedure on request or when making a complaint
- All complaints are handled in accordance with the procedure;
- A record of all complaints is kept in its complaints log and a copy of the outcome and any decision of a referral to CEDR.
- Its complaints policy and procedure are implemented with effective staff training, kept under review to ensure that they remain effective and comply with the requirements of LCCP 6.1.1 and take into account any applicable learning or guidance published by the Gambling Commission from time to time.
- It notifies the Gambling Commission about any change to its ADR provider.

## **ARCADIA CASINO INFORMATION**

Arcadia Casino Limited tries to provide a high-quality service to its customers and members of staff are trained how to deal with complaints at the initial stage. However, if you believe that things have gone wrong, and your complaint was not resolved to your satisfaction then please inform us as we take such reports seriously. We will review your complaint and will be dealt with by:

- Harpreet Chattha who is a director
- Email Address: [harcadia@gmail.com](mailto:harcadia@gmail.com)
- Tel: 07957005316

### **How to make a complaint**

- Complaints, which we will deal with confidentially, should be submitted in writing, or e-mail.
- The attached form should be used to record and submit complaints.
- Give as much detail as possible and any other relevant information to assist us in the investigative process.
- Complaints should be raised within 6 months of the incident.

### **What happens next?**

We will acknowledge receipt of your complaint in writing within 3 days, we will investigate and provide a full explanation of what we have done within 8 weeks of receiving a complaint. If this is not possible, for example because of a delay in you providing additional information we have requested, we will give a date by which a full response can be expected, and which will only take into account any such delays. Should your complaint not be resolved between us we will provide you with a 'deadlock' or final outcome letter that you will need to submit if you go to Alternative Dispute Resolution (ADR).

### **If you are not satisfied with our response**

If you are still not satisfied with our response to the complaint, you may consider contacting CEDR, the ADR entity this company is registered with, and request that the matter be reviewed. You should submit all previous correspondence relating to your complaint, including the 'deadlock' letter referred to above.

CEDR will acknowledge receipt of your correspondence without undue delay and, after a review, inform you of its findings and recommendation usually within a maximum of 90 days. The review process is thorough and based upon the information that both parties and other independent sources provide.

CEDR's ADR Service contact details are as follows:

- Email Address: [applications@cedr.com](mailto:applications@cedr.com)
- Website: [www.cedr.com/consumer/lotteries-gambling/gambling/](http://www.cedr.com/consumer/lotteries-gambling/gambling/)
- Telephone: 020 7536 6000
- Postal Address: 100 St. Paul's Churchyard, London EC4M 8BU

It is recommended that you visit CEDR's website so that you are fully aware of the procedural rules and other related information

## Complaint Form - CUSTOMER

Name: .....

Address: .....

.....

Postcode .....

Daytime Telephone No.....

E-mail address: .....

Signature: ..... Date: .....

Is this an initial complaint or a follow up to a previous incident?

.....

.....

.....

Name of staff member that you initially raised your complaint with:

.....

Date of Incident: .....

Time of Incident: .....

A clear and comprehensive account of the complaint and what you are seeking as redress to resolve the matter:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Please use continuation sheet(s) if required.

Signed..... (Complainant)

Date: .....

For Office Use Only

Director dealing with complaint: .....

Complaint Acknowledged (Y/N): Date: .....

Details of action to resolve taken by Company:

.....

.....

.....

If complaint still unresolved by Company

Complainant referred to ADR Entity (Y/N); Date.....

.....

Company Complaint Policy & Procedure Document given to Complainant (Y/N): Date.....

## **PROTECTION OF CHILDREN AND VULNERABLE PEOPLE POLICY**

The Company recognises its responsibility and obligation to protect children and other vulnerable persons from being harmed or exploited by gambling as is required by the licensing objectives and the LCCPs.

### **Access To Gambling by Children and Young Persons**

#### ***Licence Requirements***

- Under s.46 Gambling Act 2005 it is an offence to permit a person under 18 to gamble.
- Under SR Code 3.2.5 licensees must:
  - Have and put into effect policies and procedures designed to prevent underage gambling.
  - Policies must include verifying the age of a customer.
  - Warn customers that underage gambling is an offence.
- Under SR Code provision 3.2.5 policies must also include:
  - checking the age of apparently underage customers
  - refusing entry to an adult only area to anyone unable to produce an acceptable form of identification.
  - taking action when there are unlawful attempts to enter the adult-only areas.

### **POLICY AND PROCEDURE TO PREVENT UNDERAGE GAMBLING**

All the Company promotional material makes it clear that under 18's are not permitted to enter its Premises.

The Company has a think 25 policy, and anyone entering its Premises that is suspected of being underage or believed to be under 25 is asked to produce valid photographic ID as proof of age which includes their date of birth and has no visible signs of tampering or reproduction. The Company will accept the following as evidence of proof of age:

- A passport; or
- A driving licence; or
- An Armed Forces identity card

Anyone found to be or unable to prove their age will be asked to leave the Premises or refused admission. Forged ID may be retained and handed to the police.

Staff are trained as part of their induction that they are under no circumstances to permit access to Premises by anyone who appears to be under the age of 25 and who cannot prove that they are over the age of 18. Notices are displayed at the entry to the Premises stating that no one under the age of 18 is permitted to enter or gamble.

The Company ensures that it does not offer gambling in a style that is intended to or likely to appeal to anyone under 18.

If a person under 18 repeatedly attempts to gamble at Company premises staff will offer that person information on problem gambling and issue an oral warning that further attempts will be reported to the police. If the said person continues to try to enter the premises for the purpose of gambling the

incident will be reported to the police, recorded in the incident log, and recorded in the Company's annual regulatory return.

If the Company identifies an adult who is complicit in encouraging or assisting someone under the age of 18 to enter and gamble in the premises a director will issue a warning and may consider excluding the adult from Company premises on a temporary or permanent basis.

An entry of any incident will be recorded in the incident log kept at the Premises and reported to the Gambling Commission on an annual basis.

The Company participates in a collective test purchasing scheme as part of its underage gambling prevention strategy with testing undertaken a minimum of once a year. The results of any test purchase will be recorded in the Company's logs as 'challenge before gambling activity', 'challenge during gambling activity', 'challenge after gambling activity', or 'unchallenged' and reported to the Gambling Commission. Where a premises fails a test purchase a further test purchase will be arranged and the results recorded.

### **Employment of children and young people**

Employment of children and young people

- Under s.51 of the Gambling Act 2005 it is an offence to employ anyone under 18 to provide facilities for gambling
- Under s.54 of the Gambling Act 2005 it is an offence to employ anyone under 18 to work on gaming machines that are sited in gambling premises
- Under s.55 it is an offence to employ anyone under 18 in an AGC unless closed
- Under Ordinary Code Provision 3.6.2 Licensees should have policies and procedures in effect designed to ensure that
  - Children and young people are not asked to provide facilities for gambling.
  - All staff are instructed on the laws relating to access to gambling by children and young people.

The Company does not employ anyone under the age of 18 to work in its Premises. All staff have been trained about the laws relating to access to gambling by anyone under the age of 18 and which forms part of the induction training for all staff. It is strict Company policy that no gambling facilities are made available for use at the Company's Premises if anyone under the age of 18 is working on the premises outside the hours when the premises are open for business.

## SOCIAL RESPONSIBILITY POLICY AND PROCEDURES

### Licence Requirements

- Under SR Code 3.1.1 licensees must:
  - Have and put into effect policies and procedures to promote socially responsible gambling;
  - Make an annual financial contribution to organisations to prevent and treat gambling related harms.
- Under SR Code 3.3.1 licensees must:
  - Make information readily available to customers on how to gamble responsibly and how to access information about problem gambling (e.g., monitoring or controlling gambling by duration or money spent, timers, self-exclusion options or further advice or information)
- Under SR Code 3.4.1 licensees must:
  - Interact with customers by (a) identifying customers who may be at risk or experiencing gambling harm (b) interacting with those customers and (c) understanding the impact of the interaction;
  - Take into account the Commission's guidance on customer interaction <https://www.gamblingcommission.gov.uk/licensees-and-businesses/guide/customer-interaction-formal-guidance-for-premises-based-operators?msclkid=8e1bb2c1b4f411ec9bf242e2b502fe58>
- Under SR Code 3.5.1 licensees must:
  - Have and put into effect procedures for self-exclusion and take all reasonable steps to refuse service or to otherwise prevent an individual who has entered a self-exclusion agreement from participating in gambling.
  - Signpost individuals that self-exclude to counselling and support services.
- Under SR Code 3.5.6 licensees must:
  - Offer customers entering into a self-exclusion agreement at their Premises the ability to self-exclude from other similar local Premises operated by other licensees, by participating in a multi-operator self-exclusion schemes.

### SR Triggers

The Company will use the following trigger points that it can monitor to identify those at risk of problem gambling: -

- An increase in the time spent gambling;
- An increase in the amount of money spent on gambling;
- Chasing losses;
- Complaints made by the customer about not winning or talking about the negative impact of their gambling;
- Signs of distress, agitation or other changes that might indicate that gambling is having a negative impact on the customers wellbeing;
- Threatening self-harm or suicide;
- A customer's known vulnerability.

### SR Procedures

The Company makes an annual financial contribution to an organisation approved by the Gambling Commission to prevent and treat gambling related harms. A decision as to the recipient is made on

an annual basis.

As a result of the triggers set out above, where the Company becomes aware that a customer may be at risk of problem gambling, staff will provide the customer with responsible gambling information including the option to have a time-out from gambling or to self-exclude, or other options.

The Company's procedure includes staff monitoring customer activity and interacting early and quickly to minimise the risk of customers experiencing harm associated with gambling. This takes into account the following 3 key outcomes:

- **Identifying** anyone who appears to be gambling beyond their means or displays behaviour such as agitation distress intimidation or aggression that may indicate problem gambling. Staff are trained to know the
- **Interacting** with anyone displaying signs of problem gambling by first asking them if they are open to a discussion about their behaviour and offering the following:
  - Taking a break from gambling;
  - Setting a limit on the time spent gambling;
  - Setting a limit on the amount that they spend on gambling;
  - Suggesting they play on a lower stake machine;
  - Self-exclusion;
  - Stay in Control Leaflet';
  - The use of a play diary to monitor their gambling;
  - Use of a Gambling Management App such as Gamblewise and Playright;
  - Information on how to contact to Gamcare for further help;
  - Taking a 'Time Out'.
- **Evaluating** the outcome of the interaction by monitoring the customer's behaviour/gambling activity to see if the advice has been followed and whether there has been a positive change. This should normally be done monthly and after a self-excluder opts to start gambling again. Where there are any further concerns about irresponsible gambling (even if triggers are not hit) further interaction will take place.

The Company acknowledges that staff have an important role in reducing the risk of customers suffering harm associated with gambling. The Company's training includes providing staff with the necessary tools, skills, and support to monitor customer activity and behaviour and interact at the earliest opportunity. Staff are trained to know regular customers' gambling habits and to recognise any changes that might indicate a problem. Staff are also trained to observe new customers for any signs of problem gambling.

The Company recognises that customers should be always protected and monitors footfall to ensure that adequate staffing is available to cover busier periods.

### **Record Keeping**

The Company will maintain records of all customer interactions through its paper/electronic logs, including details of when an interaction was considered and ruled out and if an interaction took

place later. Details will include: -

- the behaviour or activity before the interaction;
- the change in behaviour or prompt for the interaction
- what form the interaction took including any advice or suggestions;
- the outcome of the interaction.

Customers will be encouraged to provide their name and any other information considered necessary to provide further help and support and identify previous interactions. Personal data held by the Company will be in accordance with the requirements of the Data Protection Act 2018.

### **Training**

Staff will receive training on the Company's Social Responsibility Policy and Procedures on induction and then at least annually on how to identify customers at risk, how to interact with customers, depending on the circumstances and to evaluate whether the interaction has been effective. Training will either be provided in-house by senior management.

Staff will be monitored to ensure that they have understood the training and implemented the procedures. Additional training and remedial training will be provided when considered necessary.

### **Responsible Gambling Information**

The Company provides information to its customers through prominently posters and leaflets, on how to gamble responsibly including how to monitor and control gambling such as: -

- restricting the amount of time spent gambling;
- restricting the amount of money they can spend;
- self-exclusion.

The Company provides information to its customers through prominently posters and leaflets, on how to access further help and advice for problem gambling. The information is: -

- displayed in all places where gambling facilities are provided and adjacent to any ATMs;
- available in a form that can be taken away;
- located where customers can obtain it discreetly;

### **Self-exclusion**

The Company understands that whilst most customers can enjoy and control their gambling, it has a duty of care to those who cannot. The Company therefore provides a self-exclusion facility for customers on request.

Self-exclusion is a last resort for customers looking to address their needs around problem gambling. Staff will engage in the customer interaction process where it may be deemed necessary to self-exclude. Sufficient information should be provided so that the consequences of the process are fully understood.

Self-exclusion is for a fixed period, that lasts for a minimum of six months; customers can request extensions to their self-exclusion for one or more periods of six months.

The Company will make arrangements for customers to self-exclude without entering its Premises but require a face-to-face meeting with the customer. Customers are given an explanation, where possible in private, about the consequences of the self-exclusion. The Company will take into account any specific requests from customers such as where they live, work and travel to gamble and encourage customers to self-exclude from other local sites.

Customers are given the opportunity to self-exclude immediately and informed that the Company does not permit a cooling off period. If the customer wishes to consider self-exclusion further, they may return to initiate self-exclusion later.

Customers are informed that self-exclusion has an immediate effect once initiated and lasts a minimum of 6 months; customers can extend a period of self-exclusion on request by periods of a minimum of 6 months.

A Self-Exclusion Request form will be completed, and the customer asked to assist by providing an up-to-date photograph showing a good likeness. A copy of the self-exclusion form will be given to the customer together with information on counselling and support services; a copy will be retained on site for the duration of the exclusion and a further 6 months.

The Company is enrolled in and a participant of the IHL SmartExclusion multi-operator self-exclusion scheme and customers self-excluding from the Premises will also be informed of the scheme and encouraged to participate.

An entry of the self-exclusion is made in the self-exclusion log and recorded on the Company's next annual regulatory return. The customer's details will be removed from any marketing database to ensure that no marketing materials are sent to the customer during the period of self-exclusion.

The Company has taken into account its structure and layout to prevent access by self-excluders, monitoring of the entrance by staff and using CCTV. Self-excluders will be removed if found gambling or attempting to gamble at the premises and staff are informed of breach alerts on site and at other locations through MOSES.

Staff are also trained to be alert to a self-excluder asking a third party to gamble on their behalf although it is acknowledged that this is often difficult to identify.

At the end of the self-exclusion period the exclusion will remain in place for a further 6 months unless the customer takes positive action to gamble again. This process is known as reinstatement and will normally take place in person. The Company is not required to make an assessment as to whether a reinstatement should take place, but staff are required to check that the person has considered the implication of their return to gambling.

Where a customer chooses to reinstate and return to gambling, they are subject of a 24hr cooling-off period. The self-exclusion will only end at the end of 'cooling off' period and staff are trained not to permit entry to the Premises to anyone during their self-exclusion period and to immediately remove any self-excluded customer.

### **Assessment of Social Responsibility Policy and Procedure**

The Company assesses customer interactions to evaluate the effectiveness of its policy and procedures. Indicators of an effective policy will include:

- Customer retention
- Reduction in complaints
- Increased staff awareness
- An increase in the number of interactions recorded and the quality of the records.

Managers are required to monitor and assess staff interactions and provide additional training where it is deemed appropriate. Managers are also required to regularly check the Customer Interaction log to ensure that staff are recording all interactions and take appropriate steps to reinforce the need for all interactions to be recorded.

The Company will regularly review this policy and procedures and where it identifies areas for improvement changes will be made and implemented. These will be backed up by additional staff training and monitoring to ensure the changes have been embedded.

### **Staff Gambling Policy**

It is the Company's policy that no member of staff is permitted to gamble on its Premises. This is to protect both the Company and employees against any issues that can arise from the effect of problem gambling.

Should the Company become aware of any staff member breaching these rules, the staff will be dealt with under the Company's disciplinary procedure, which may result in sanctions including dismissal.

The Company is committed to protecting staff in the event of any gambling issues brought to its attention by an employee or a member of their close family. If the Company directors become aware of a member of staff with a gambling problem, they will suggest the staff member seek help through GamCare on 0808 8020 133 and will offer the same support by way of leaflets and contact numbers that is provided to customers.

### **Local Area Risk Assessment**

The Company understands its obligation under SR Code 10.1.1 to and will conduct a local risk assessment for each premise that it operates. Such local risk assessment will be reviewed from time to time if the Company identifies any changes in circumstances. The Company will also share its local risk assessment with the local authority when applying for a new premises licence or when applying to vary or transfer an existing premises licence.

## **IMPLEMENTING, REVIEWING AND ASSESSING POLICIES AND PROCEDURES**

The Company will keep up to date with the gambling industry and changes to LCCPs via regular visits to the Gambling Commission website and will subscribe to the Gambling Commission's fortnightly E-Bulletin.

The Company will ensure that all policies are implemented and undertake regular checks to ensure that they are still adhered to. Staff are given training by senior members of the team on induction as to the Company's policies and they are asked to sign a log to confirm their understanding.

Training includes information on the contents of these policies including:

- The protection of the business from being a source of crime and disorder;
- Anti-money laundering;
- Ensuring fair and open gambling;
- Protection of children and vulnerable people;
- Ensuring the promotion of Social Responsibility in gambling.

Existing staff are required to review and re-familiarise themselves with the current policies and procedures at least once every six months. Staff will be constantly monitored to ensure they have understood the training. Further individual training is given if there has been a breach of any policy and/or when felt necessary to ensure staff are kept up to date with legislation and regulatory requirements.

Where changes to LCCPs are implemented, the Company will review the existing policies to ensure that they are still compliant and meet with the current LCCPs. Where changes are necessary these will be made as soon as is reasonably practicable and additional staff training will take place where necessary.

The Company will review the policies at any time that there is found to have been a breach of compliance and will put in place any necessary measures to prevent a further breach and will arrange for any further staff training necessary.

Debbie Bollard  
Hough & Bollard Ltd  
5 Tarleton Avenue  
Woodhall Spa  
LN10 6SE

24 April 2026

Our Ref: 37891

Dear Debbie Bollard,

**Licensing Representation to the Initial Application for the Premises Licence under the Gambling Act 2005 for New Adult Gaming Centre - Arcadia Casino, 1 Walm Lane, NW2 5SN**

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

**An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Gambling Act 2005.**

The Licensing Authority representations are primarily concerned with the three licensing objectives;

- Preventing gambling from being a source of crime and disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling.

As a result of the premises licence application being received by Brent Council for a new AGC Premises Licence, the licensing authority have examined the area of where the AGC will be sited. Walm Lane is a busy town centre consisting a mixture of different shops and surrounded by residential dwellings.

With the above taken into consideration, the Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

**CCTV**

1. A comprehensive CCTV system shall be installed and maintained on the premises as required by the Metropolitan Police Licensing Team. CCTV should cover the following:
  - a) All entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions

- b) The areas of the premises to which the public have access (excluding toilets)
  - c) Gaming machines and the counter area
2. The CCTV shall continue to record activities 24 hour a day for 31 days.
  3. CCTV shall be made available for the police viewing at any time with minimum delays when requested.
  4. The premises shall display notices near the entrance of the venue stating that CCTV is in operation.
  5. A monitor shall be placed inside the premises above the front door showing CCTV images of customers entering and exiting the premises.
  6. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading.

### **Children and Young People**

7. The Licensee shall maintain a bound and paginated 'Challenge 25 Refusals' register at the premises. The register shall be produced to the police or licensing authority forthwith on request.
8. Prominent signage and notices advertising the Challenge 25 will be displayed showing the operation of such policy.
9. Third party testing on age restricted sales systems purchasing shall take at least twice a year and the results shall be provided to the Licensing Authority upon request.
10. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

### **Entrances and Doors**

11. 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 from the ground floor cashier counter by staff.

### **Staffing levels**

12. There shall be no pre-planned single staffing at any time.
13. There will be a minimum of **2** staff present at all times when the premises is open.

### **Identification of Offenders or Problem Persons**

14. The Licensee shall implement a policy of banning any customers who engage in crime or disorder within or outside the premises.
15. The licensee will refuse entry to customers who appear to be under the influence of alcohol or drugs.

### **Alarms**

16. The licensee shall install and maintain an intruder alarm on the premises.
17. The premises shall install and maintain a panic button behind the cashiers counter.

## **Seating**

18. The licensee shall ensure that all seating within the premises are either secured to the floor or are weighted to prevent lifting.

## **Toilets**

19. The licensee will ensure that customer toilets are checked every hour for evidence of drug taking. Toilet checks are to be documents stating the time and member of staff who made the checks.

20. Toilet doors remain locked and access is permitted by staff members.

## **Signage, Promotional Material and Notices**

21. Signs to be displayed alerting customers to the following;

- a) No alcohol
- b) No smoking
- c) No persons under 18 Years
- d) Persons will be prosecuted for causing criminal damage
- e) Prominent GamCare documentation will be displayed at the premises

22. A clear and unobstructed window display shall be maintained at all times with non-tinted/obscured glass in the entrance door and front windows. Additionally, signage and/or visual obstructions on the entrance door and any of the windows may be allowed to a maximum height of 1.2 metres from ground level with no promotional material shall be displayed on the windows or entrance door.

## **Noise Levels**

23. Plant, bingo/gaming machines or other equipment shall not be installed unless the cumulative rated noise level from such plant, bingo/gaming machines or other equipment is 10dB (A) below the measured background noise level when measured at the nearest noise sensitive premises so as to prevent the transmission of noise and vibration into neighbouring premises.

## **Homeless and Street Drinking**

24. 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.

25. The Licensee shall place a notice visible from the exterior of the premises stating that customers drinking alcohol outside the premises is not permitted and those who do so will be banned from the premises.

## **Staff Training**

26. The licensee shall:

- a) provide training on the specific local risks to the licensing objectives that have been identified for these premises as part of the staff induction training programme.
- b) periodically provide refresher training to all of its staff working at these premises on the specific local risks to the licensing objectives.
- c) Participation in this training shall be formally recorded on each member of staffs training records which, if requested will be presented to the Licensing Authority as soon as practicable.

27. New and seasonal staff must attend induction training and receive refresher training every six months.

### **Recording of Incidents and Visits**

28. An incident log shall be kept for the premises and made available on request to an authorised officer of the Council or the Police which will record the following;

- a) All crimes reported to the venue;
- b) Any complaints received regarding crime and disorder;
- c) Any incidents of disorder;
- d) Any faults in the CCTV system; and
- e) Any visit by a relevant authority or emergency service.
- f) Details of any person(s) banned from the premises.

### **Operating hours**

The Licensing Authority propose the following operating hours:

#### **Hours Premises is Open to the Public**

Mondays and Fridays – 08:00hrs to 23:00hrs

Saturdays, Sundays, Bank and Public Holidays – 09:00hrs to 23:00hrs

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client accepts the above timings and conditions.

Yours Sincerely,



Rhea Vagarwal  
Licensing Enforcement Officer  
Regulatory Services

From: Vagarwal, Rhea  
Sent: 28 April 2026 11:52  
To: Debbie Bollard  
Cc: Business Licence; Esther, Chan; Legister, Linda  
Subject: RE: CONSULT: Gambling - New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN  
- 37891

Dear Debbie,

Thank you for your email to confirm your client accepts the attached representation dated 24 April 2026.

I now wish to withdraw the Licensing Authority's representation.

Kind regards

Rhea Vagarwal  
Licensing Enforcement Officer

---

From: Debbie Bollard  
Sent: 28 April 2026 10:22  
To: Vagarwal, Rhea  
Cc: Business Licence ; Esther, Chan ; Legister, Linda  
Subject: Re: CONSULT: Gambling - New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN  
- 37891

Good morning

My client agrees to the proposed conditions

Kind regards

Sent from [Outlook for iOS](#)

---

This page is intentionally left blank

**From:** Phil.S.Graves@met.police.uk

**Sent:** 16 April 2026 09:05

**To:** Business Licence

**Subject:** RE: CONSULT: Gambling - New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN  
- 37891

Good morning Brent,

With the twenty-four (24) recommended conditions attached in force, police have no  
reps to this application.

Thanks,

Phil

**PC Phil Graves 3122NW**

Wembley Town Centre Team (TCT)

**NW BCU**

**Mobile:** 07500 087115

**Email:** [Phil.S.Graves@met.police.uk](mailto:Phil.S.Graves@met.police.uk)

**Address:** Wembley Police Station, 603 Harrow Road

Wembley. HA0 2HH

This page is intentionally left blank

From: Choudry, Councillor Saqlain

Sent: 06 April 2026 22:34

To: Business Licence; Long, Councillor Janice; Miller, Councillor Tom;  
towncentreregeneration

Cc: Legister, Linda; Prashar, Anu; Esther, Chan

Subject: Re: New Adult Gaming Centre Application - Willesden Green - 37891

Dear Business License Team,

I write to formally object in the strongest possible terms to the application by Arcadio Casino Limited for a new Adult Gaming Centre premises licence at 1 Walm Lane, NW2 5SN. This objection is made with direct reference to Brent Council's Statement of Principles under the Gambling Act 2005 and on the basis that the application fails to satisfy the licensing objectives, in particular:

- the prevention of crime and disorder;
- the protection of children and vulnerable persons from being harmed or exploited by gambling.

### **1. Failure to address local risk as required by Brent policy**

Brent's Statement of Principles is clear that applicants must demonstrate a thorough understanding of local risks and set out robust, location-specific mitigation measures. This application does not meet that requirement. The operating schedule relies on generic and standardised measures, rather than a detailed local risk assessment reflecting the specific characteristics of Willesden Green. There is no meaningful engagement with:

- the high concentration of existing gambling premises in the immediate vicinity;
- the known levels of deprivation and vulnerability in the area;
- the established issues of crime and anti-social behaviour along Walm Lane and Willesden High Road.

In failing to provide a credible local risk assessment, the applicant has not discharged the burden placed upon it by Brent's policy.

### **2. Overconcentration and cumulative impact**

While Brent does not operate a formal "cumulative impact policy" for gambling, its Statement of Principles makes clear that the Licensing Authority will consider the location of premises and the risks posed by clustering of similar uses.

The area surrounding 1 Walm Lane is already saturated:

- two Adult Gaming Centres within approximately 0.1 miles;

- five betting shops in the immediate vicinity;
- additional high-risk financial uses such as pawn brokers and payday lenders.

Granting a further licence would intensify this clustering to an unreasonable degree. The proximity of three Adult Gaming Centres within a few minutes' walk is not incidental - it materially increases the risk of:

- problem gambling behaviours;
- repeat and prolonged use;
- targeting of vulnerable individuals.

Brent's policy expressly allows the Authority to take account of such location-based risks. In this case, the cumulative impact is both evident and significant.

### **3. Crime and disorder – policy conflict**

Brent's Statement of Principles recognises that certain types of gambling premises, including Adult Gaming Centres, can give rise to heightened risks of crime and disorder, particularly in areas already experiencing such issues.

The evidence in this case is clear:

- Willesden is identified by Brent as an area experiencing medium to high deprivation;
- it is a recognised hotspot for crime and anti-social behaviour; the last 18 months has seen a series of crime and ASB in this particular hotspot, as demonstrated by crime reference numbers and police reports.
- recorded crime has increased by 8.1% as of January 2026, including open substance misuse.

The Social Market Foundation has also highlighted that Adult Gaming Centres are associated with:

- high levels of cash handling;
- risks of money laundering (as recognised by the Gambling Commission);
- local concerns regarding disorder and exploitation.

Brent's policy requires the Licensing Authority to consider whether the grant of a licence would exacerbate existing problems. In this context, it is difficult to see how an additional Adult Gaming Centre could do anything other than worsen them.

#### **4. Protection of children and vulnerable persons**

Brent's Statement of Principles places significant emphasis on the protection of children and vulnerable persons, including those:

- experiencing financial hardship;
- with mental health challenges or addiction issues;
- who may be susceptible to exploitation.

The proposed premises is located within close proximity to:

- schools and colleges such as Anson Primary, St Mary's Magdalen, Our Lady of Grace, Gladstone Park Primary
- care and supported accommodation; including vulnerable households and premises
- medical facilities including pharmacies such as Newcare Pharmacy and Willesden Medical Centre
- places of worship including Central Mosque of Brent, St Gabriels Church, Willesden Methodist Church
- a major transport hub at Willesden Green Underground station

It sits on a heavily used pedestrian route, with constant footfall from children and vulnerable individuals including those suffering from substance misuse and addiction.

Brent's policy explicitly recognises that location is a key factor in assessing risk to vulnerable groups. In an area already saturated with gambling opportunities, the addition of another venue will inevitably increase exposure, normalisation, and risk.

Research supports this:

- 44% of young people aged 14–17 report increased interest in gambling where venues are nearby;
- 27% report awareness of underage access to Adult Gaming Centres.

The applicant has failed to demonstrate how these risks will be effectively mitigated in this specific location.

#### **5. Inadequate operating schedule and lack of detail**

Brent's Statement of Principles makes clear that the Licensing Authority must be satisfied that appropriate measures are in place to uphold the licensing objectives.

This application falls significantly short:

- No proposed opening hours are stated, preventing proper assessment of impact.
- The measures offered are generic and lack specificity.
- There is no evidence of enhanced safeguards proportionate to the risks of this location.
- The applicant mentions 1 Walm Lane, Wembley: further showing the administrative slips on the application

Furthermore, Arcadio Casino Limited is, according to its filed accounts, a dormant company with no trading history. This raises serious concerns as to whether it has the operational capacity and experience to implement effective controls in practice. It also raises concerns whether the company has the genuine interest of the community at heart and whether it understands the locals needs in the area.

The Authority is entitled to give weight to the credibility and track record of an operator when assessing risk.

#### 6. Policy conclusion

Brent's Statement of Principles is clear that each application must be considered on its merits, but also that the Licensing Authority should take a precautionary and evidence-based approach where risks to the licensing objectives are identified.

In this case:

- there is clear evidence of overconcentration;
- the location presents heightened vulnerability;
- crime and disorder risks are already elevated;
- the applicant has failed to provide adequate, location-specific mitigation.

Taken together, these factors strongly indicate that granting this licence would undermine, rather than promote, the licensing objectives.

#### **Conclusion**

For the reasons set out above, and having regard to Brent's Statement of Principles, I respectfully submit that this application should be refused.

Hundreds of residents have also expressed their desire to see a local area that is thriving and deserving of diversity, not of establishments that harm individuals and society. Another adult gaming centre included in Willesden / Brent will do more harm, than good. Enough is enough.

The Licensing Authority can be confident that refusal is both justified and necessary to uphold the licensing objectives and to protect the wellbeing of the local community.

Please could you confirm and acknowledge this objection, and next steps in this process.

Kind regards,

Cllr Saqlain Choudry

Councillor for Willesden Green, Brent

---

This page is intentionally left blank

Cllr Ryan Hack

[cllr.ryan.hack@brent.gov.uk](mailto:cllr.ryan.hack@brent.gov.uk)

28-04-26

Would harm the High Rd - premise would cause a negative social and economic impact in the area.

This page is intentionally left blank

**From:** Hack, Councillor Ryan <Cllr.Ryan.Hack@brent.gov.uk>  
**Sent:** 29 April 2026 15:41  
**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Please also consider the following objections -

"[11:53, 28/04/2026] [REDACTED] I strongly object to this planning application for more gambling sites in the borough of Brent, based on the following:

1. Brent already has 81 licensed gambling businesses in its borough which is an exceedingly high number for a population of circa 350000 persons. What is the rational and necessity to add yet more gambling shops? There are excessive numbers of betting shops in areas such as Harlesden (seven within 600m) and Willesden (more than ten in a one-mile stretch).
2. Gambling addiction and associated problems costs the borough of Brent £14 million a year which impacts other services such as schools, infrastructure and social services. The borough has more than double the national average of problem gamblers.

It would be immoral, counterproductive and frankly maddening for this planning application to be approved

[REDACTED]

---

"Hello Ryan

Would you mind objecting to the proposed gambling venue on my behalf

[REDACTED]

There are too many gambling venues in Willesden already and in NW10 and NW2 generally. It encourages debt, anti social behaviour and takes advantage of people's vulnerabilities and addictive personalities. I wholeheartedly object to another such venue"

This page is intentionally left blank

Cllr Erica Gbajumo

**07779298926**

**cllr.ERICA.gbajumo@brent.gov.uk**

10-04-2026

I write to formally object to the proposed development of an adult gambling casino at 1 Walm Lane. While I recognise the importance of economic development and investment in our borough, this proposal raises serious concerns regarding its potential social and community impact. Evidence consistently shows that the expansion of gambling facilities is associated with increased rates of problem gambling, financial hardship, and related mental health issues. These harms do not remain confined to individual users but often extend to families and the wider community, placing additional strain on local support services. Local residents, including vulnerable individuals and young people, may be disproportionately exposed to the risks associated with gambling environments. The development risks undermining ongoing efforts by the council and community organisations to promote wellbeing, reduce inequality, and support those already at risk of addiction. As a councillor, I have a duty to advocate for the wellbeing and safety of our residents. In this case, the risks posed by the introduction of a casino significantly outweigh any purported benefits. I therefore strongly urge the relevant authorities to refuse this application and instead prioritise developments that contribute positively to the health, cohesion, and long-term prosperity of our community.

Cllr Erica Gbajumo

This page is intentionally left blank

Cllr Mary Mitchell

04-05-2026

I am writing as a Cllr in Welsh Harp ward, Leader of the Green Group of Cllrs and candidate for the Green Party in the upcoming local election for Willesden Green Ward. I am writing to object to this license, under the Licensing Objectives of the Gambling Act 2005. The property of 1 Walm Lane is in close proximity to St Mary Magdelene's RC Junior School, the Convent of Jesus and Mary Infant and Nursery School, Happy Stars Day Nursery Limited, and B Park Nursery. Its location on Walm Lane is a prime route for travel from Willesden Green tube station to any of these schools and childcare facilities, and therefore granting the license will directly put children at risk of being harmed or exploited by gambling. The area is also a hotspot for ASB, with the entrance to Willesden Green station increasing in reports of anti-social behaviour and homelessness. It is a known hot spot for policing intervention. The opening of a large gambling premise in close proximity will only increase anti-social behaviour, and will increase crime and disorder in the area. I strongly oppose this licensing application.

This page is intentionally left blank

04-05-2026

The Brent Green Party formally objects to the application for a new Adult Gaming Centre (AGC) at 1 Walm Lane. Our objection is centered on the failure of this application to promote the licensing objectives, specifically the protection of children and vulnerable persons, in the context of Brent's acute socio-economic challenges.

**1. PROTECTION OF CHILDREN AND VULNERABLE PERSONS**

**Acute Deprivation and Child Poverty** Brent is currently facing a public health and poverty crisis that makes the introduction of a 24-hour gambling hub inherently hazardous. **National Deprivation Ranking: Preliminary analysis of the 2025 Indices of Deprivation** reveals that Brent's relative deprivation has intensified since 2019. The borough is now ranked as the 22nd most deprived local authority in England. **Child Income Deprivation:** Brent has the fifth-highest IDACI score in the country, with a staggering 58.7% of children living in income-deprived households. **Housing Crisis:** Brent ranks number one in England for "Barriers to Housing and Services," a domain reflecting extreme housing unaffordability and overcrowding. **Problem Gambling Rates:** Brent's problem gambling rate is 6.2%, more than double the national average of 2.9%. In this environment, high-frequency gambling machines do not offer "leisure", they offer a predatory drain on the limited resources of families already struggling to afford basic necessities. **Inadequate Local Risk Assessment (LARA)** The Risk Assessment provided by Arcadia Casino Ltd is fundamentally flawed and fails to meet the statutory threshold of competence. **Invisible Institutions:** The applicant has failed to identify the correct proximity of several local primary schools and early-years providers in the immediate vicinity. **Breach of Duty:** Under the Gambling Act 2005, applicants have a statutory duty to demonstrate how they will protect children. By submitting an incomplete list of local educational sensitive sites, the applicant proves they have not genuinely engaged with the local geography of risk. **Misleading Characterisation:** The LARA describes Willesden Green as undergoing "gentrification". The 2021 census data ignores the reality of the 2025 Deprivation data, which shows that deprivation in wards like Willesden Green and surrounding areas has intensified, not diminished.

**2. PREVENTION OF CRIME AND DISORDER**

The introduction of a 24-hour AGC at this location poses a significant risk to local public order. **Acquisitive Crime:** There is a documented link between high-frequency gambling and theft or shoplifting, as individuals with gambling disorders may resort to illegal acts to fund their addiction. **Hotspot Risks:** The Willesden Green area already experiences elevated levels of anti-social behaviour. A 24-hour venue provides a focal point for late-night disorder that local police resources are already overstretched to manage.

**3. CORPORATE TRANSPARENCY AND ACCOUNTABILITY**

The Brent Green Party holds serious concerns regarding the applicant's corporate structure and history: **Dormant Status:** Arcadia Casino Limited has filed dormant company accounts every year since its incorporation in 2020. It is highly unusual for a company with no declared assets or trading activity to seek such a significant premises licence. **The Spelthorne Refusal:** A

recent application by a connected entity (Golden Slots Southern Limited) for an AGC was refused by Spelthorne Borough Council in October 2025 following massive community opposition. That refusal was based on risks to children and crime, the exact issues present here. CONCLUSION The data is clear: Brent is home to some of the most income-deprived children in the United Kingdom. Placing a 24-hour gambling venue in the heart of such a community, supported by a flawed risk assessment that fails to even identify local schools, is an unacceptable risk to public safety and child welfare. No amount of internal staffing or CCTV can mitigate the "invisible harms" of debt, family breakdown, and poverty that will radiate from this premises into the surrounding streets. We urge the Licensing Committee to put the safety of Brent's children above corporate expansion and refuse this licence.

Signed, Tony Ethapemi, Mary Mitchell, Nat Teves - Green Party Candidates for Willesden Green



## Dawn Butler MP

Labour MP for Brent East

[www.DawnButler.org.uk](http://www.DawnButler.org.uk) | @DawnButlerBrent

House of Commons, London SW1A 0AA | 020 7219 8591



Brent Council  
Brent Civic Centre  
Engineers Way  
Wembley  
London HA9 0FJ

Office of Dawn Butler MP  
House of Commons  
Westminster  
London  
SW1A 0AA

28 April 2026  
Our Ref: ZA68262

Dear Planning Committee,

I am writing to formally respond to the licensing application by Arcadia Casino at 1 Walm Lane, London, NW2 5SN, application number **37891** for an Adult Gaming Centre.

My constituency of Brent East has been disproportionately impacted by problem gambling with betting shops and adult gaming centres planted amidst our most vulnerable and deprived communities, impacting those who can least afford it.

According to Brent Council's Joint Strategic Needs Assessment (JSNA), the borough's problem gambling rate is 6.2%, which is over double the national average. Additionally, gambling-related harm costs the borough an estimated £14.3 million annually. Anti-social behaviour linked to loitering outside gambling shops is extremely problematic and I see this in casework I receive year-round.

There is already a proliferation of gambling shops and adult gaming centres in my constituency, with multiple adult gaming centres already within 100 metres of the proposed site and the area around Walm Lane has already seen a number of incidents of anti-social behaviour and criminal behaviour. I am deeply concerned that permitting this license will only escalate issues in the area.

We know already that these businesses have a propensity to cluster in poorer communities, which are more susceptible to gambling harm due to the hope that a big win will help them out of their situation.

This is a strong community, and it is being blighted by these shops, whose owners hold the area in complete contempt and disregard.

I wrote to 7,000 households in Brent, to ask them for their own experiences of gambling and the betting shops in Brent. This was going to form a response to the Government's Gambling Review, the response to my call for evidence has been stark:

- 97.5% were opposed to betting shops
- 80% questioned why more shops were being given permission
- 75% called for the number of stores to be limited
- 62.5% detailed experiences of anti-social behaviour in the locale of these shops

I have heard from families who've faced financial ruin because of gambling and from so many

### Our community is our strength

Brondesbury Park | Cricklewood and Mapesbury | Dollis Hill | Kingsbury

Roundwood | Stonebridge | Welsh Harp | Wembley Park | Willesden Green

I am committed to keeping my constituents informed on issues. If you would like to receive any correspondence from me about the work I or the local Labour Party do, other than the issues you have previously written to me regarding, please write to me using the above address.

people for whom their daily lives are blighted by the associated anti-social behaviour, in particular street drinking and drugs, which circulate in close proximity to these gambling establishments.

To conclude, I strongly urge all to reject this application. The people of Willesden deserve a vibrant, diverse high street that supports the well-being of all residents, not another exploitative gambling venue that deepens existing harms.

Thank you for taking the time to consider my response.

Warm regards,

A handwritten signature in black ink, reading "Dawn Butler". The signature is written in a cursive style with a long, sweeping tail on the letter 'r'.

**Dawn Butler MP**

Labour Member of Parliament for Brent East

**From:** Krupesh Hirani

**Sent:** 02 April 2026 17:13

**To:** Business Licence

**Subject:** RE: Objection to the Premises Licence Application 37891 – Arcadia Casino Limited, 1 Walm Lane, NW2 5SN

Dear Sir / Madam,

I am writing in my capacity as the London Assembly Member for Brent and Harrow to formally object to the application by Arcadia Casino Limited for a new Adult Gaming Centre (AGC) at 1 Walm Lane.

Beyond my current role, I speak as a former local Councillor for Dudden Hill. I know this specific area intimately, and I am deeply concerned about the negative impact another gambling venue will have on the Willesden Green community. Furthermore, through my work on the **London Assembly's Health Committee**, I have examined the extensive evidence regarding gambling harms as a significant public health issue. Granting this licence would be fundamentally inconsistent with the licensing objectives under the Gambling Act 2005.

### **1. A Public Health Crisis and Overconcentration**

My work at the London Assembly has highlighted that gambling harm is not merely an individual issue but a community-wide health crisis. Brent is already at a breaking point:

- **Saturation:** Brent has one of the highest concentrations of gambling premises in London (81 licensed venues).
- **Disproportionate Risk:** Brent's Joint Strategic Needs Assessment (JSNA) shows that **6.2% of our residents** are gambling at the highest level of risk—more than double the national average of 2.9%.
- **Deprivation:** As I have often argued in the Health Committee, these harms fall hardest on areas facing high deprivation. Adding another AGC to Walm Lane is not "providing choice"; it is predatory clustering in a vulnerable community.

### **2. Preventing Crime and Disorder**

As a former councillor for this area, I am well aware that the High Road and Walm Lane are already hotspots for anti-social behaviour (ASB) and violent crime. The applicant's own assessment acknowledges nearly **10,000 crimes** in the vicinity over the last year.

The proposal for this venue is woefully inadequate to meet the "Crime and Disorder" objective:

- **Vague Operating Hours:** The applicant has failed to specify opening times in the application. It is impossible for the Licensing Authority to assess risk when the hours of operation are unknown.
- **Insufficient Staffing:** A minimum of only two staff members in a high-crime area, surrounded by pubs and pawnbrokers, is a recipe for disorder. High-cash businesses like AGCs require robust, site-specific security, not generic "Challenge 25" policies.

### 3. Protecting Children and Vulnerable Persons

This is the most critical objective. The Health Committee's research consistently shows that the visibility of gambling venues "normalises" the habit for young people.

- **Proximity to Services:** 1 Walm Lane is 0.2 miles from Willesden Green station and surrounded by schools, colleges, and support services for those struggling with drug and alcohol dependency. We have had a major issue in recent years with people sadly addicted to alcohol and drugs around the tube station area in particular with various additional outreach sessions with drug and alcohol services having to be arranged in the immediate vicinity to support people through their addiction issues. Having this gambling outlet here would prey on these particular individuals vulnerabilities.
- **Economic Vulnerability:** The presence of multiple pawnbrokers (H&T and others) within yards of this site creates a "cycle of harm" where residents in financial distress can easily liquidate assets to gamble.

### 4. Community Renewal vs. High Street Decline

From my time representing Dudden Hill, I know that residents want a high street that offers genuine community value, diversity, and safety. Research by *More in Common* confirms that most Londoners would rather see an empty shop unit than another gambling den.

- **Saturation of betting shops:** Residents rightly ask why one area needs a dozen betting and gaming shops. This over-saturation brings the area down and acts as a deterrent to more family-friendly, health-conscious businesses that Brent actually needs.

## **Conclusion**

The evidence I have seen at the London Assembly, coupled with my local knowledge of Willesden Green, leads to one conclusion: **this application must be refused**. The applicant has provided poor case that ignores the specific socio-economic challenges of the area. It does not offer sufficient protection for the vulnerable, it fails to address the very real risks of crime and disorder in a hotspot area, and it ignores the public health data that shows Brent is already suffering from an excess of gambling opportunities.

I strongly urge the Licensing Sub-Committee to reject this application and protect the health and well-being of the Willesden Green community.

Best wishes,

Krupesh

**Krupesh Hirani AM**

London Assembly Member for Brent and Harrow

**LONDONASSEMBLYLABOUR**

City Hall, Kamal Chunchie Way, London, E16 1ZE

This page is intentionally left blank

**To:** Brent Licensing Authority

**Re:** Representation objecting to application for an Adult Gaming Centre Premises Licence under the Gambling Act 2005

**Applicant:** Arcadia Casino Limited

**Premises:** Arcadia Casino, 1 Walm Lane, NW2 5SN

**Link:** [Brent | MyPortal | Licence Register | 37891](#)

We write to object to the application by Arcadia Casino Limited for a new Adult Gaming Centre (AGC) premises licence at 1 Walm Lane, NW2 5SN. This representation is made on the basis of the licensing objectives under the Gambling Act 2005, namely:

- preventing gambling from being a source of crime or disorder
- ensuring gambling is conducted in a fair and open way
- protecting children and other vulnerable persons from being harmed or exploited by gambling.

Brent is already disproportionately affected by gambling related harms and opening another AGC could compound this. Brent's Joint Strategic Needs Assessment (JSNA) on Gambling (2023) highlights that Brent has one of the highest numbers of gambling premises across London and England and is also among the areas with the highest number of people gambling with the most severe consequences. According to the Problem Gambling Severity Index (PGSI) scale used in many official surveys on gambling, it reports that in Brent 17.1% are considered to be gambling with at least a low-level of risk (vs 13.4% in the rest of the country), while 6.2% are considered to be gambling with the highest level of risk - more than twice the national average of 2.9%. Latest figures show that those in Brent continue to experience a disproportionate level of harm, recording a much steeper rise in 'at-risk' gambling than the national average. While national levels of 'at-risk' gambling have risen only marginally (13.4% to 14.7%), Brent has experienced a marked increase from 17.1% to 24.9%. This divergence occurring in a borough with one of the highest concentrations of land-based gambling premises in London suggests a local environment of heightened exposure to harm.

Furthermore, this application should also be seen in the wider context of what residents want from their high streets and how they already perceive the proliferation of gambling shops on their doorsteps. Qualitative insights from the JSNA revealed that many felt that gambling companies were actively targeting Brent and the vulnerable people living in deprived areas. As one Brent resident powerfully put it:

**“There’s a problem in Brent, obviously. They wouldn’t have all these bookie shops otherwise. They know they can make money from poor people always trying to make an extra buck.”**

**Peer Support Group Member to drug and alcohol service users in Brent**

## **1. Preventing gambling from being a source of crime or disorder**

The proposed premises is located on Walm Lane, an area identified as a hotspot for crime by both the applicant's Local Area Risk Assessment (LARA) and Brent's existing licensing evidence. The applicant's LARA cites Willesden Green's safety score of only 8/100, pointing out that just over half of the 9,576 crimes recorded there in the last 12 months were related to anti-social behaviour and violent crimes. Figures from the Metropolitan Police Service in 2023 also show that Willesden Green saw one of the highest increases in robberies and burglaries in the borough (an increase of 94 from the year before).

As Brent's JSNA reveals, there is some evidence linking gambling behaviour with criminal activity. Crimes committed by gamblers often involve theft or fraud and can also contribute to violent interpersonal crimes like domestic abuse. Though data on this is limited, this is partly because the way crimes are recorded rarely include what the crime was motivated by. Furthermore, gambling is rarely specifically asked about in these types of assessments.

This is particularly relevant in the context of premises-based gambling, where operators are required not only to manage on-site behaviour but to assess whether the provision and operation of such premises may contribute to wider areas of harm in the local area. Evidence suggests that incidents of violence and disorder in AGCs are likely under-reported, if reported at all. A Freedom of Information (FOI) request to Warwickshire Police revealed that although the current Crime Recording System does not identify AGCs as a location type, the FOI was able to identify from postcode data that 1667 offences had occurred around matching registered AGCs within a 5 month period. It is worth noting that there are 12 AGCs in Brent alone, compared to the 9 premises found across the 5 district and borough councils of Warwickshire County.

In the applicant's LARA there doesn't appear to be an acknowledgement of the relationship between gambling and these wider harms. While the assessment recognises the potential impact of crime as 'severe' for both the business and customer, it categorises the level of risk as 'low.' This conclusion appears to rest primarily on security measures, such as CCTV and intruder alarms, which are presented as sufficient mitigation. These measures focus on managing incidents on-site and fail to address the wider ways in which gambling-related harm can contribute to crime and disorder beyond the site itself.

Lastly, the LARA expressly acknowledges a concentration of nearby gambling premises, pawnbrokers, bars and pubs. As research by More in Common found, this is a key area of public concern. Speaking to Britons, including a focus group with residents in Brent, the report revealed specific concern about the relationship between gambling venues, heavy drinking, and anti-social behaviour.

Taken together, this is evidence of a local environment in which the risk of crime is heightened, not reduced.

## **2. Ensuring that gambling is conducted in a fair and open way**

The licensing objective of ensuring that gambling is conducted in a fair and open way is concerned not only with the technical operation of gaming machines, but also with whether customers can reasonably understand the nature of the gambling on offer, the risks involved, and the terms on which they are participating. This includes transparency of information and the extent to which customers are able to make informed decisions.

The proposed premise at 1 Walm Lane is within the Willesden Green ward which already hosts 6 gambling premises. In this area, there are already at least twice as many places to gamble as there are places to go to school, shop at a major supermarket chain, go to the bank, or see a doctor.

Five of the 6 gambling premises in Willesden Green are within 0.3 miles stretch of each other (or a 6 minute walk according to Google Maps). All 6 premises are within 0.8 miles of each other. The proposed premise at 1 Walm Lane would add a fifth venue within the 0.2 miles stretch. As it would sit firmly in the middle of the 4 existing premises, if the application is granted, this would mean that there would be 3 premises under 500 feet away from each other. Concerningly, the applicant's LARA misses 3 of those venues in its assessment, although it does highlight the many other gambling venues nearby that sit outside of the ward's boundaries.

As the map shows, gambling premises (indicated by the black triangle) in the Willesden Green area are concentrated within the most deprived parts of Willesden, indicated by the purple colour as opposed to blue or light green. The 6 premises in the ward within the 0.8 mile stretch from left to right are as follows, with the 3 missed by the applicant bolded. The furthest right triangle indicates a seventh gambling premise that appears to have recently closed.

- 1. Ladbrokes, NW10 2JY**
- 2. William Hill, NW10 2JY (so close to 1. Ladbrokes that the map only shows one visible triangle)**
3. Ladbrokes, NW10 2PU
4. Merkur Slots, NW10 2SU
- 5. Paddy Power, NW10 2TW**
6. Royal Casino Slots, NW2 5SJ

Gambling Needs Assessment



Such a high concentration of gambling venues contributes to a cumulative environment where gambling is both normalised and difficult to avoid. This concern is heightened by the area’s high levels of socio-economic deprivation as financial pressure can often influence decision-making and risk perception. Evidence cited in Brent’s JSNA shows that 37% of Citizens Advice advisers reported taking calls from people who had turned to gambling in the hope of improving their financial situation, with 19% reporting cases where gambling was being used specifically to cover essential costs such as energy bills. GamCare advisers similarly report callers in receipt of Universal Credit who gamble as a perceived means of generating additional income to meet basic expenses. In this context, the applicant has not demonstrated how the operation of the premises would remain fair and open in an environment where cumulative exposure and vulnerability are likely to affect decision-making.

The applicant recognises failure to provide information on responsible gambling to players as having the potential to severely affect customers, though it still categorises it as a low risk overall. However, it appears that measures mainly adhere to the legal minimum requirement to prominently display safer gambling messaging and to ensure information on safer gambling is readily available. The applicant mentions the provision of generic and passive signage and information available, and does not include anything in relation to the specific characteristics of the premises and its customer base. For example, the LARA identifies that the local population is largely non-white where 7.3% are unable to speak English well. It also points out a high proportion of students reside

there. However, there is nothing to suggest that there is any targeted support for these groups or that information has been adapted to ensure that customers in these groups are able to meaningfully understand the nature of gambling on offer, the risks involved, or routes to complaint and redress. Furthermore, as Brent's JSNA highlights, young people and ethnic minority groups are some of the worst affected by gambling harms, even though they tend to participate less overall – a common paradox across those who experience gambling harms.

Additionally, the applicant's terms and conditions include provisions that place significant discretion in the hands of the operator, including the ability to disclaim responsibility where self-excluded customers have still managed to gamble within the premises and have incurred losses.

More generally, the SMF report *High Streets at Stake* raises concerns that some AGCs are not always operated transparently, including examples of apparent attempts to circumvent machine ratio rules and poor presentation of key information to customers. The report concludes that AGCs raise real questions under the "fair and open" objective.

### **3. Protecting children and other vulnerable people from being harmed or exploited by gambling**

**"Gambling felt like something I could lean on when things went wrong."**

**Student**

Granting a premises license for an additional AGC at this location would bring an increased risk of gambling-related harm to the people who live, work, study and spend time in the surrounding area. While gambling-related harms can affect anyone, the evidence consistently shows they fall disproportionately on those already most vulnerable. In fact, research shows that the groups least likely to gamble overall often experience the most severe harms.

Those most likely to be negatively affected by the opening of this new Adult Gaming Centre include:

- children and young people
- people living with mental health conditions
- people in treatment for substance misuse
- people experiencing financial hardship
- people living in areas of high deprivation
- people from ethnic minority groups

Brent is the fourth most deprived borough in London, with a younger-than-average population alongside high levels of ethnic diversity. Within Brent, Willesden also reports a higher than average prevalence of adults with severe mental illnesses (1.7% vs 1.2%

Brent average). This demographic profile means Brent is home to a high concentration of groups known to have a greater risk of gambling-related harm. Evidence shows that these high-risk groups are much more likely to experience harm from gambling compared to their counterparts. For example:

- 21% of 18–24 year olds are classed as “at-risk” gamblers, compared to 10% of those aged 55–64
- 10.6% of people from minority ethnic groups are considered to be ‘problem gamblers’, compared with 3% of white groups
- Individuals who experience gambling harms are up to 15 times more likely to be at risk of suicide

Gambling venues are also known to be disproportionately clustered in areas of higher deprivation. This pattern applies both across Brent as a whole and within Willesden Green specifically. This is significant as research suggests a relationship between gambling behaviour and proximity to gambling venues. For example, studies have found:

- People living closer to gambling venues (less than 0.7km away) are twice as likely to be ‘problem gamblers’ than individuals living further away (more than 3.1km away)
- The likelihood of young people (aged 18-21) encountering gambling problems, as opposed to never gambling, increases by 39% for each additional form of gambling operator located with their local area
- Higher concentrations of gambling premises are associated with higher rates of ‘problem gambling’
- Those living in more deprived areas are more likely to gamble on faster-paced games such as scratch cards and slot machines - which are known to be more addictive

The applicant’s own LARA identifies similar groups as vulnerable, supporting concerns that opening a further venue would do little to protect them from harm. It identifies numerous schools, colleges, medical centres, care homes, children’s play areas, hostels, foodbanks, and drug and alcohol support services, all within a mile radius of the proposed premises. It recognises that these groups are susceptible to out of control gambling, yet categorises these risks as ‘low’. This assessment places disproportionate confidence in the proposed mitigation measures and significantly undermines confidence that the risks have been robustly or realistically evaluated.

In particular, the proposed controls rely heavily on staff to identify and respond to harmful gambling behaviours, yet the applicant proposes a minimum of only two staff members on site at any given time. Measures to mitigate harm also rely largely on signage and information available in-store, where there is no guarantee that individuals will take notice.

Public concern further reinforces these risks. Research indicates widespread anxiety about the impact of gambling venues on children and young people. The SMF report found that 44% of young people aged 14–17 agreed that the presence of gambling venues near their homes increases interest in gambling among their age group, while 27% reported knowing young people who had visited an AGC.

Finally, gambling is commonly described as a ‘hidden addiction’, as harmful behaviours often develop gradually without overt warning signs. Normalisation of gambling within everyday environments is therefore one of the most significant risk factors for harm, as it further obscures these early warning signs, minimising the idea that gambling can cause major harm, while increasing exposure for those who may be attempting recovery. Introducing an additional AGC in an area already saturated with gambling premises would further entrench this normalisation and intensify risk.

“You’ve got it in your face all the time – high road, on your phone, it’s everywhere. How do you overcome that when wherever you go, it’s right there, staring in your face?”

**Peer Support Group Member to drug and alcohol service users in Brent**

## Summary

This objection is not to gambling in principle, but to the introduction of an additional Adult Gaming Centre in an area already experiencing the disproportionate burden of gambling-related harm. The evidence set out above demonstrates that **the application fails to provide sufficient assurance** that granting the license would be compatible with the licensing objectives under the Gambling Act 2005.

Yours sincerely,  
Ruth du Plessis  
Interim Director of Public Health and Leisure

Arisa Kimaram  
Senior Insight Analyst

Public Health  
Brent Civic Centre  
Wembley  
HA9 0FJ

This page is intentionally left blank

**Sent:** 07 April 2026 09:40

**Subject:** Re: Formal objection: no further gambling premises in Willesden Green, Brent

Yes, it's Walm Lane which for me as a resident is like the high street

It must be stopped

This is madness - more antisocial behaviour, more danger as a woman, more drinking in the streets from this type of establishment. How can I walk with my children with so many gambling places - is this what we want our children to aspire to

---

**Sent:** 05 April 2026 09:15

**Subject:** Formal objection: no further gambling premises in Willesden Green, Brent

Dear Planning Officer,

I am writing to object in the strongest possible terms to any proposal to approve another gambling premises on Willesden Green High Road.

Quite simply, this is the wrong business in the wrong place. Our area is already struggling with visible decline, anti-social behaviour, and a high street environment that too often feels neglected rather than protected. The last thing residents need is another venue associated in the public mind with addiction, disorder, exploitation of vulnerable people, and the erosion of any sense of pride in the neighbourhood.

Women and children in particular deserve a high street that feels safe, decent, and community-focused. Instead, residents are repeatedly asked to accept more of the very uses that make the area feel harsher, less welcoming, and less dignified. That is unacceptable.

There is also a serious cumulative impact issue here. Even where individual operators promise compliance, the overall effect of concentrating gambling premises in one area is to drag down the character of the high street and normalise a type of commercial activity that does not contribute positively to local life. It does not improve public safety. It does not improve community wellbeing. It does not improve the appearance or reputation of Willesden Green. It does the opposite.

Brent Council should be using its powers to improve this area, not to make an already difficult situation worse. Residents are tired of seeing decisions that appear to ignore

what life is actually like on the ground. Enough is enough. Willesden Green needs better shops, better services, and better ambition from the Council — not another gambling site. Shame on you for even considering this application- do you want everyone to suffer more- it's scary enough already to live here and you will make it worse.

I urge you to refuse this application.

**05-04-2026**

Willesden is a dump with too much poverty FROM THESE GAMBLING casinos. Do you want more tramps, drunks, antisocial behaviour, drugs, theft, flytipping?!?!? These establishments bring money laundering , dangerous and trashy people into our community- harming women and children and causing major economic damage. Are you trying to keep Willesden in the trash heap or do you want this place to thrive. STOP MORE OF THESE ESTABLISHMENTS- don't be so cheap and bought into this decrepit way of life- if u let this through you are clearly have been bribed as no one in the right mind would approve this

This page is intentionally left blank

**05-04-2026**

Object. Not good for the area & vulnerable people's mental health/ people with an addiction to gambling.

This page is intentionally left blank

**05-04-2026**

Targets vulnerable people living in poverty. These facilities already exist in Willesden. If you want people to continue to want to live in Brent/Willesden have to start with improving the area not letting it degrade.

This page is intentionally left blank

**05-04-2026**

There are already too many gambling establishments in the area. They attract and cause anti social behaviour and are a blight on the neighbourhood. Their ubiquity is also a poor signal for children growing up in the area.

This page is intentionally left blank

**05-04-2026**

I object to this planning application. There are already multiple gambling outlets in the Willesden Green area, the addition of another changes the mix of businesses and tips the balance away from community use. They encourage anti social behaviour which further discourages the community, especially women and elderly people, from shopping on the street. I object to there being easy access to multiple gambling premises, run by businesses whose main driver is profit, paying no regard to individuals' addiction or inability to pay for their gambling habit, destroying the lives of individuals and their families.

This page is intentionally left blank

06-04-26

I strongly object - the area has already seen a slide in demographic with anti social behaviour, drug abuse, and begging. I have been born and raised in Willesden, and the decline is worrying. My children are very young and are afraid to walk the high street, bring this sort of organisation into the area will only worsen the amount of anti social behaviour which is on the rise. There are enough gambling shops up the road on the cricklewood Broadway there is no need to bring this sort of atmosphere to Willesden Green.

This page is intentionally left blank

06-04-26

- Protection of Children and Vulnerable Persons - Proximity to Sensitive Locations: the location is near schools, youth centres, and residential areas with high populations of vulnerable people. - Anti-Social Behaviour (ASB): The premises will increase street drinking, drug dealing, or intimidation in the immediate vicinity. - Noise and Disruptions: 24-hour, or late-night, operation will cause noise, smoking, or littering, disturbing local residents. - Inadequate Area Profile Assessment: The applicant has not properly considered the specific risks of the locality in their risk assessment.

This page is intentionally left blank

06-04-26

There already exist several gambling premises within an incredibly short distance of this building, including two slot machine shops and two betting shops. As a local resident with a young family it is inappropriate for a further gambling shop to be opened. The high street is already beset with problems including antisocial behaviour, begging, drug taking etc, we need businesses on the high street which will contribute to and serve the majority of the local community, not more of the same which add little value for most local residents.

This page is intentionally left blank

06-04-26

I strongly object to the adult gaming centre opening. The AGC would be next to an area with a high percentage of vulnerable adults near by. It will also increase anti-social behaviour, something the area already struggles with. It is a terrible idea overall and I can't believe Brent Council would allow yet another gambling centre to open in Willesden Green.

This page is intentionally left blank

06-04-26

Willesden Green streets have become scary for women to walk alone at night and this will simply exacerbate this issue. Increasing the number of addicted men being angry after losing in the streets is an irresponsibility. If the government is committed to protect women and girls, this should never go ahead.

This page is intentionally left blank

06-04-26

The residential community living in the neighbourhood does not need and will not benefit from a gambling arcade. We do need a thriving high street. There are families with young children and older teens living nearby who would be very negatively influenced by an establishment which could encourage addictive behaviour and promote time wasting. It would promote gambling and risk and the local population would see an increase in unpleasant anti-social behaviour, litter from food consumed, noise and potentially danger. The area around it would feel less safe and pleasant. Gambling is addictive and encourages wanton greed and the idea that money is prized above everything else, which is an appalling message to give our local community and young people.

This page is intentionally left blank

06-04-26

I am writing to formally lodge a strong objection to the proposed development of an adult gaming and gambling centre at the above address. My objection is based on the following grounds: \* Over-concentration and Lack of Diversity: The High Road is already served by three gambling establishments in close proximity. Permitting a fourth creates an unhealthy "clustering" effect. This undermines the commercial diversity of our high street and fails to provide a balanced mix of services for the local community. \* Impact on Local Character: The proliferation of gambling venues negatively impacts the neighborhood. Rather than contributing to a vibrant, multi-use economy, these venues often lead to a decline in the perceived quality and safety of the streetscape. \* Community Need: There is a significant deficit of family-oriented spaces in this area. We need developments that encourage social cohesion—such as cafes, community hubs, or child-friendly spaces—rather than another restrictive-entry gambling venue that excludes families and children. \* Social Responsibility: Increasing the density of gambling opportunities in a residential area raises concerns regarding the protection of vulnerable individuals and does nothing to improve the local social fabric. This application should be refused in favour of more constructive, family-friendly uses that better serve the long-term interests of the community

This page is intentionally left blank

06-04-2026

Brent has more than double the national average of problem gamblers. The borough also has the second-highest concentration of gambling premises in London. Brent backs the gamblers where other boroughs act to protect their residents. Stop this madness which is increasing crime in our neighbourhood

This page is intentionally left blank

06-04-2026

I absolutely oppose any new gambling premise in our local area. We already have a higher number than most boroughs. We have a significant gambling problem. We have a rising crime problem in Brent. I work in a school and see the impact of these anti social problems in young children and their families. Please do not be complicit in worsening these problems by adding more gambling premises when you should be looking at reducing the number.

This page is intentionally left blank

06-04-2026

This is not what the community needs. This will encourage anti social behaviour which has already becoming an increasingly prominent issue in the area. We want bakeries, other beneficial businesses. The fact this is even being suggested is a disgrace

This page is intentionally left blank

06-04-2026

I would like to oppose the building of the casino. The area and main high street in Willesden Green can already feel slightly unsafe at times, including at the local Sainsbury's supermarket. Many families reside in the area as well as schools within walking distance of Walm Lane. Having a casino open would make the area feel less safe and friendly. It would attract different clientele as well. I kindly ask the council to consider these points as well as the views of other local residents who oppose the project.

This page is intentionally left blank

06-04-2026

I am writing to express my firm opposition to the application for a new adult gaming centre on the High Road. As a local resident, I believe that approving yet another gambling venue would be detrimental to the area for several key reasons:

**Excessive Saturation:** There are already three similar establishments operating within a very short radius. Adding a fourth creates an unnecessary and disproportionate concentration of gambling facilities, which stifles the growth of a diverse and sustainable local economy.

**Harm to High Street Vitality:** The "clustering" of such venues actively degrades the character and prestige of our High Road. To maintain the area's appeal to residents and visitors alike, we should be encouraging high-quality retail or leisure options rather than further gambling-led development.

**Neglect of Family Requirements:** Our community is currently underserved by spaces accessible to parents and children. Rather than another "adults-only" venue, the planning department should prioritize applications that offer inclusive, family-oriented environments that contribute positively to our civic life.

**Public Interest and Well-being:** A fourth gaming centre offers no tangible benefit to the local population and instead risks exacerbating social issues associated with high-density gambling zones. I strongly request that the council rejects this application and instead seeks to protect the balance and quality of our local high street

This page is intentionally left blank

06-04-2026

I would like to object to the licensing of this venue due to the already high number of these types of premises in the locality and the continuing drug / anti social behaviour in this area due to the clientele these type of venues attract. It is a concern to public safety, crime and a public nuisance. There are several schools in the vicinity with many young children passing by on their way to and from school.

This page is intentionally left blank

06-04-2026

Subject: Representation Against Gambling Premises Licence Application – 1 Walm Lane, London, Brent, NW2 5SN Dear Licensing Authority, I am writing to formally object to the granting of a gambling premises licence for the proposed site 1 Walm Lane, London, Brent, NW2 5SN. While I understand that gambling is a lawful activity, my objection is based on clear concerns that this application is inconsistent with the licensing objectives under the Gambling Act 2005 and Brent Council’s Statement of Principles. One of the key licensing objectives is protecting children and vulnerable persons from harm or exploitation. Willesden High Road is a densely populated area with:

- High footfall, including young people and families
- A significant number of residents from economically disadvantaged backgrounds

Evidence shows that gambling premises are often disproportionately located in deprived areas, contributing to financial harm and addiction risks. The addition of another gambling venue near existing ones creates a clustering effect, increasing exposure and normalising gambling behaviour among vulnerable groups. This raises serious concerns that the applicant cannot adequately mitigate harm, particularly given the already high concentration of similar premises nearby. Another licensing objective is preventing gambling from being a source of crime or disorder. Areas with multiple gambling venues can:

- Attract anti-social behaviour
- Increase opportunities for crime (including theft and exploitation of vulnerable individuals)
- Place additional strain on local policing and community safety

Given that there is already a gambling premises just a few doors away and others along the same high street, the cumulative impact significantly heightens these risks. While I understand that “demand” alone cannot be used as a reason for refusal, Brent’s own policy acknowledges the importance of protecting communities from gambling-related harm and balancing local impact. Furthermore, Brent’s planning framework seeks to limit over-concentration of betting-related uses in town centres. The proposed premises would contribute to:

- An over-concentration of gambling venues
- A negative impact on the character and sustainability of the high street
- Reduced diversity of local businesses serving community needs

This clustering effect is widely recognised as harmful and undermines the licensing objectives, even if “demand” itself is not a valid standalone ground. The licensing authority must consider whether the application is reasonably consistent with the licensing objectives and local policy. Given:

- The proximity to existing gambling premises
- The vulnerability profile of the local population
- The cumulative social impact

It is difficult to see how granting this licence would align with Brent Council’s duty to safeguard residents. There is growing national concern about the proliferation of gambling venues on high streets, particularly in areas like Brent, where councils have highlighted links to financial harm, public health issues, and community safety concerns. Granting additional licences in already saturated areas risks undermining community wellbeing and contradicts the spirit of the licensing objectives. For the reasons outlined above, I respectfully request that Brent Council

REFUSE this application on the grounds that it is not consistent with the licensing objectives, particularly: • The protection of children and vulnerable persons • The prevention of crime and disorder The cumulative impact of this proposal, in an already saturated area, poses a clear and unacceptable risk to the local community.

06-04-2026

From a licensing point of view where the following must be considered: - prevention of crime and disorder - antisocial behaviour - public safety - public nuisance - protection of children from harm. This location's high footfall and narrow pavement, with a barrier between pavement and road, make it a very confined area for drug / ASB / drunk loitering that these venues attract. Specifically as a walking route from the closest bus stops on Walm Lane to the primary Convent school.

This page is intentionally left blank

06-04-2026

Dear Licensing Authority, I am writing to formally object to the granting of a gambling premises licence for the proposed site 1 Walm Lane, London, Brent, NW2 5SN. I understand that gambling is a lawful activity, but my objection is based on clear concerns that this application is inconsistent with the licensing objectives under the Gambling Act 2005 and Brent Council's Statement of Principles. One of the key licensing objectives is protecting children and vulnerable persons from harm or exploitation. Willesden High Road is a densely populated area with:

- High footfall, including young people and families
- A significant number of residents from economically disadvantaged backgrounds

Evidence shows that gambling premises are often disproportionately located in deprived areas, contributing to financial harm and addiction risks. The addition of another gambling venue near existing ones creates a clustering effect, increasing exposure and normalising gambling behaviour among vulnerable groups. This raises serious concerns that the applicant cannot adequately mitigate harm, particularly given the already high concentration of similar premises nearby. Another licensing objective is preventing gambling from being a source of crime or disorder. Areas with multiple gambling venues can:

- Attract anti-social behaviour
- Increase opportunities for crime (including theft and exploitation of vulnerable individuals)
- Place additional strain on local policing and community safety

Given that there is already a gambling premises just a few doors away and others along the same high street, the cumulative impact significantly heightens these risks. While I understand that "demand" alone cannot be used as a reason for refusal, Brent's own policy acknowledges the importance of protecting communities from gambling-related harm and balancing local impact. Furthermore, Brent's planning framework seeks to limit over-concentration of betting-related uses in town centres. The proposed premises would contribute to:

- An over-concentration of gambling venues
- A negative impact on the character and sustainability of the high street
- Reduced diversity of local businesses serving community needs

This clustering effect is widely recognised as harmful and undermines the licensing objectives, even if "demand" itself is not a valid standalone ground. The licensing authority must consider whether the application is reasonably consistent with the licensing objectives and local policy. Given:

- The proximity to existing gambling premises
- The vulnerability profile of the local population
- The cumulative social impact

It is difficult to see how granting this licence would align with Brent Council's duty to safeguard residents. There is growing national concern about the proliferation of gambling venues on high streets, particularly in areas like Brent, where councils have highlighted links to financial harm, public health issues, and community safety concerns. Granting additional licences in already saturated areas risks undermining community wellbeing and contradicts the spirit of the licensing objectives. For the reasons outlined above, I respectfully request that Brent Council REFUSE this application on the grounds that it is not consistent with the licensing

objectives, particularly: • The protection of children and vulnerable persons • The prevention of crime and disorder The cumulative impact of this proposal, in an already saturated area, poses a clear and unacceptable risk to the local community.

06-04-2026

There are too many gambling businesses already in this area. My child has shown a lot of interest in these businesses and frankly I think they are a bad example for young people. One in an area is enough and we already have more than that.

This page is intentionally left blank

06-04-2026

The area is saturated with similar establishments and represent risks for the residents. It also doesn't protect vulnerable people from gambling bringing them into more challenging situations.

This page is intentionally left blank

06-04-2026

The LARA accompanying this applicant is so incomplete and misleading that it is rendered inadequate for the purposes of taking a decision on the application. It is either deliberately misleading or so poorly presented that it is rendered useless for the purpose intended. Notwithstanding, there are sufficient concerns with regards to the protection of harm to children that should conclude the committee to outright refusal of this application. The anti-social activity these casinos bring is well documented. There is a clear and obvious clustering of gambling centres within a very short distance of this proposal. The assessment alongside this application fails to mention a Ladbrokes and a Paddy Power bookmakers both within 200 to metres of the site at 41 and 52 High Rd. By any measure this is a cluster and carries significant public health damage. More concerning is that this site sits along a very narrow pavement and a pedestrian waiting area for a major pedestrian crossing. Both are surrounded by barriers which separate the road from the pavement therefore making it impossible to avoid walking past this gambling site. During peak times you will see lots of families waiting to cross at this junction which is directly outside the front door of the casino. Specifically in relation to the protection of harm to children which is an overriding duty of licencing, The Convent of Jesus and Mary (CJM) Catholic Infant School & Nursery is located in Park Avenue and has c250 children on roll. The school is barely 200 yards away from the gambling site yet is not mentioned in the accompanying assessment. Either the omission of two further gambling sites and a large primary school are serious oversights on behalf of the applicant, or deliberately misleading to favour their application. Furthermore Park Avenue (specifically the arm leading to the school) is part of a "School Street" zone. This means motorised traffic is prohibited from entering the street during peak drop-off and pick-up times. Children arriving at school either getting off the bus at one of the two stops next to the gambling site (stops D and E) or walking from this direction can only ever pass the the site and the front door / facade of the gambling site. It is unavoidable harm. The pavement is narrow there is a metal guard which separates the road from the pavement and it sits on a major junction where pedestrians often wait including children with their parents and carers. This is not the case with the other gaming centres locally, where parent / carers are able to navigate across streets, without street furniture guiding their way. Giving planning permission was a serious error in that it failed to consider the impact of the above, so it is the responsibility of the licensing committee to take responsibility for the harm and damage that this casino will cause. Brent is fully aware of the gambling problem in its borough, and that it has a very high prevalence of gamblers in its area. This is ratified in Brent's recent gambling analysis. This site is uniquely placed and has specific circumstances as listed above that should lead to the committee having significant reservations. This application is misleading; the site is physically unsuitable for a gambling license; and the harm to children is unavoidable should a licence be granted.

This page is intentionally left blank

06-04-2026

I have significant concerns regarding ANOTHER gambling venue on the Willesden high st. This particular venue has increased risk being close to a number of schools on a busy junction with a narrow path without opportunity to cross. I feel it will have a significant impact on the high st with regards to safety, impact on young people and potential for increasing levels of antisocial behaviour

This page is intentionally left blank

06-04-2026

Horrible addition to the area—totally unnecessary for our community. The area is declining due to ongoing antisocial behaviour and drug dealing/use. Let's improve the area, not make it worse

This page is intentionally left blank

06-04-2026

To whom it may concern, As a resident of Willesden Green, as a parent, as a professional, and as a tax payer I oppose the application/ licensing/ placement of a gambling establishment on Walm Lane. In the first instance, the gambling establishment risks the safety of our residents, as an example, in Dec 2024, a man was fatally stabbed outside the Ladbrokes in our area, following related issues of gambling and drinking, both of which can be easily accessed as the 2 business venues are close together in location. These two are literally just a few feet away from a local religious primary school with a nursery located nearby; parents, families and vulnerable young children should not be exposed to or at risk of being made victims of crime. The Willesden Green area including Walm Lane where it is proposed that this gambling venue be located, is populated by vulnerable persons, among them: persons with substance abuse problems who, although some of them receive the local authority's support for their addiction challenges, many remain deeply affected by addictions and a worrying number of them can be found wandering the streets in and around the Walm Lane, the tube station and the local gambling spots. There are also persons of all ages who can be found in the local gambling sites despite their financial difficulties, spending what little they have on gambling, which sinks them further into debt and instability. I have witnessed seeing elderly men with drink problems and an adult with learning difficulties frequenting the local gambling venues, which exposes another layer of vulnerable persons being exploited by gambling. Our area also has a significant number of low income residents, and surrounding neighbourhoods that suffer from a high crime rate and poverty. Our communities and neighbourhoods do not wish for these or any persons to be adversely affected by the lure of gambling nor the related problems that come with it-- addictions go hand in hand, and it would be very harmfully exploitative of these vulnerable groups in our community to have a gambling site especially on a road where families, the elderly, children, persons with special needs and disabilities, among others in our community carry out their peaceful daily duties, errands and shopping. I am also opposed as a professional educator, as this is no example to set for children and young people, and certainly extremely inappropriate to have this as a potential place that they would be curious about or lured to enter.

This page is intentionally left blank

07-04-2026

I write to object to the application by Arcadia Casino Limited for a new Adult Gaming Centre premises licence at 1 Walm Lane, NW2 5SN on the following grounds: 1. The application is defective in material ways 2. The applicant is not suitable to hold a Gambling Act licence 3. Granting the application would undermine efforts to reduce crime and anti-social behaviour in the area 4. Granting the application would risk causing harm to vulnerable people 5. There is already a concentration of similar gambling shops in the area

The application is defective in material ways On Monday 6 April 2026, the applicant, Arcadia Casino Limited, posted notice of its application and the consultation period at 1 Walm Lane. In addition to that notice wrongly describing the property as being in Wembley, it wrongly notifies residents that the 28-day consultation period comes to an end on 29 April 2026, when the correct deadline would be 4 May 2026. The applicant has therefore misled residents and would deny residents a full chance to be heard on this issue. The application does not state the intended opening hours. So the Licensing Authority is being asked to assess risks about crime and disorder and fair conduct of gambling without a clear statement of the hours during which the premises will operate. The application fails to identify all of the places of worship, schools, hostels, food banks and bus stops close to 1 Walm Lane. For example, it only mentions Christian places of worship, when there are numerous Islamic, Jewish and Buddhist places of worship very close to the premises as well. By failing to identify all the places at which there may be people who may be at risk of gambling harms, the application fails to meet basic standards and shows the applicant does not understand the area in which it proposes to operate. Given the applicant has no trading or operating history (see below), this is a serious concern and a significant defect in the application. For these reasons alone, the application should be rejected.

The applicant is not suitable to hold a Gambling Act licence Arcadia Casino Limited is a company registered at Companies House in 2020 under company number 12551756. It has only ever filed accounts unaudited micro entity accounts as a dormant company. Its accounts (including its most recent accounts, for the period to 30 April 2025) suggest it has never traded, or incurred any expenses or generated any revenues. It also has a history of late filings. With such a history, and as a dormant company, the applicant's assurances and statements in Part 5 of its application and elsewhere as to what it can be trusted to do were it granted a licence to open a new adult gaming centre cannot reasonably be believed. Arcadia Casino Limited has no experience of setting up and running an adult gaming centre. It has no experience of managing the risks of harm inherent in operating a gambling operation in a community. Permitting such an applicant to do so would risk causing significant harm to those living and working in the area. Arcadia Casino Limited not being a suitable applicant means the application should be rejected. Granting the application would undermine efforts to reduce crime

and anti-social behaviour in the area Brent already has too many gambling premises, with the harms falling hardest on areas facing deprivation and vulnerability. Allowing another Adult Gaming Centre to be opened would make the situation worse. It would undermine efforts aimed at the prevention of crime, disorder and anti-social behaviour and it would undermine the protection of children and vulnerable persons from harm. Anti-social behaviour is a major problem in Willesden. As of January 2026, annual recorded crime had gone up by 8.1%, including increasing open substance misuse. Businesses and residents in the area immediately around 1 Walm Lane consistently raise complaints about anti-social behaviour, including at night. The state of affairs has required increased action from the police and the Council, and we do not need new gambling establishments making the risk of disorder and crime even worse. Brent's own licensing evidence identifies the area of Willesden High Road and Walm Lane as an area of medium to high deprivation and a hotspot for crime and anti-social behaviour. The Social Market Foundation's report on Adult Gaming Centres found that AGCs carry specific crime and disorder risks. It notes that AGCs involve high volumes of cash transactions, that the Gambling Commission considers them to present a medium risk of facilitating money laundering, and that Brent residents raised concerns about crime and anti-social behaviour around such premises. Granting the application would risk causing harm to vulnerable people. There are numerous schools, colleges, care homes, homeless hostels, places of worship and medical centres close to 1 Walm Lane, all of which are attended by vulnerable people in the area. It is also a major pedestrian thoroughfare, with hundreds of residents (including many children and vulnerable people) walking past 1 Walm Lane to or from Willesden Green tube station and the various bus stops close by. A report found that 44% of young people aged 14 to 17 agreed that the presence of gambling venues near where they live makes people their age more interested in gambling, while 27% said they knew young people who had visited an Adult Gaming Centre. In an area already saturated with gambling venues and associated uses, the Licensing Authority is entitled to conclude that another Adult Gaming Centre would expose children and vulnerable residents to further harm rather than protect them from it. There is already a concentration of similar gambling shops in the area. Brent has one of the highest numbers of gambling premises in London, with 81 licensed gambling premises. It is also among the boroughs with the highest levels of gambling-related harm. Brent's Joint Strategic Needs Assessment confirms that there are more residents at high and low risk of gambling harms than national averages. There are already numerous gambling sites close to 1 Walm Lane. There are already two Adult Gaming Centres within 0.1 miles, each with around 20 to 30 slot machines. Opening a new Centre would mean there would be three within a few minutes' walk of each other and on a busy pedestrian route. There are also five betting shops on Willesden High Road and Walm Lane, each of which has additional slot machines. There are various pawn shops, loan shops and cash machines very close by, which would enable

vulnerable people to access cash to spend at an adult gaming centre easily. This application should be refused.

This page is intentionally left blank

07-04-2026

Gambling brings more violence to the area, I don't want antisocial behaviour in people in my community. I think I might not feel safe to send them out. Already the area is too busy with pub and restaurant.

This page is intentionally left blank

07-04-2026

I fear another adult gambling shop on the street will increase day drinking within the area, and increase crime rates, with Walm Lane having high crime rates as it is. It also makes me worried for the safety of children and does not promote Willesden Green as a safe family area to live

This page is intentionally left blank

07-04-2026

The change of use application excluded local schools from its risk assessment, understating the safeguarding risks. Police are already struggling with high levels of street crime in the area including knife crimes in nearby shops. Brent has very high levels of gambling addiction and there is already a high density of gaming shops and bookmakers in the area. There is a shortage of local independent fresh food shops, with a nearby bakery recently closing down. We need more local shops, not more crime and problem gambling.

This page is intentionally left blank

07-04-2026

This will increase ASB in the area and negatively affect our community. There are already too many gambling and adult gaming centres in this area.

This page is intentionally left blank

07-04-2026

I strongly object to the proposed adult gaming centre on Walm Lane. The concern is not theoretical: the Metropolitan Police currently lists “reducing drug dealing and antisocial behaviour on Walm Lane between Willesden Green Station and Sainsbury’s” as a live local policing priority, and in January 2026 the wider Willesden Green area recorded 57 anti-social behaviour offences, making ASB one of the top reported crime categories locally; the area also recorded 185 crimes that month, with monthly totals reaching 303 in October 2025. Against that background, adding another gambling venue on this stretch would risk worsening nuisance, disorder and community safety problems rather than helping the high street. That is especially troubling in Brent, where the Council’s own Gambling Needs Assessment says the borough has one of the highest levels of serious gambling harm and the second-highest number of gambling premises in London; it also notes that people living within 0.7km of gambling venues are twice as likely to be problem gamblers, with harms falling hardest on younger adults, people in deprivation and minority communities. For those reasons, an adult gaming centre is the wrong use for Walm Lane and would put a vulnerable community at greater risk.

This page is intentionally left blank

07-04-2026

I am writing to formally lodge my strongest possible objection to the proposed application for a new Adult Gaming Centre on our high street. As someone who has lived in this area for a long time and cares deeply about the future of our neighbourhood, I am genuinely alarmed by the prospect of another gambling establishment being granted space in what should be the social and economic heart of our community. Our high street is already at a tipping point. We need businesses that encourage diverse footfall—places where families, elderly residents, and young people feel welcome and safe. Adult Gaming Centres do the exact opposite. Because of their nature, they often have "dead" frontages with obscured windows and harsh neon lighting that creates a hostile, unwelcoming environment for anyone not using the facility. When you have a cluster of these types of venues, it fundamentally changes the "feel" of the street. It stops being a vibrant place for community interaction and starts feeling like a corridor of low-grade transactional hubs. I am particularly concerned about the social impact on our more vulnerable neighbours. It is well-documented that these centres tend to target areas where people are already struggling financially. We do not need more machines designed to extract money from people who can least afford it; we need shops and services that build local wealth and provide genuine utility. The proliferation of these venues risks normalising gambling for the children who pass by them every day on their way to school, which is a terrifying legacy to leave for the next generation. Furthermore, the 24-hour nature of many of these establishments brings a real risk of increased anti-social behaviour. Even if the activity inside is regulated, the atmosphere outside inevitably shifts, especially late at night. This discourages people from visiting the high street for legitimate evening economy activities, like dining at local restaurants, because they no longer feel the area is safe or pleasant. Our high street should be a source of pride, not a collection of betting shops and gaming centres. Granting this license would be a step backward for our social fabric and would undermine all the hard work being done to regenerate our town centre into a healthy, family-friendly environment. I urge the committee to listen to the voices of the residents who actually live here and reject this application in favour of a more balanced and beneficial use of the retail space.

This page is intentionally left blank

07-04-2026

Social issues in Brent and particularly this vicinity continue to spiral out of control. Gambling is a key contributor to the decline and problems. There are already too many locations where gambling can occur. This is not needed and if allowed will only cause further problems and harm to vulnerable people. This will subsequently cost the council more than would be raised via rates and taxes.

This page is intentionally left blank

07-04-2026

We don't want more adult gaming centres or gambling establishments on our high road Social issues in Brent and particularly this vicinity continue to spiral out of control. Gambling is a key contributor to the decline and problems. There are already too many locations where gambling can occur. This is not needed and if allowed will only cause further problems and harm to vulnerable people. This will subsequently cost the council more than would be raised via rates and taxes.

This page is intentionally left blank

07-04-2026

Object due to rising crime in the community and danger to my teenage children due to propensity of gambling addiction. My understanding is that fake IDs are being accepted in other gambling localities in the same area. We do not need more!!!

This page is intentionally left blank

07-04-2026

I have serious concerns about the negative impact such a venue could have on the neighbourhood. Introducing a gambling establishment in close proximity to residential homes risks increasing anti-social behaviour and crime, which would undermine the sense of safety that residents currently enjoy. Of particular concern is the effect this may have on children and young people. Many families in the area rely on safe walking routes for their children to travel to and from school each day. Placing a gambling venue along these routes raises significant safeguarding concerns and exposes children to an environment that is not appropriate for them. For these reasons, I strongly urge you to reject this proposal and prioritise developments that promote safety, wellbeing, and positive community values. Thank you for considering my objection.

This page is intentionally left blank

07-04-2026

I strongly object to the proposed adult gaming centre. This development This development poses a clear and unacceptable risk to our community. Evidence consistently links such venues with increased anti-social behaviour, crime, and public disorder. Introducing this into a residential area will directly undermine the safety and wellbeing of local residents. Most concerning is the impact on children. This site is located along daily walking routes to school, exposing young people to a gambling environment that is wholly inappropriate and potentially harmful. The normalisation of gambling in close proximity to children is irresponsible and unacceptable. Our neighbourhood is a family-oriented community. This proposal does not serve local needs and will instead damage the area's safety, character, and cohesion. I urge you in the strongest possible terms to refuse this application.

This page is intentionally left blank

07-04-2026

I object to yet another gambling establishment in the area which is already overrun with antisocial behaviour and these places cause significant harm to the community. This is a family area and we should be encouraging more family friendly activities and to keep the high street a community place, with thriving shops and cafes that offer safe and welcoming environments for all.

This page is intentionally left blank

08-04-2026

Dear Brent Planning I strongly oppose this planning application due to the very negative impact it will have on the local community especially young people and vulnerable adults. There are many gambling shops in Willesden at the moment and one is only a few doors away. This proposal will cause significant harm emotionally and financially because of addiction to local vulnerable families who are already struggling.

This page is intentionally left blank

08-04-2026

My objection is based on the licensing objectives under the Gambling Act 2005. I am concerned that granting this application may increase crime and disorder, contribute to gambling-related harm, and fail to adequately protect children and vulnerable persons in the local area. Brent Council has already recognised concerns about gambling-related harm in relation to this location and the wider area. The premises are in a busy local setting where exposure to gambling facilities may increase the risk of harm to vulnerable residents and those already at risk of addiction or financial distress. The application should demonstrate clear and robust measures to manage these risks, including age verification, staff training, supervision, and effective harm-minimisation procedures. There are other gambling venues in close proximity, and the cumulative impact on the area will be harmful, even if each site is assessed individually. For these reasons, I ask Brent Council to refuse the application.

This page is intentionally left blank

08-04-2026

My objection is based on the licensing objectives under the Gambling Act 2005. I am concerned that granting this application may increase crime and disorder, contribute to gambling-related harm, and fail to adequately protect children and vulnerable persons in the local area. Brent Council has already recognised concerns about gambling-related harm in relation to this location and the wider area. The premises are in a busy local setting where exposure to gambling facilities may increase the risk of harm to vulnerable residents and those already at risk of addiction or financial distress. The application should demonstrate clear and robust measures to manage these risks, including age verification, staff training, supervision, and effective harm-minimisation procedures. There are other gambling venues in close proximity, and the cumulative impact on the area will be harmful, even if each site is assessed individually. For these reasons, I ask Brent Council to refuse the application.

This page is intentionally left blank

08-04-2026

My objection is based on the licensing objectives under the Gambling Act 2005. I am concerned that granting this application may increase crime and disorder, contribute to gambling-related harm, and fail to adequately protect children and vulnerable persons in the local area. Brent Council has already recognised concerns about gambling-related harm in relation to this location and the wider area. The premises are in a busy local setting where exposure to gambling facilities may increase the risk of harm to vulnerable residents and those already at risk of addiction or financial distress. The application should demonstrate clear and robust measures to manage these risks, including age verification, staff training, supervision, and effective harm-minimisation procedures. There are other gambling venues in close proximity, and the cumulative impact on the area will be harmful, even if each site is assessed individually. For these reasons, I ask Brent Council to refuse the application.

This page is intentionally left blank

08-04-2026

My objection is based on the licensing objectives under the Gambling Act 2005. I am concerned that granting this application may increase crime and disorder, contribute to gambling-related harm, and fail to adequately protect children and vulnerable persons in the local area. Brent Council has already recognised concerns about gambling-related harm in relation to this location and the wider area. The premises are in a busy local setting where exposure to gambling facilities may increase the risk of harm to vulnerable residents and those already at risk of addiction or financial distress. The application should demonstrate clear and robust measures to manage these risks, including age verification, staff training, supervision, and effective harm-minimisation procedures. There are other gambling venues in close proximity, and the cumulative impact on the area will be harmful, even if each site is assessed individually. For these reasons, I ask Brent Council to refuse the application.

This page is intentionally left blank

08-04-2026

My objection is based on the licensing objectives under the Gambling Act 2005. I am concerned that granting this application may increase crime and disorder and fail to protect children and vulnerable persons in the local area. For these reasons I ask Brent Council to refuse the application.

This page is intentionally left blank

08-04-2026

I am not sure how this will benefit an area that has schools/nurseries and a well used library. We already tackling antisocial behaviour and drug use in the area. Women and young girls already feel unsafe walking home in the evenings this will only increase their fear by attracting people who have gambling issues and how it impacts them and their lives. The area is open to families and seniors who use the local cafes and restaurants in the area and I feel this will not encourage them to come out in the evenings. The local councils are all aware of the problems on Walm lane and Willesden high Rd. Protecting families, vulnerable people and women and girls are our most important concern, that alone should ring alarm bells before approving this license.

This page is intentionally left blank

08-04-2026

We do not need anymore gambling sites in our high street. There is already one just a stones throw away. There are lots of undesirable's on our streets already, this will make it worse. My children feel unsafe waking home from the tube station after school, this would make them feel even more intimidated and unsafe.

This page is intentionally left blank

08-04-2026

It will bring antisocial behaviour. It encourages men in the day time to meet in the street.  
This is a family area. I will be very nervous to walk past this establishment.

This page is intentionally left blank

09-04-2026

Another gambling shop in Willesdennis not needed, there are already too many. Proximity to local schools, anti social behaviour and playing on a sad habit which few people in the area can afford. Shame on you Brent for allowing planning for this. I hope that Brent will deny a licence

This page is intentionally left blank

**From:**

**Sent:** 10 April 2026 21:09

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

There are already at least 7 gambling shops in Willesden. I am raising a family, I have a 16 year old son. We don't need more gambling shops- the area already has too many , it's wrong to encourage more gambling.

The shops attract anti social behaviour, and noise, and set a bad example to your youth. They also spread unhappiness and discontent- a sad way to make a business.

This page is intentionally left blank

09-04-2026

Another gambling shop on our high street has no social value and encourages the already significant anti social behaviours we see. Another congregation point, others already often attract people with substance uses to congregate. This is detrimental to passers by and the community.

This page is intentionally left blank

09-04-2026

I wish to object to this application on the basis that it fails to promote the licensing objectives under the Gambling Act 2005.

1. Preventing Crime and Disorder Willesden Green already experiences high levels of crime, including anti-social behaviour, violence, and drug-related offences, particularly around the High Road. Granting another gambling licence risks increasing disorder, loitering, and opportunistic crime in an already pressured area.
2. Protecting Children and Vulnerable Persons The local area includes economically vulnerable residents, and evidence shows gambling harms are higher in deprived communities. Adding another gambling premises would increase exposure and accessibility, placing vulnerable individuals at greater risk of financial and gambling-related harm.
3. Fair and Open Gambling There is concern about the clustering of gambling premises in deprived areas such as Brent, raising questions about whether further expansion in this location is appropriate or fair to the local community.

Conclusion Given existing crime levels, deprivation, and the cumulative impact of gambling venues, this application risks causing harm and does not adequately promote the licensing objectives. I therefore urge the Council to refuse the application.

This page is intentionally left blank

09-04-2026

I wish to object to this application on the basis that it fails to promote the licensing objectives under the Gambling Act 2005.

1. Preventing Crime and Disorder Willesden Green already experiences high levels of crime, including anti-social behaviour, violence, and drug-related offences, particularly around the High Road. Granting another gambling licence risks increasing disorder, loitering, and opportunistic crime in an already pressured area.
2. Protecting Children and Vulnerable Persons The local area includes economically vulnerable residents, and evidence shows gambling harms are higher in deprived communities. Adding another gambling premises would increase exposure and accessibility, placing vulnerable individuals at greater risk of financial and gambling-related harm.
3. Fair and Open Gambling There is concern about the clustering of gambling premises in deprived areas such as Brent, raising questions about whether further expansion in this location is appropriate or fair to the local community.

Conclusion Given existing crime levels, deprivation, and the cumulative impact of gambling venues, this application risks causing harm and does not adequately promote the licensing objectives. I therefore urge the Council to refuse the application.

This page is intentionally left blank

10-04-2026

This road is a residential place. There are already many homeless people and drug users in the area. Putting a Casino in the area increases the risk on the residents of theft, loud noises at night and increasing crime risk.

This page is intentionally left blank

10-04-2026

We strongly object to yes another gambling premises, the local area has several already, and is already relatively socially deprived. We know that gambling results in more social deprivation mental health issues and addiction. There are also many local premises that already deal in stolen goods and money laundering in the immediate area and this proposal will learn in House this sort of criminal reality.

This page is intentionally left blank

10-04-2026

I strongly object to a new casino - it will destroy our community and research shows it's creates antisocial behaviour and contributes to a negative community impact.

This page is intentionally left blank

10-04-2026

I strongly object to this application. The Willesden area already has AGC's and high levels of antisocial behaviour, including begging, drug activity and loitering, particularly along Walm Lane and the area around Willesden Station. Adding an Adult Gaming Centre would increase fear of crime, reduce safety and further downgrade the character of the high street. The location in a residential area is clearly not suitable for a casino which would place it in proximity to nurseries, schools, after school clubs (only 2 doors down) places of worship and an established residential community. It totally contravenes Brent Local Plan policies BE5, BE1 and BT1 and London Plan Policies D3, S1 and T2.

This page is intentionally left blank

10-04-2026

I'm against any more gambling/casino outlets as there are far too many in the neighbourhood. Brent Council should be working on REDUCING the number of such establishments and not encouraging more. Such shops impoverish the area and its inhabitants causing huge social problems. While those businesses pay tax I argue that the cost to the local population is far greater.

This page is intentionally left blank

10-04-2026

I strongly object to this application. The Willesden area already has AGC's and high levels of antisocial behaviour, including begging, drug activity and loitering, particularly along Walm Lane and the area arijnd Willesden Station. Adding an Adult Gaming Centre would worsen these problems, increase fear of crime, harm nearby residents. The proposal would reduce safety, harm the character of the high street, and is not suitable for this location.

This page is intentionally left blank

10-04-2026

I write to formally object to the proposed development of an adult gambling casino at 1 Walm Lane. While I recognise the importance of economic development and investment in our borough, this proposal raises serious concerns regarding its potential social and community impact. Evidence consistently shows that the expansion of gambling facilities is associated with increased rates of problem gambling, financial hardship, and related mental health issues. These harms do not remain confined to individual users but often extend to families and the wider community, placing additional strain on local support services. Local residents, including vulnerable individuals and young people, may be disproportionately exposed to the risks associated with gambling environments. The development risks undermining ongoing efforts by the council and community organisations to promote wellbeing, reduce inequality, and support those already at risk of addiction. I therefore strongly urge the relevant authorities to refuse this application and instead prioritise developments that contribute positively to the health, cohesion, and long-term prosperity of our community.

This page is intentionally left blank

**From:**

**Sent:** 10 April 2026 16:49

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Fwd: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Subject: Representation Against Gambling Premises Licence Application – 1 Walm Lane, NW2 5SN

I wish to submit a formal objection to the proposed gambling premises at 1 Walm Lane, NW2 5SN.

My objection is made in accordance with the licensing objectives set out in the Gambling Act 2005.

#### 1. Protecting Children and Vulnerable Persons from Harm

The proposed premises is located in a busy residential and commercial area of Willesden Green, with significant daily footfall including families, young people, and vulnerable individuals.

This part of Brent already has a notable concentration of gambling premises within a relatively small radius. The clustering of such venues is widely recognised as increasing the risk of gambling-related harm, particularly for individuals experiencing financial hardship, addiction, or mental health challenges.

Public health evidence, including findings often referenced by local authorities, indicates that higher densities of gambling venues are associated with increased problem gambling rates. Adding another premises at this location would intensify exposure and accessibility, particularly for vulnerable groups.

#### 2. Preventing Gambling from Being a Source of Crime or Disorder

Residents in the area have ongoing concerns about anti-social behaviour, including loitering and disturbances in the vicinity of existing late-night businesses.

The introduction of an additional gambling premises is likely to increase late-night activity, footfall, and the potential for crime and disorder. This may place further strain on local policing resources and negatively impact the safety and wellbeing of residents.

### 3. Cumulative Impact on the Local Community

While “need” or “demand” is not a licensing objective, the existing saturation of gambling premises in the area contributes directly to risks under the above objectives—particularly harm to vulnerable persons.

The addition of another venue would not operate in isolation but would contribute to a cumulative impact that undermines the licensing objectives.

---

### Conclusion

Given the existing concentration of gambling premises in the area and the associated risks to vulnerable individuals and community safety, I believe this application is likely to undermine the licensing objectives set out in the Gambling Act 2005.

I respectfully request that the application be refused.

From:

Sent: 11 April 2026 09:39

To: Business Licence <business.licence@brent.gov.uk>

Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards

- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

From:

Sent: 11 April 2026 09:41

To: Business Licence <business.licence@brent.gov.uk>

Subject: Ref: Objection to 1 Walm Lane - AdultGamingCentre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 11 April 2026 09:43

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Fwd: Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 11 April 2026 09:53

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Ref: Objection to 1 Walm Lane - Adult Gaming Centre

**Subject:** Fwd: Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards

- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 10:27**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Objection to 1 Walm Lane - Adult Gaming Centre**

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 10:28**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Objection to 1 Walm Lane - adult gaming centre** Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From: Sent: 11 April 2026 10:36**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 11:42**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From: Sent: 11 April 2026 12:08**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 12:15**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 12:37**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 13:21**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Objection to 1 Walm Lane - Adult Gaming Centre**

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 11 April 2026 14:32**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: \*Ref: Objection to 1 Walm Lane - Adult Gaming Centre\***

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 11 April 2026 16:08

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Formal Objection – Proposed Adult Gaming Centre at 1 Walm Lane

Dear Licensing Authority,

I wish to register a formal objection to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

Having reviewed the proposal, I do not believe it adequately supports the licensing objectives set out in the Gambling Act 2005—particularly in relation to reducing crime and safeguarding vulnerable members of the community.

Lack of meaningful local assessment:

The submission does not appear to provide a detailed or location-specific risk assessment, as required by Brent's Statement of Principles. Instead, it relies on generalised statements that could apply to almost any site.

Crucially, it does not take proper account of local conditions, including:

- the existing density of gambling venues
- the socio-economic challenges affecting residents
- ongoing issues with anti-social behaviour and crime in the immediate area

This omission significantly weakens the application.

Excessive concentration of similar premises:

The surrounding area is already heavily populated with gambling-related businesses, including several betting shops and nearby Adult Gaming Centres, as well as other premises associated with financial vulnerability.

Adding another venue would further cluster these uses in a small area, which is likely to:

- increase the risk of gambling-related harm
- encourage repetitive use patterns
- disproportionately affect those already at risk

The cumulative effect of this concentration should be a key consideration and, in this case, weighs strongly against approval.

Potential to worsen crime and disorder:

The locality already experiences notable levels of crime and anti-social behaviour. Premises of this nature can attract issues linked to cash handling and may create opportunities for exploitation or financial crime.

Allowing an additional Adult Gaming Centre in this setting risks intensifying these existing problems, rather than helping to address them.

Impact on vulnerable groups:

The proposed location is within close reach of schools, housing for vulnerable residents, medical services, and a busy underground station. This results in a high volume of daily foot traffic, including children and individuals who may be more susceptible to harm.

The introduction of another gambling venue in such a setting raises concerns about increased exposure and normalisation, particularly for those already facing financial or personal challenges. The application does not provide sufficient reassurance that these risks will be effectively managed.

Insufficient detail within the application:

There are also gaps in the information provided. For example:

- operating hours have not been clearly specified
- proposed safeguards lack depth and appear standardised
- there is little evidence of consideration for the specific characteristics of this location

In summary, the proposal raises several serious concerns:

- an already high concentration of gambling premises
- clear indicators of local vulnerability
- existing issues with crime and disorder
- insufficient, non-specific mitigation measures

On this basis, granting the licence would not align with the licensing objectives.

I respectfully request that this application be refused. The local community would benefit far more from a diverse and sustainable high street offering, rather than further expansion of gambling premises.

This page is intentionally left blank

**From:**

**Sent:** 11 April 2026 22:31

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

I am writing to formally lodge a strong objection to the proposed development of an adult gaming and gambling centre.

Increasing the density of gambling opportunities in this busy residential high street, used by families and individuals alike, raises concerns over public safety and the protection of children and vulnerable people.

Gambling centres are known to attract antisocial behaviour and public nuisance. Furthermore in this case, the proposed site has a very narrow outside area to the front, with high footfall (including school commute footfall) passing through a narrow pavement which is bordered by a traffic barrier between the pavement and road. This will make it a very confined area for the antisocial behaviour and drunk loitering that gambling venues attract.

This stretch of pavement is also a particularly busy walking route for children and families moving between the bus stops on Walm Lane and the nearby primary and infant schools, and the nursery - all just metres away.

This application should be refused on these safety grounds in favour of more constructive, family-friendly uses that better serve the long-term interests of the community.

This page is intentionally left blank

From:

Sent: 11 April 2026 22:39

To: Business Licence <business.licence@brent.gov.uk>

Subject: Objection to 1 Walm Lane - Adult Gaming Centre

\*Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



### 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder

- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 11 April 2026 23:28

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

\*Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



### 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder

- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 12 April 2026 14:11**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Objection to 1 Walm Lane - Adult Gaming Centre**

\*Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering

- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours

- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent: 12 April 2026 19:28**

**To: Business Licence <business.licence@brent.gov.uk>**

**Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre**

\*Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering

- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours

- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**10-04-2026**

I object to this application on the grounds that it is inconsistent with the Gambling Act 2005 licensing objectives, specifically the prevention of crime and disorder and the protection of vulnerable persons. My objection is based on specific local evidence, not general principle.

1. This specific street is already a policing priority for ASB and drug crime. The Metropolitan Police Willesden Green Safer Neighbourhood Team has an active, named priority to reduce drug dealing and antisocial behaviour on Walm Lane between Willesden Green station and Sainsbury's (SNT Priorities, March–June 2025). 1 Walm Lane sits directly within this corridor. A gambling premises operating here — potentially with extended hours — will directly worsen the conditions police are already working to address.
2. Brent is one of London's most crime-pressured boroughs. Brent's overall crime rate stands at 85 per 1,000 people — 3.1% above the London average, placing it in the top 20 most dangerous boroughs in the capital (Home Office data, January 2026). In July 2025 it recorded London's worst public order offence rate; in September 2025, its worst drugs offence rate. Anti-social behaviour is already the most common crime type recorded within 0.5 miles of NW2 4QA. This location cannot absorb additional footfall from a gambling venue.
3. Brent already has 81 licensed gambling establishments — the second highest in London. Gambling facilities in Brent already outnumber supermarkets, banks and schools in many wards. The Council's own Joint Strategic Needs Assessment (2024) documents that 6.2% of residents are problem gamblers — more than double the national average of 2.9%. The cost of gambling-related harm to the borough has risen sevenfold since 2012 and now exceeds £14 million per year. Adding an 82nd premises is indefensible given this evidence.
4. This ward contains a high concentration of vulnerable people. Young people in Brent are three times more likely to develop problem gambling habits. Ethnic minority residents experience disproportionately higher gambling harm rates. Frontline health, drug and alcohol workers interviewed for the Social Market Foundation's October 2025 report (commissioned by Brent Council) described the area as having "pretty high need" and noted that gambling venues are "everywhere." Fixed Odds Betting Terminals — likely to be present here — carry a 50% addiction rate, higher than heroin or tobacco, and account for over half of all UK problem gambling cases.
5. The industry's consumer protection record cannot be trusted. A BBC File on 4 investigation (June 2025) found that a self-excluded individual was able to gamble at four out of five AGCs visited across England. The Gambling Commission described the findings as "very concerning." Operator assurances about safeguarding cannot be accepted at face value.
6. Brent Council itself opposes further applications of this type. The Council Leader has written to the Secretary of State urging tighter national controls. The Council, alongside 36 co-signatory councils and two Metro Mayors, formally called for an end to the "aim to permit" rule in April 2025 precisely because it prevents communities like Willesden Green from refusing applications like this one. This application should be refused

This page is intentionally left blank

**10-04-2026**

Brent needs FEWER casinos and betting parlours, not more. There are no benefits to this application except possibly for the employment of a few people. The downsides are enormous. Gambling addicts, crime, individuals and families going broke, mental health issues. Please do not proceed with this application.

This page is intentionally left blank

**10-04-2026**

The high footfall and narrow pavement, with a barrier between pavement and road, make it a very confined area for drug / ASB / drunk loitering that these venues attract. Specifically as a walking route from the closest bus stops on Walm Lane to the primary Convent school.

This page is intentionally left blank

**11-04-2026**

- high levels of deprecation in the area and this will only contribute - crime and drug use in the area will only increase - business will be affected from decrease in footfall

This page is intentionally left blank

**11-04-2026**

Horrific idea- the area is already deprived enough without another betting shop to further exploit vulnerable people and make the high street even more anti social than it is. There are too many of these terrible shops on the high street as it is. The fact this is even being proposed is a laughable. This cannot go ahead. Open up a proper business that will actually improve the area

This page is intentionally left blank

**11-04-2026**

My objection is based on the licensing objectives set out in the Gambling Act 2005, specifically the need to protect vulnerable persons and prevent crime and disorder. I am concerned that the proposed location is close to [e.g. a school / residential area], which may expose children and vulnerable individuals to gambling-related harm. Additionally, there is already a concentration of similar premises in the area, which has contributed to anti-social behaviour and disturbance. I believe granting this licence would negatively impact the local community and undermine the licensing objectives.

This page is intentionally left blank

**11-04-2026**

Willesden already has numerous gambling establishments and has no need of more. These places cause great hardship to families with a member or members who struggle with gambling problems. The council should also consider the possible rise in antisocial behaviour and violent crime.

This page is intentionally left blank

**11-04-2026**

There is far too many of these gambling premises in Brent. They are addictive, encourage antisocial behaviour target vulnerable people.

This page is intentionally left blank

**11-04-2026**

These should be illegal! Especially in poorer areas like Brent. Disgusting, we also have enough crime and this will only increase it.

This page is intentionally left blank

19/04/2026

Disgusting how this can be added to the high road when already so much crime and poverty. Taking advantage of vulnerable people and it makes me feel unsafe as a woman walking past as strange men congregate

This page is intentionally left blank

**11-04-2026**

The ripple effect of gambling won't always be central to the premises but further away. ASB and crime, including drug related incidents - contrary to what this study suggests - are associated with gambling locations, especially in deprived areas- Willesden Green is the 9th most deprived area according to the deprivation index in 2019. ASB and drug dealing are already SNT ward priorities for Willesden Green. There's already at least 2 other betting shops within a mile in each direction - ladbrokes and at least 3 pubs/bars within a mile. We have a constant begging presence at sainsburys and roughsleeping in other local sites. The proposed establishment is close to the convent of Jesus and Mary infant school and Willesden library is another establishment used by young/vulnerable people - both are within a mile and would become exposed to ASB/crime, etc associated with another gaming centre in the area. The area will be degraded rather than boosted by any perceived revenue from this gaming centre.

This page is intentionally left blank

**11-04-2026**

Dear Sir/Madam, I am writing to formally object to the proposed Adult Gaming Centre licence application at 1 Walm Lane. My objection is based on the licensing objectives outlined in the Gambling Act 2005, particularly the need to protect children and vulnerable persons, prevent public nuisance, and ensure that gambling activities do not contribute to crime or disorder. The proposed location raises significant concerns due to its close proximity to local schools, including QPCS, as well as other nearby educational institutions. This area is heavily used by children and young people on their daily journeys to and from school. Placing an adult gaming centre in such a location risks exposing children to gambling-related environments at a formative age. This could normalise gambling behaviour and increase the potential for harm among vulnerable groups. Furthermore, the presence of such a venue may lead to increased loitering, noise, and other forms of public nuisance in an area that should remain safe and appropriate for young people. I am also concerned about the potential for anti-social behaviour and the strain this may place on the local community. The location does not appear suitable for this type of premises given its immediate surroundings and the high volume of school-aged pedestrians. For these reasons, I respectfully urge the licensing authority to refuse this application in order to uphold the licensing objectives and protect the wellbeing of children and the wider community. Thank you for considering my objection

This page is intentionally left blank

**11-04-2026**

write to object to the application by Arcadia Casino Limited for a new Adult Gaming Centre premises licence at 1 Walm Lane, NW2 5SN. Brent already has too many gambling premises, with the harms falling hardest on areas facing deprivation and vulnerability. Allowing another Adult Gaming Centre to be opened would make the situation worse. It would undermine efforts aimed at the prevention of crime, disorder and anti-social behaviour and it would undermine the protection of children and vulnerable persons from harm. Brent has one of the highest numbers of gambling premises in London, with 81 licensed gambling premises. It is also among the boroughs with the highest levels of gambling-related harm. Brent's Joint Strategic Needs Assessment confirms that there are more residents at high and low risk of gambling harms than national averages. There are already numerous gambling sites close to 1 Walm Lane. There are already two Adult Gaming Centres within 0.1 miles, each with around 20 to 30 slot machines. Opening a new Centre would mean there would be three within a few minutes' walk of each other and on a busy pedestrian route. There are also five betting shops on Willesden High Road and Walm Lane, each of which has additional slot machines. There are also various pawn shops, loan shops and cash machines very close by. Anti-social behaviour is a major problem in Willesden. As of January 2026, recorded crime had gone up by 8.1%, including increasing open substance misuse. That has required increased action from the police and the Council, and we do not need new gambling establishments making the risk of disorder and crime even worse. Brent's own licensing evidence identifies the area of Willesden High Road and Walm Lane as an area of medium to high deprivation and a hotspot for crime and anti-social behaviour. The Social Market Foundation's report on Adult Gaming Centres found that AGCs carry specific crime and disorder risks. It notes that AGCs involve high volumes of cash transactions, that the Gambling Commission considers them to present a medium risk of facilitating money laundering, and that Brent residents raised concerns about crime and anti-social behaviour around such premises. The safety protections included in the licence application are inadequate. The fact Arcadia Casino Limited, according to its own filed accounts, is a dormant company with no trading history further undermines any trust residents can have in its claims of robust systems to protect the vulnerable. Amongst the numerous deficiencies in the application, it does not even state the intended opening hours. So the Licensing Authority is being asked to assess risks about crime and disorder and fair conduct of gambling without a clear statement of the hours during which the premises will operate. There are numerous schools, colleges, care homes, homeless hostels, places of worship and medical centres close to 1 Walm Lane, all of which are attended by vulnerable people in the area. It is also a major pedestrian thoroughfare, with hundreds of residents (including many children and vulnerable people) walking past 1 Walm Lane to or from Willesden Green tube station and the various bus stops close by. A report found that 44% of young people aged 14 to

17 agreed that the presence of gambling venues near where they live makes people their age more interested in gambling, while 27% said they knew young people who had visited an Adult Gaming Centre. In an area already saturated with gambling venues and associated uses, the Licensing Authority is entitled to conclude that another Adult Gaming Centre would expose children and vulnerable residents to further harm rather than protect them from it. This application should be refused.

**11-04-2026**

I am writing to formally object to the proposed opening of an additional adult gaming centre on our high street. The area is already experiencing significant challenges related to drug use, anti-social behaviour, and public safety. The introduction of another adult gaming premises is likely to exacerbate these existing issues rather than alleviate them. Such establishments can attract vulnerable individuals and may contribute to increased loitering, late-night activity, and associated disturbances, placing further strain on local residents, businesses, and law enforcement. Willesden Green high street should be moving towards regeneration, with a focus on family-friendly, community-oriented businesses that encourage positive footfall and economic growth. It's become an awful area with homelessness and open drug abuse. Adding another adult gaming venue risks undermining these efforts and may deter investment from other types of retailers and services that would better serve the community. Furthermore, there is concern about the cumulative impact. While a single premises may be manageable, the addition of another similar venue in close proximity creates a clustering effect that can intensify negative social outcomes. This is particularly troubling given the current conditions already affecting the area. I respectfully urge the council to consider the wider social implications of this application and to prioritise the long-term wellbeing, safety, and cohesion of the community. For these reasons, I strongly object to the proposal which will make the high street even more filthy and run down.

This page is intentionally left blank

**11-04-2026**

Dear Sir/Madam, I am writing to formally object to the proposed Adult Gaming Centre licence application at 1 Walm Lane. My objection is based on the licensing objectives outlined in the Gambling Act 2005, particularly the need to protect children and vulnerable persons, prevent public nuisance, and ensure that gambling activities do not contribute to crime or disorder. The proposed location raises significant concerns due to its close proximity to local schools, including QPCS, as well as other nearby educational institutions. This area is heavily used by children and young people on their daily journeys to and from school. Placing an adult gaming centre in such a location risks exposing children to gambling-related environments at a formative age. This could normalise gambling behaviour and increase the potential for harm among vulnerable groups. Furthermore, the presence of such a venue may lead to increased loitering, noise, and other forms of public nuisance in an area that should remain safe and appropriate for young people. I am also concerned about the potential for anti-social behaviour and the strain this may place on the local community. The location does not appear suitable for this type of premises given its immediate surroundings and the high volume of school-aged pedestrians. For these reasons, I respectfully urge the licensing authority to refuse this application in order to uphold the licensing objectives and protect the wellbeing of children and the wider community. Thank you for considering my objection.

This page is intentionally left blank

**11-04-2026**

There are already betting shops ,a casino , slot machines and a bingo hall in this area so another gambling venue is not needed. There is already too much antisocial behaviour and crime in this area and people struggling financially. There is no benefit to the community having a venue like this in the area and will only make it worse. There are no police stations in the local area and it is evident that the police are struggling to manage the current anti social behaviour, and crime that is already happening every day in this area. I am concerned that anothe gambling venue will only make Willesden worse for residents, especially the vulnerable, those with addictions and families.

This page is intentionally left blank

**11-04-2026**

I am writing to formally object to the application for a new Gambling Premises Licence at 1 Walm Lane. My objection is based on the following grounds:

- 1. Over-Concentration and Local Saturation** There is already a prominent gambling venue, Royal Casino Slots, located at 9a Walm Lane (NW2 5SJ)—less than a minute's walk from the proposed site. Adding a second Adult Gaming Centre so close to an existing one creates an unhealthy "gambling hub." This clustering of venues disproportionately targets the local community and changes the nature of the high street from a diverse retail environment to one dominated by high-stakes gaming.
- 2. Protection of Children and Vulnerable Persons** The proximity of 1 Walm Lane to Willesden Green Station means it is a primary route for school children and young people. Having two gaming centers within 50 meters of each other on the same street "normalizes" gambling to an unacceptable degree for minors. Additionally, the cumulative impact of multiple venues increases the "pull factor" for vulnerable individuals and those struggling with gambling addiction, making it harder for them to avoid temptation in their own neighborhood.
- 3. Prevention of Crime and Disorder** Concentrating gambling venues in one small area of Walm Lane is likely to increase anti-social behavior, including loitering and late-night noise. Residents already navigate the challenges of a busy station area; the addition of a second 24-hour or late-night gaming license will exacerbate these issues and place an undue burden on local police and street wardens.
- 4. Harm to Local Amenity** Willesden Green thrives when there is a mix of cafes, shops, and services. A second gaming center on this block provides no "social value" to the residents and risks discouraging other types of businesses from investing in the area. We should be encouraging a variety of uses for our high street, not a row of gambling storefronts.

**Conclusion** Given that the community is already served by Royal Casino Slots at 9a Walm Lane, a second license at 1 Walm Lane is excessive, unnecessary, and poses a direct risk to the licensing objectives. I strongly urge the Licensing Committee to refuse this application

This page is intentionally left blank

**11-04-2026**

Having reviewed the proposal, I do not believe it adequately supports the licensing objectives set out in the Gambling Act 2005—particularly in relation to reducing crime and safeguarding vulnerable members of the community.

**Lack of meaningful local assessment:** The submission does not appear to provide a detailed or location-specific risk assessment, as required by Brent’s Statement of Principles. Instead, it relies on generalised statements that could apply to almost any site. Crucially, it does not take proper account of local conditions, including: the existing density of gambling venues the socio-economic challenges affecting residents ongoing issues with anti-social behaviour and crime in the immediate area This omission significantly weakens the application.

**Excessive concentration of similar premises:** The surrounding area is already heavily populated with gambling-related businesses, including several betting shops and nearby Adult Gaming Centres, as well as other premises associated with financial vulnerability. Adding another venue would further cluster these uses in a small area, which is likely to: increase the risk of gambling-related harm encourage repetitive use patterns disproportionately affect those already at risk The cumulative effect of this concentration should be a key consideration and, in this case, weighs strongly against approval.

**Potential to worsen crime and disorder:** The locality already experiences notable levels of crime and anti-social behaviour. Premises of this nature can attract issues linked to cash handling and may create opportunities for exploitation or financial crime. Allowing an additional Adult Gaming Centre in this setting risks intensifying these existing problems, rather than helping to address them.

**Impact on vulnerable groups:** The proposed location is within close reach of schools, housing for vulnerable residents, medical services, and a busy underground station. This results in a high volume of daily foot traffic, including children and individuals who may be more susceptible to harm. The introduction of another gambling venue in such a setting raises concerns about increased exposure and normalisation, particularly for those already facing financial or personal challenges. The application does not provide sufficient reassurance that these risks will be effectively managed.

**Insufficient detail within the application:** There are also gaps in the information provided. For example: operating hours have not been clearly specified proposed safeguards lack depth and appear standardised there is little evidence of consideration for the specific characteristics of this location In summary, the proposal raises several serious concerns: an already high concentration of gambling premises clear indicators of local vulnerability existing issues with crime and disorder insufficient, non-specific mitigation measures On this basis, granting the licence would not align with the licensing objectives. I respectfully request that this application be refused. The local community would benefit far more from a diverse and sustainable high street offering, rather than further expansion of gambling premises.

This page is intentionally left blank

**11-04-2026**

Betting shops and casinos are the scourge of the high street. The lower the tone of the surrounding area. depress house prices, and attract low level criminality and disorder. They are well known for facilitating money laundering. Furthermore, these establishments prey on the poor and the vulnerable. No one ever walked down Fulham or hampstead high road and said " the neighbourhood could really do with a casino or betting shop", and the same goes for Willesden. I emphatically object to another one of these horrible establishments

This page is intentionally left blank

**11-04-2026**

Willesden Green has been consistently run down by Brent Council for many years. The High Road and Walm Lane are shabby due to years of neglect and a lack of imagination. Crime, drug taking and anti social behaviour are a major problem and gambling premises of which there are already too many Add to the demise.

This page is intentionally left blank

**11-04-2026**

Willesden has more than enough gambling shops and does not need any more. There are a high number of individuals below the poverty line here with a council on its knees trying to support them and many other vulnerable adults and families. We do not need another company where additional money is leached out of the area. The negative impact on society from gambling establishments is clearly documented and profound. I object in the firmest of senses.

This page is intentionally left blank

**12-04-2026**

Objection to Grant of New Gambling Licence I wish to formally object to the granting of a gambling licence for the proposed establishment on the basis that it may undermine the core licensing objectives set out in the Gambling Act. 1. Preventing Gambling from Being a Source of Crime or Disorder The introduction of an additional gambling venue in this area raises concerns about increased opportunities for crime and anti-social behaviour. Without clear evidence of robust safeguards, there is a risk that the premises could contribute to local disorder and associated criminal activity. 2. Ensuring Gambling is Conducted in a Fair and Open Way There is insufficient reassurance that the operator will maintain the highest standards of transparency and fairness. Strong oversight and accountability measures must be demonstrated to ensure customers are treated fairly and are not subject to misleading or exploitative practices. 3. Protecting Children and Vulnerable Persons The proposed location and nature of the establishment give rise to concerns regarding the protection of children and vulnerable individuals. Increased access to gambling facilities can heighten the risk of harm, particularly for those susceptible to addiction or financial hardship, and it is not clear that adequate preventative measures will be in place. Conclusion For the reasons outlined above, I respectfully request that the application be refused unless and until it can be clearly demonstrated that all licensing objectives will be fully upheld.

This page is intentionally left blank

**12-04-2026**

My objection to the licensing of the casino/gambling shop is based on the fact that we need to protect vulnerable adults and children. It is Situated on a busy junction passed by many schoolchildren en route to school. It would create a potential crime hotspot and public nuisance on a busy thoroughfare.

This page is intentionally left blank

**12-04-2026**

I don't believe that this will bring any benefit to the community- Gambling ruins individuals financial and mental health as well as exposing loved ones to the dangers of debt and loan sharks which are often used to fuel gambling habits

This page is intentionally left blank

**13-04-2026**

Below are reasons why I object Proximity to Sensitive Sites: The site's closeness to schools, parks, or youth centers poses a risk to children and vulnerable adults. Over-Concentration (Clustering): An excess of gambling venues in one area harms the "retail mix" and prevents a diverse, healthy high street. Public Safety and Anti-Social Behavior: Increased risk of noise, loitering, and late-night disturbances that affect the quality of life for residents. Impact on Local Character: Replacing a traditional retail unit with a gambling venue can make the area feel less family-friendly and welcoming. Economic Impact: Gambling shops often have "dead" window frontages (tinted glass) which reduces footfall and discourages people from visiting neighboring shops.

This page is intentionally left blank

**13-04-2026**

Objection to yet another gambling institution in the area for Public Health reasons. Against supporting yet another gambling addiction facility in the area. Willesden Green is already inundated with such money draining facilities and it would be more in line with the Council plan and public health initiatives to provide a safe developmental place for children and young people or a service which will help improve our local area rather than drain resources of the public. Gambling is an addiction which we should not be supporting but encouraging against participation. The cost of living is great enough on local people rather than giving more opportunities to waste money on our doorstep.

This page is intentionally left blank

**From:**

**Sent:** 11 April 2026 09:43

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Fwd: Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



## 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

#### 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards

- lack of detail tailored to this specific location

3M

## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 13 April 2026 16:48

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Ref: Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons

1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.

## 2. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.

## 3. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years. I live in close proximity to betting shops and often witness their customers getting out to drink alcohol on the streets.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

#### 4. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

## 5. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

### Conclusion

There is clear evidence that:

- the area is already overconcentrated with gambling establishments
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 14 April 2026 08:28

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

In my view, this application fails to uphold the licensing objectives set out under the Gambling Act 2005, in particular:

- \* the prevention of crime and disorder
- \* the protection of children and vulnerable persons

1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, the submission relies on generic measures and fails to reflect the realities of the local area, including:

- \* the high concentration of existing gambling premises
- \* known levels of deprivation and vulnerability
- \* ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet the Council's policy requirements.

## 2. Overconcentration and cumulative impact

The immediate area is already saturated with high-risk uses, including:

- \* multiple betting shops
- \* at least two Adult Gaming Centres within a very short distance
- \* other premises such as payday lenders and pawnbrokers

Granting a further licence would significantly intensify this clustering, increasing the risk of:

- \* problem gambling and addiction
- \* repeat and prolonged use
- \* targeting and exploitation of vulnerable individuals

Brent's policy allows full consideration of such location-based risks, and in this case the cumulative impact is both clear and unacceptable.

## 3. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are commonly associated with:

- \* cash-related crime and disorder
- \* risks of money laundering
- \* the exploitation of vulnerable individuals

Granting an additional licence in this location would exacerbate existing problems and directly conflict with the licensing objective of preventing crime and disorder.

#### 4. Protection of children and vulnerable persons

The premises is located in close proximity to:

- \* schools and colleges
- \* supported and vulnerable housing
- \* healthcare services and pharmacies
- \* places of worship
- \* a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including individuals experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, an additional gambling venue will increase exposure, normalisation, and the risk of harm. The application fails to demonstrate how these risks will be adequately mitigated.

#### 5. Inadequate application and operator concerns

The application raises several serious concerns, including:

- \* no clearly stated proposed opening hours
- \* generic and insufficient safeguards
- \* a lack of detail tailored to the specific characteristics of this location

Conclusion

There is clear evidence that:

- \* the area is already overconcentrated
- \* vulnerability and exposure are high
- \* crime and disorder risks are elevated
- \* the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, rather than promote, the licensing objectives.

I therefore respectfully urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving and balanced High Road, not one increasingly dominated by harmful gambling establishments. Refusal of this application is both justified and necessary to protect the wellbeing of residents.

**From:**

**Sent:** 10 April 2026 15:51

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

I do not want to see any more gambling businesses in my local area - they are exploitative to vulnerable people who need support, rather than having more opportunities to gamble opened up on their doorstep. Further, there are already far too many gambling businesses in the local area already.

This page is intentionally left blank

**From:**

**Sent:** 10 April 2026 16:34

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891 OBJECTION

Hello

I feel my objection fell into the 3<sup>rd</sup> category on your list (Protecting Children and Vulnerable Persons from Harm)

Vulnerable Persons are those who may form an addiction (if they haven't got one already) and gambling is one of the nastiest addictions: hard to spot; ruining lives; breaking families and causing financial, emotional and mental damage that spreads way beyond the person doing the gambling.

Any benefit to local business economy will surely be paid for by punters who can ill afford to be funding such ventures (The whole point is that patrons lose money - that is not a healthy business model for Brent to be supporting.)

I also think casinos in the high street help normalise gambling to children, which cannot be a healthy message for authorities to approve of.

Approval of this application is a public thumbs up to an insidious vice (masquerading as fun - even a bit glamorous) and an open door to the social problems and crime associated with gambling and casinos.

Please do not add this blight to the neighbourhood.

This page is intentionally left blank

**From:**

**Sent:** 11 April 2026 09:14

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Ps I would also like to add that it became a police priority in January 2026 for this particular stretch of road to be at less risk of anti social behaviour. This is from the metropolitan police website:

Priority:

Reduce drug dealing and antisocial behaviour on Walm Lane between Willesden Green Station and Sainsbury's



I also want to point out this general terrible static about Brent and its relationship to gambling.



[The borough where more than one in 20 people has a gambling problem](#)

[london-now.co.uk](http://london-now.co.uk)

---

On 11 Apr 2026, at 00:44, wrote:

Dear sir / madam

I am objecting to this casino because it is on a very popular stretch of road that many children walk past every day on their way to and from school. The more Brent says yes to these sorts of establishments, and the more of them there are in our communities, then obviously the more normalising it will seem to young people and therefore make gambling seem like a common and acceptable and harmless activity.

The location of this one is particularly bad for children.

Yours faithfully

**From:**

**Sent:** 13 April 2026 12:21

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: Objection to 1, Walm Lane, Adult Gaming Centre

Of course I presumed you knew how harmful an adult gambling centre is to a community, especially to the vulnerable.

Please see attached the many ways a gambling centre can cause harm. They are associated with gambling addiction (which unfortunately is linked to criminal behaviour), financial distress and the deterioration of local communities like Willesden green.

I'd be grateful if my objection could now be noted.



Yes, adult gaming centres (AGCs) are increasingly considered to cause significant harm, with growing evidence linking them to gambling addiction, financial distress, and the deterioration of local communities, particularly in deprived areas. [Social Market Found., +2](#)

The rise in the number of these venues—often featuring high-intensity, £2-a-spin slot machines—has led to concerns from public health experts and local authorities about their impact on vulnerable individuals. [BBC +1](#)

### Key Harms Associated with Adult Gaming Centres

- **Addiction and Vulnerability:** Critics have described the machines within these centers as highly addictive, with studies indicating they are disproportionately located in poorer communities, targeting those less able to withstand financial losses.
- **Financial Ruin and Mental Health:** Problem gambling at these venues can lead to severe debt, loss of homes, and significant mental health issues, including anxiety, depression, and in extreme cases, suicide.
- **Failures in Protection:** Although regulated, studies found that many venues fail to properly implement self-exclusion schemes intended to help addicted customers stop gambling.
- **Community Impact:** The "clustering" of AGCs in certain areas is believed to alter the "look, feel and tone" of high streets, contributing to a feeling of decline, according to local council leaders.
- **Crime and Social Problems:** Gambling-related financial difficulties are often linked to illegal actions, such as theft, fraud, and embezzlement by gamblers trying to fund their addiction. [BBC +3](#)

### Industry Perspective

Operators of adult gaming centres, such as Merkur and Admiral, generally maintain that they provide a safe, regulated environment for low-stakes, low-prize entertainment. They argue that they are a legitimate part of the high-street economy, creating jobs and bringing vacant units back into use. Some proponents argue that in-person, supervised gaming is safer than online alternatives and that it offers a social outlet. [Adam Smith Institute +2](#)

Ask anything





This page is intentionally left blank

**From:**

**Sent:** 13 April 2026 13:03

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Ref: Objection to 1 Walm Lane - Adult Gaming Centre\*

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- 

the prevention of crime and disorder

- 

the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- 

the high concentration of existing gambling premises

- 

known levels of deprivation and vulnerability

- 

ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- 

multiple betting shops

- 

at least two Adult Gaming Centres within a very short distance

- 

other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- 

problem gambling and addiction

- 

repeat and prolonged use

- 

targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.

3M

## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

3M

## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
-

healthcare services and pharmacies

- 

places of worship

- 

a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- 

no clear proposed opening hours

- 

generic and insufficient safeguards

- 

lack of detail tailored to this specific location



## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

This page is intentionally left blank

**From:**

**Sent:** 13 April 2026 13:13

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to 1 Walm Lane, Adult Gaming Centre

Ref: Objection to 1 Walm Lane - Adult Gaming Centre License

Dear Sir/Madam,

The above application does not comply with Brent's Statement of Principles

There are already many gambling premises in this area

where there is much deprivation and vulnerability There is ongoing crime and anti-social behaviour along Walm Lane and the High Road, including stabbings, one resulting in the death of a young person.

If this license is granted it will increase problem gambling and addiction which targets vulnerable individuals

The premises is located near schools, colleges, the library, food outlets, supported and vulnerable housing, healthcare services and pharmacies, places of worship, the busy Willesden Green station and bus stops.

All of the above facilities are used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

More gambling establishments in the area, with the associated negative effects, will lead to the businesses that enhance the area will moving away. More addiction to gambling leads to increased mental health issues and reliance on financial and social support from the council.

I always pay my council tax, look after my property and enjoy my diverse local community. I cannot understand why Brent is targeting people with the harmful disease of gambling

Please do not grant another gambling licence in Willesden Green

**From:**

**Sent:** 22 April 2026 11:53

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to application for the Arcadia gambling premises licence at 1 Walm Lane, Willesden Green

- Dear Brent Business Licensing Team

I am objecting to the above license at 1 Walm Lane due to the fact that you are required under gambling licence rules to:

- **PROTECT children and other vulnerable persons from being harmed or exploited by gambling and to**
- **PREVENT gambling from being a source of crime and disorder, being associated with crime and disorder or being used to support crime**

If you walk along the High Road and Walm Lane in Willesden Green (a continuous high street) you will see there are very many young children with their parents or carers, children of all ages going to and from school and vulnerable children who are not attending school. A report found that 44% of young people aged 14 to 17 agreed that the presence of gambling venues near where they live makes people their age more interested in gambling, and 27% said they knew a young people who had visited an adult gambling premises. I myself have witnessed Brent school children standing outside gambling premises and giving adults money to gamble for them. There is a high number of gambling premises along the High Road and Walm Lane.

You will also see many vulnerable people who are living below the poverty and good health line for many reasons including mental health problems and addiction to drugs, alcohol and gambling. Many of these use the large amount of gambling premises in Willesden Green as a way to win money to feed their addictions and/or supplement their limited income. If they loose any funds through gambling they resort to begging or crime for money.

You are being asked to consider this licence when there is no clear indication of opening hours. This is not showing openness regarding the nature of the business. How will the licensing team asses the risks regarding the protection of children and vulnerable people and the prevention crime an disorder.

Yet another gambling premises would undermine local efforts aimed at the prevention of crime, disorder and anti-social behaviour and it would undermine the protection of children and vulnerable persons from harm. Brent's Joint Strategic Needs Assessment confirms that there are more residents at high and low risk of gambling harms than national averages.

There are already numerous gambling sites close to 1 Walm Lane. Anti-social behaviour is a major problem in Willesden. As of January 2026, recorded crime had gone up by 8.1%, including increasing open substance misuse. That has required increased action from the police and the Council, and we do not need new gambling establishments making the risk of disorder and crime even worse. Brent's own licensing evidence identifies the area of Willesden High Road and Walm Lane as an area of medium to high deprivation and a hotspot for crime and anti-social behaviour. The Social Market Foundation's report on Adult Gaming Centres found that AGCs carry specific crime and disorder risks. It notes that AGCs involve high volumes of cash transactions, that the Gambling Commission considers them to present a medium risk of facilitating money laundering, and that Brent residents raised concerns about crime and anti-social behaviour around such premises.

The Brent Council Business Licensing Team should reject the application from Arcadia for the many reasons stated above

**From:**

**Sent:** 14 April 2026 17:32

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection of another Adult Gambling Place

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

In my view, this application fails to uphold the licensing objectives set out under the Gambling Act 2005, in particular:

- \* the prevention of crime and disorder
- \* the protection of children and vulnerable persons

1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, the submission relies on generic measures and fails to reflect the realities of the local area, including:

- \* the high concentration of existing gambling premises
- \* known levels of deprivation and vulnerability
- \* ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet the Council's policy requirements.

## 2. Overconcentration and cumulative impact

The immediate area is already saturated with high-risk uses, including:

- \* multiple betting shops
- \* at least two Adult Gaming Centres within a very short distance
- \* other premises such as payday lenders and pawnbrokers

Granting a further licence would significantly intensify this clustering, increasing the risk of:

- \* problem gambling and addiction
- \* repeat and prolonged use
- \* targeting and exploitation of vulnerable individuals

Brent's policy allows full consideration of such location-based risks, and in this case the cumulative impact is both clear and unacceptable.

## 3. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are commonly associated with:

- \* cash-related crime and disorder
- \* risks of money laundering
- \* the exploitation of vulnerable individuals

Granting an additional licence in this location would exacerbate existing problems and directly conflict with the licensing objective of preventing crime and disorder.

#### 4. Protection of children and vulnerable persons

The premises is located in close proximity to:

- \* schools and colleges
- \* supported and vulnerable housing
- \* healthcare services and pharmacies
- \* places of worship
- \* a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including individuals experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, an additional gambling venue will increase exposure, normalisation, and the risk of harm. The application fails to demonstrate how these risks will be adequately mitigated.

#### 5. Inadequate application and operator concerns

The application raises several serious concerns, including:

- \* no clearly stated proposed opening hours
- \* generic and insufficient safeguards
- \* a lack of detail tailored to the specific characteristics of this location

Conclusion

There is clear evidence that:

- \* the area is already overconcentrated
- \* vulnerability and exposure are high
- \* crime and disorder risks are elevated
- \* the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, rather than promote, the licensing objectives.

I therefore respectfully urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving and balanced High Road, not one increasingly dominated by harmful gambling establishments. Refusal of this application is both justified and necessary to protect the wellbeing of residents.

13-04-2026

I live in Willesden with my family and over the years, the quality of shops and businesses has got worse. There are too many gambling facilities in this area and from what I see in the community, there is not a lot of wealth around here. Having a gambling centre sends the wrong impression to the youth around Willesden and Brent. Gambling is an addictive activity and people can lose a lot from it. It would be more helpful having a careers and youth centre there instead.

This page is intentionally left blank

14-04-2026

I think that opening a casino on Walm Lane will lead to additional crime in the neighbourhood as the local drug users will congregate around the venue annoying residents asking for money. Local criminals are also likely to view the venue as a place to rob someone of their winnings. The venue will inevitably lead to an increase in gambling addiction and breakdown of family life.

This page is intentionally left blank

14-04-2026

Fully objective to another business that does not build community or bring positivity and healthy contributions to the neighbourhood. We already have huge crime issues in the area and a gambling institution is likely to aid this further.

This page is intentionally left blank

14-04-2026

To: Brent Licensing Authority Re: Representation objecting to application for a Premises Licence under the Gambling Act 2005 Applicant: Arcadia Casino Limited Premises: Arcadia Casino, 1 Walm Lane, NW2 5SN I write to object to the application by Arcadia Casino Limited for a new Adult Gaming Centre premises licence at 1 Walm Lane, NW2 5SN. Brent already has too many gambling premises, with the harms falling hardest on areas facing deprivation and vulnerability. Allowing another Adult Gaming Centre to be opened would make the situation worse. It would undermine efforts aimed at the prevention of crime, disorder and anti-social behaviour and it would undermine the protection of children and vulnerable persons from harm. Brent has one of the highest numbers of gambling premises in London, with 81 licensed gambling premises. It is also among the boroughs with the highest levels of gambling-related harm. Brent's Joint Strategic Needs Assessment confirms that there are more residents at high and low risk of gambling harms than national averages. There are already numerous gambling sites close to 1 Walm Lane. There are already two Adult Gaming Centres within 0.1 miles, each with around 20 to 30 slot machines. Opening a new Centre would mean there would be three within a few minutes' walk of each other and on a busy pedestrian route. There are also five betting shops on Willesden High Road and Walm Lane, each of which has additional slot machines. There are also various pawn shops, loan shops and cash machines very close by. Anti-social behaviour is a major problem in Willesden. As of January 2026, recorded crime had gone up by 8.1%, including increasing open substance misuse. That has required increased action from the police and the Council, and we do not need new gambling establishments making the risk of disorder and crime even worse. Brent's own licensing evidence identifies the area of Willesden High Road and Walm Lane as an area of medium to high deprivation and a hotspot for crime and anti-social behaviour. The Social Market Foundation's report on Adult Gaming Centres found that AGCs carry specific crime and disorder risks. It notes that AGCs involve high volumes of cash transactions, that the Gambling Commission considers them to present a medium risk of facilitating money laundering, and that Brent residents raised concerns about crime and anti-social behaviour around such premises. The safety protections included in the licence application are inadequate. The fact Arcadia Casino Limited, according to its own filed accounts, is a dormant company with no trading history further undermines any trust residents can have in its claims of robust systems to protect the vulnerable. Amongst the numerous deficiencies in the application, it does not even state the intended opening hours. So the Licensing Authority is being asked to assess risks about crime and disorder and fair conduct of gambling without a clear statement of the hours during which the premises will operate. There are numerous schools, colleges, care homes, homeless hostels, places of worship and medical centres close to 1 Walm Lane, all of which are attended by vulnerable people in the area. It is also a major pedestrian thoroughfare, with hundreds of residents (including

many children and vulnerable people) walking past 1 Walm Lane to or from Willesden Green tube station and the various bus stops close by. A report found that 44% of young people aged 14 to 17 agreed that the presence of gambling venues near where they live makes people their age more interested in gambling, while 27% said they knew young people who had visited an Adult Gaming Centre. In an area already saturated with gambling venues and associated uses, the Licensing Authority is entitled to conclude that another Adult Gaming Centre would expose children and vulnerable residents to further harm rather than protect them from it. This application should be refused.

14-04-2026

I object to the grant of a Gambling Premises Licence for Arcadia Casino Limited at 1 Walm Lane on the grounds that the application is inconsistent with the licensing objectives and would cause or materially contribute to local harm including crime and disorder, public nuisance, and the protection of children and vulnerable persons. Casinos increase risk of acquisitive crime (theft, robbery), disorder and drug-related activity near the premises. 1 Walm Lane is adjacent to residential streets and active local retail; the introduction of a casino will attract late-night footfall and pedestrians with cash, increasing risk. The presence of a casino close to schools, youth centres and sheltered housing increases exposure of children and vulnerable adults to gambling advertising and normalisation of gambling. There are enough premises already in the locality and some of their bright signs attract children. Casinos attract problem gamblers; proximity to support-poor communities or areas with higher social deprivation increases risk of harm. This business is not welcome in our community.

This page is intentionally left blank

14-04-2026

The increased levels of anti social behaviour in and around Willesden Green including drug dealing, street drinking, sexual assaults, vagrancy and crime mean that yet another gambling facility in the area is not a good idea. We pay council tax and deserve to feel and be safe in our local area. The area has more than its fair share already and nothing has been done to counter the issues these have caused including our community being mugged, assaulted and even murdered. Enough is enough as a voter and tax payer I object and want more from my council.

This page is intentionally left blank

14-04-2026

This is outrageous. Brent is allowing what can only be called racist, classist and elitist targeting of the local community. This is an area already socially deprived, with a large number of single person dwellings, a high number of BAME households, high numbers of ESOL, poor health, high unemployment & many long term unemployed and low earners. This is not an area that needs another facility that by your own admission encourages or leads to street drinking, violence and anti social behaviour. You note the Willesden Green has a big problem with anti social benefit but do not consider that a high risk and I note that the risk assessment day it's TWO members of staff will monitor the entrance to the premises and use mag lock to protect themselves clearly. What about the rest of us? Work closely with which police? I've not seen a police Officer locally in about 10 years. The risk assessment is poor, inadequate and frankly wishful thinking. How many other similar facilities are their locally and has any thought been given to the fact that there are enough?

This page is intentionally left blank

14-04-2026

There are too many betting shops in this neighbourhood, a casino only brings down the area, it will attract late night gamblers drinking on the street and taking drugs, we need coffee shops, local shops, restaurants, not this monstrosity. There is a school not more than 100 metres away this is a terrible influence for the very young children,... betting shops and casinos not in Willesden high road !!!

This page is intentionally left blank

14-04-2026

I am writing to formally object to the proposed development of an adult gambling casino at 1 Walm Lane. While I recognise the importance of economic growth and investment within our borough, I am deeply concerned about the broader social impact this development could have on our community. As highlighted by our Councillors, evidence consistently links the expansion of gambling venues with increased rates of addiction, financial hardship, and mental health challenges. These issues rarely affect individuals in isolation—they often have ripple effects on families, local services, and the wider neighbourhood. In addition to gambling-related harm, there are serious concerns about the secondary risks such establishments can bring. Areas surrounding gambling venues can become focal points for anti-social behaviour, including substance misuse and drug-related activity. This raises significant questions about the safety and wellbeing of local residents, particularly vulnerable individuals, young people, and families who live nearby. The introduction of such a facility risks undermining the ongoing efforts by the council and community organisations to create a safe, healthy, and inclusive environment. Instead of contributing positively to the area, this proposal could lead to increased pressure on already stretched support services, including mental health, addiction recovery, and community safety resources. I believe we have a responsibility to prioritise developments that enhance community wellbeing, cohesion, and long-term prosperity. The potential harms associated with this proposal far outweigh any perceived economic benefits. For these reasons, I strongly urge the relevant authorities to refuse this application. Thank you for considering my objection.

This page is intentionally left blank

14-04-2026

Gambling is an addiction and gambling casinos are profiting from people's addiction and misery. They have no place in any community, but especially no place in communities where people are struggling.

This page is intentionally left blank

14-04-2026

I completely object to the proposal for another casino in Willesden. The number of such establishments in poor areas is on average four times higher than in more affluent areas. There is a simple reason for this, and that is because these establishments prey on the vulnerabilities of destitute people. They do not support anyone or anything other than the profits of those that own the company. Please do not issue a license for this establishment

This page is intentionally left blank

15-04-2026

I wish to formally object to the application to convert the former Lloyds Bank premises into an adult bingo hall and adult casino. This objection is made on the grounds that the proposal would undermine the licensing objectives relating to the prevention of crime and disorder, prevention of public nuisance, and the protection of vulnerable persons, and would negatively affect the character and resilience of the local high street.

**Evidence of Increased Anti-Social Behaviour and Crime** There is a substantial and growing body of evidence demonstrating that land-based gambling premises are associated with increased levels of anti-social behaviour and crime in their immediate vicinity. Research by the Institute for Social and Economic Research (University of Essex) found that higher densities of gambling outlets are significantly and positively associated with increased crime, including anti-social behaviour, theft and disorder, even after controlling for deprivation and other local factors. The study concludes that gambling premises act as “crime attractors” and contribute to neighbourhood social disorganisation. A peer-reviewed study published in *Regional Studies* analysing betting shops across England found statistically significant links between the number of gambling premises and higher rates of disorder and theft offences, with the strongest impacts observed in already vulnerable communities. Public Health England’s *Gambling-Related Harms Evidence Review* identifies gambling venues as contributing to community-level harms, including crime, anti-social behaviour, family breakdown and increased pressure on policing and local authority services. The Local Government Association (LGA) has consistently reported that councils experience higher levels of police call-outs and enforcement issues linked to gambling premises, and has warned that current licensing powers make it difficult to prevent cumulative harm where gambling venues cluster on high streets. While the applicant may seek to distinguish a bingo hall from a bookmaker, modern bingo halls are heavily reliant on high-speed gaming machines, which have been repeatedly linked to problem gambling, conflict, and incidents of anti-social behaviour within and around premises.

**Local Context and Cumulative Impact** Brent already has a notably high concentration of gambling premises. As highlighted by Dawn Butler MP in Parliament, gambling facilities in Brent are now more accessible than banks, supermarkets and schools. Granting another licence in this location would exacerbate cumulative impacts that are well recognised in both research and local government evidence. This proposal is particularly concerning as it would replace a former community bank, at a time when another bank has recently closed in Willesden Green. The loss of essential services and their replacement with gambling uses undermines financial inclusion and weakens the local community. Gambling-related harm already places a significant burden on Brent. It is estimated that gambling harms cost Brent Council approximately £14.3 million per year, including impacts on housing, mental health services, safeguarding, and community safety. These are long-term costs borne by residents and public services, while the

financial benefits are accrued privately. Impact on the High Street Gambling premises do not support a diverse, family-friendly or resilient high street. Evidence shows they do not promote linked shopping trips, can deter independent businesses, and can create inactive frontage outside peak trading hours. This conflicts with wider objectives for regeneration and town centre vitality. Conclusion The association between gambling premises and increased anti-social behaviour, crime, and community harm is well-evidenced by academic research, public health bodies, and local authorities. This application represents a short-term commercial gain with long-term social and economic costs for residents and the borough. For these reasons, I respectfully request that the Licensing Committee refuse this application in order to uphold the licensing objectives and protect the wellbeing of the local community.

**From:**

**Sent:** 16 April 2026 18:58

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

3M

## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

3M

Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.


This page is intentionally left blank

17-04-2026

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden. Whilst I understand applications are not rejected on moral grounds, at some point, doing the right thing has to be considered, alongside the points set out below. This application fails to meet the licensing objectives under the Gambling Act 2005, in particular: • the prevention of crime and disorder • the protection of children and vulnerable persons Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment. Instead, it relies on generic measures and fails to reflect the realities of this area, including: • the high concentration of existing gambling premises • known levels of deprivation and vulnerability • ongoing crime and anti-social behaviour along Walm Lane and the High Road This represents a clear failure to meet policy requirements. Overconcentration and cumulative impact The immediate area is already saturated, including: • multiple betting shops • at least two Adult Gaming Centres within a very short distance • other high-risk uses such as payday lenders and pawn brokers Granting another licence would significantly intensify this clustering, increasing: • problem gambling and addiction • repeat and prolonged use • targeting of vulnerable individuals Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.

Non exhaustive list of other local gaming/gambling facilities within close proximity of proposed new site (walking distances to 1 Walm Lane according to Google Maps): ♣ Royal Casino Slots – 9 Walm Lane (a 1 minute walk away according to Google Maps) ♣ Merkur Slots – 51-55 High Street (a 3 minute walk away according to Google Maps) ♣ William Hill, 301 High Road, NW10 2JY (14 minute walk) ♣ William Hill, 163 Cricklewood Broadway, NW2 3HY (18 minute walk) ♣ Ladbrokes, 27 Walm Lane, NW2 5SH (2 minute walk) ♣ Ladbrokes 52 High Road, NW10 2PU (4 minute walk) ♣ Ladbrokes, 271 High Road, NW10 2JY (13 minute walk) ♣ Star Sports, 4-6 Cricklewood lane, NW2 1EX (18 minute walk) ♣ Paddy Power, 41-43 High Road, NW10 2TW (2 minute walk) ♣ Quiksilver Adult Gaming Centre – 164 Cricklewood Broadway, NW2 3ED (18 minute walk) ♣ Admiral Casino/Merkur Bingo, 160-200 Cricklewood Broadway, NW2 3ED (22 minute walk) ♣ Macau Casino Slots, 169-171 Cricklewood Broadway, (17 minute walk) Crime and disorder This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years. Adult Gaming Centres are associated with: • cash-related crime and disorder • risks of money laundering • exploitation of vulnerable individuals Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder. Protection of children and vulnerable persons The premises is located in close proximity to: • schools and colleges • supported and vulnerable housing • healthcare services and pharmacies • places of worship • a major transport hub at Willesden Green station This is a high-footfall area used daily by children and vulnerable residents,

including those experiencing financial hardship, addiction, or mental health challenges. In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated. Inadequate application and operator concerns The application raises serious concerns: • no clear proposed opening hours • generic and insufficient safeguards • lack of detail tailored to this specific location  Conclusion There is clear evidence that: • the area is already overconcentrated • vulnerability and exposure are high • crime and disorder risks are elevated • the application fails to provide adequate mitigation Taken together, granting this licence would undermine, not promote, the licensing objectives. I therefore urge the Licensing Authority to refuse this application. The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments. Granting this application would punish the whole community and surrounding areas. It would not encourage new businesses, visitors, or investment and spending in our local economy. Refusal is both justified and necessary to protect the wellbeing of residents.

19-04-2026

We certainly don't need another one of these on our high street. Will create more unsafe environment and potentially increase anti social activities & behaviours.

This page is intentionally left blank

19-04-2026

I fully object to the proposal to add another gambling establishment in the area. There is an overproliferation of gambling premises already in the Kilburn/ Cricklewood area along the A5 with two large premises opposite each other at the junction with Chichele Road and various other smaller premises along the length of the road. This and Walm Lane have many deprived areas, with vulnerable populations. The addition of further adult gambling venues has the potential to further increase the risk of crime and anti-social behaviour in the area where there are already significant concerns, that have been raised with the council, particularly around Willesden Green and Kilburn stations where the street drinking, drug taking/ dealing and rough sleeping is ever-present. These populations are at high risk for harm or exploitation due to the easy access to the already existing adult gambling premises and no more should be permitted. Finally, while wonderfully diverse, Walm Lane/ Willesden High Road and Kilburn High Road are at risk of being dominated by takeaways and gambling establishments, which puts at risk any potential for other shops and amenities, which might feel put off by the environs. Please consider this in the context of the development plan and refuse this application.

This page is intentionally left blank

19-04-2026

I strongly object to this proposal of a new gaming centre at 1 Walm Lane - this area is already being saturated by gaming centres and what we are seeing locally is an increase in people with addictive behaviours on the high street. I have 4 children and they feel increasingly unsafe in Willesden Green especially around the high street. They have been approached for money, they walk past people openly injecting drugs and a huge number of homeless people around the station make it very hard for them to walk past without being asked for money. A new gaming centre will most certainly make this situation worse not better. I am imploring you to consider the needs of young people within Willesden Green. We should be trying to make the area better for the sake of the whole community - not bringing it down.

This page is intentionally left blank

19-04-2026

I find that opening yet another gambling facility in our area is totally offensive to the general public . It causes addiction , which lead to further crime , and generally leads to totally antisocial behaviour . There are already too many gaming establishments in the area, and most of them should be closed down , rather than adding more .

This page is intentionally left blank

20-04-2026

I find that opening yet another gambling facility in our area is totally offensive to the general public . It causes addiction , which lead to further crime , and generally leads to totally antisocial behaviour . There are already too many gaming establishments in the area, and most of them should be closed down , rather than adding more .

This page is intentionally left blank

**From:**

**Sent:** 17 April 2026 11:23

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Ref: Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



## 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



### Conclusion

There is clear evidence that:

- the area is already over concentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

This page is intentionally left blank

19/04/2026

We simply do not need yet another gambling establishment in this area. Ask Brent Social Services about the damage to lives and relationships brought about by such places being so frequent on London High Streets. And note how the developers choose poorer areas where people can least afford to lose money. And the whole aim is to make customers lose money.

This page is intentionally left blank

**From:**

**Sent:** 20 April 2026 12:09

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to 1 Walm Lane - Adult Gaming Centre

Dear Licensing Authority,

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

I have lived in Willesden Green for over 15 years and am troubled by the proliferation of adult gaming centres in the neighbourhood, and their impact, as they encourage anti social behaviour, and they risk the fiscal, mental, and even physical safety of children and vulnerable people living in the area.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- 

the prevention of crime and disorder

- 

the protection of children and vulnerable persons



#### 1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.

3M

#### 1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



## 1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.



## 1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges

- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.



#### 1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location



## Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.

This page is intentionally left blank

Sent: 21 April 2026 23:51

To: Business Licence <business.licence@brent.gov.uk>

Subject: Application for licensing 1 Walm lane NW2

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

I am a resident in the Willesden NW2 area in close proximity to Walm lane, and I and my family are directly affected by this application.

I object for the following reasons:

#### 1. CONCENTRATION OF GAMBLING PREMISES

The licensing authority should be aware that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24hrs/day, seven days/week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation. There can be no reasonable explanation as to why another similar licensed premises needs to operate in this close proximity. Please consider the objections already raised to those premises and seek advice from local policing before granting this licence.

#### 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that already faces considerable financial pressure. Problem gambling disproportionately

affects lower-income households, and this application risks deepening existing inequalities.

3. PREDATORY PREMISES REPLACING ESSENTIAL SERVICES This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling establishments. There is no justification where one replaces the other without full consultation with the community and reasonable consideration given to the change this will have on our high street. The loss of banking infrastructure is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

4. SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP I would ask the licensing authority to carefully consider and review the location of 1 Walm Lane and its proximity to local schools, library, supermarket, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a local busy high street in a family area normalises gambling and increases exposure among young people and other vulnerable groups.

Please consider the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.

21-04-26

I strongly oppose the opening of a gambling shop on our local high street, as it would likely worsen problems that are already out of control. The area is currently struggling with high levels of crime, visible drug use, and a growing number of vulnerable people experiencing homelessness. Introducing a gambling venue risks attracting further antisocial behaviour, as such establishments can become hotspots for financial desperation and exploitation. Rather than supporting the community, it could deepen existing issues by drawing in individuals who are already at risk and placing additional strain on local services and policing. What our high street needs is investment in safe, positive spaces—such as community centres, support services, and reputable businesses—not developments that could intensify harm and instability.

This page is intentionally left blank

21-04-26

To whom it may concern, I strongly object to the adult gaming centre licensing for 1 Walm Lane on the basis that it will contribute to public disorder in the area, which I note is a significant issue around gambling centres. I am a resident who lives on the high street, sandwiched between several gambling centres. As a young woman coming home from work, I feel particularly unsafe due to antisocial behaviour from patrons of these local casinos. This is an area with a lot of young people and I believe that this casino would significantly impact on their safety. Loitering from these patrons makes me feel uneasy and I have been followed several times to my front door by people hanging around or recently exiting the casino often asking for money or being predatory. I believe that this happens to a lot of young people especially women in this area. Blocking this licensing application would prevent further harm and public nuisance in the area particularly on the high street, near several primary schools. There are several homeless and vulnerable people in the area that would be put in a worse position with a casino readily available in the vicinity. It would be irresponsible and harmful to the community to allow this. I hope you can consider the objection I have put forward.

This page is intentionally left blank

21-04-26

To whom it may concern, I strongly object to this casino license being approved, speaking as someone who has been a victim of harassment from customers of local gambling centres. I am a young woman and often times especially when I come home from work there are people around gambling centers that tend to be verbally aggressive and inappropriate. This will only cause further discomfort to other women who already have to worry enough around the area due to general anti social behaviour. I appreciate the chance to be a voice in this matter.

This page is intentionally left blank

22-04-26

I am writing to formally object to this application for an adult gaming centre at 1 Walm Lane. Our High Road already has a disproportionate concentration of gambling venues, and approving yet another will only deepen the harm already being felt in this community. I have serious concerns about the cumulative impact on vulnerable residents, including those with gambling addictions, as well as the well-documented link between clustering of such premises and increased anti-social behaviour. The character of our High Road is being steadily eroded by the proliferation of gambling shops. This application does nothing to serve the needs of local residents and should be refused on grounds of cumulative impact, vulnerability of local residents, and the risk of anti-social behaviour. I urge the council to reject this application.

This page is intentionally left blank

**From:**

**Sent:** 22 April 2026 21:45

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection Licence Arcadia Casino

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

I am a resident/local business owner in the Willesden/Kilburn area and am directly affected by this application.

My objections are as follows:

#### 1. UNACCEPTABLE CONCENTRATION OF GAMBLING PREMISES

I draw the licensing authority's attention to the fact that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation.

#### 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that already faces considerable financial pressure. Problem gambling disproportionately affects lower-income households, and this application risks deepening existing inequalities.

#### 3. PATTERN OF PREDATORY PREMISES REPLACING ESSENTIAL SERVICES

This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling

establishments. The loss of banking infrastructure is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

#### 4. PROXIMITY TO SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP

I would ask the licensing authority to carefully consider the proximity of 1 Walm Lane to local schools, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a busy high street normalises gambling and increases exposure among young people and other vulnerable groups.

For all of the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.

25-04-26

I object to the proposed adult gaming centre on the grounds that gambling can be a source of crime and disorder and such a late night venue may lead to antisocial behaviour. These casinos are a blight on the community and increase social harm and prey on those already struggling with the cost of living. Vulnerable people will be at risk of exploitation from this proposed gambling place.

This page is intentionally left blank

25-04-26

I object strongly to the addition of an adult gaming centre at 1Walm Lane in Willesden Green for the following reasons: 1. This centre is too close and too available to local schools, food banks and other institutions that serve minors and vulnerable populations. There is a significant footfall in that area of just such populations, particularly minors. With an ever-shrinking provision of services and locations for minors outside of school, this gaming centre will be all the more attractive to vulnerable youth. 2. I have great concerns about this centre contributing to anti-social behaviour both during the day and late at night. Again this will be a magnet in a highly visible and trafficked area and Willesden Green already has a reputation for this kind of behaviour. Please build a well-run youth centre/cafe instead! Imagine what that would do for our community and what it would say about Brent's commitment to the future.

This page is intentionally left blank

25-04-26

Dear Licensing Committee, I am writing as a local resident to formally object to the Adult Gaming Centre (AGC) premises license application number 37891 for Arcadia Casino at 1 Walm Lane. My objection is grounded entirely in the Licensing Objectives set out in the Gambling Act 2005, specifically regarding the protection of vulnerable persons and the prevention of crime and disorder. If granted, this license would severely undermine these objectives in our local community for the following documented reasons:

1 - Protecting children and other vulnerable persons from being harmed or exploited by gambling

The proposed location for this gambling premises is highly inappropriate due to its immediate proximity to sensitive local services and vulnerable populations. The applicant's own Local Area Risk Assessment (LARA) acknowledges that household deprivation in Willesden Green is higher than the England average. Placing a gambling hub here disproportionately risks exploiting those already struggling financially. This risk is heavily compounded by the immediate proximity of several services dedicated to supporting the most vulnerable members of our community, including Mutual Aid Food Willesden, located just 0.4 miles from the site; The Pakistan Centre (which operates local support services), just 0.5 miles away; Brent Foodbank, just 0.7 miles away; and Depaul UK Willesden Hostel and Sallys Counselling (as noted in the applicant's LARA) which are within 0.1 to 0.2 miles. Furthermore, this specific junction acts as a major thoroughfare for local minors and students. The site is surrounded by primary and secondary schools, including Anson Primary School (0.7 miles), St Mary's C E Primary School (0.8 miles), and Harris Lowe Academy Willesden (0.9 miles). Nearby community hubs like the Learie Constantine Centre and Dudden Hill Community Centre are merely 0.3 miles away. The inevitable high footfall of children and vulnerable adults past this junction significantly increases their exposure to adult gambling environments.

2 - Preventing gambling from being a source of crime or disorder

I have grave concerns that introducing a late-night gambling hub at this junction will act as a catalyst for further crime and disorder. Astonishingly, the applicant's own LARA explicitly states that Willesden Green has a "safety score of 8 out of 100 (High Crime)". The data provided in the application itself highlights the existing volatility of this area. There were 2,662 incidents of Anti-Social Behaviour (ASB) recorded in the last 12 months, accounting for 27.8% of all local crime. There were 2,468 violent crimes recorded in the same period (25.8% of all crime). Brent already enforces Boroughwide restrictions to combat public alcohol consumption, illegal drugs, and public health nuisances. Adding an AGC to an area already saturated with ASB and violent crime, and where other betting shops like Royal Casino Slots and Ladbrokes already operate less than 0.1 miles away, places an unacceptable and undue burden on local policing and community safety. It directly contradicts the objective of preventing crime and disorder. For these reasons, I urge the licensing committee to look closely at

the applicant's own risk assessment, prioritize the safety of our children, protect our vulnerable residents, and prevent further local disorder by rejecting this application.

25-04-26

I object to the gaming centre because it contravenes the following Licensing objectives of the Gambling Act 2005 1. The centre will be in the proximity of local schools such as St Mary Magdalen's Jr School, Convent of Mary and Jesus infant school, several after school centres as well as tutoring centres such as Explore Centre at the Willesden Library and Lead after school club on 5 Walm Lane attended by under 18 people. The centre is located 300m from Willesden Green Library where hundreds of teenagers go after school and during weekend to study, they often stay there until closing time. QPSC secondary school is also in proximity, many pupils get off at Willesden Green Station and then walk to the school, as that is the closest tube station. There are also food banks in the proximity including the one on weekends on Sainsbury's front court. 2. The centre's opening hours will further increase anti social behaviour associated with late night high street gambling hubs and also shoplifting. The area and in particular the high street has had several incidents over the past year, including several stabbing. For the above reasons I firmly object to this opening

This page is intentionally left blank

25-04-26

Protecting children and other vulnerable adults from being harmed/exploited by gambling by the proximity to local schools. Too many gambling premises already - another source of crime and disorder

This page is intentionally left blank

25-04-26

To Whom It May Concern, I write to formally object to the application for a premises licence to operate an Adult Gaming Centre at 1 Walm Lane, Willesden, Brent, London. This objection is made with reference to the licensing objectives set out under the Gambling Act 2005, specifically: — Protecting children and other vulnerable persons from being harmed or exploited by gambling — Preventing gambling from being a source of crime or disorder, being associated with crime or disorder, or being used to support crime — Ensuring that gambling is conducted in a fair and open way

**PROXIMITY TO SCHOOLS AND HIGH FOOTFALL OF MINORS** The proposed premises at 1 Walm Lane sits in close proximity to local schools and educational facilities, meaning children pass through this area routinely on foot during school hours and beyond. The establishment of an Adult Gaming Centre in this location would place gambling premises directly within the daily environment of minors. This creates a significant risk of normalising gambling behaviours among young people at a formative age, in direct tension with the licensing objective to protect children from harm.

**PROXIMITY TO FOOD BANKS AND VULNERABLE PERSONS** The area around Walm Lane includes food banks and community support services, indicating a local population that includes individuals experiencing financial hardship and economic vulnerability. This is directly relevant to the licensing objective of protecting vulnerable persons from being harmed by gambling. Research consistently demonstrates that those experiencing poverty or financial stress are at disproportionately elevated risk of developing gambling-related harm. Siting an Adult Gaming Centre in an area with a known concentration of financially vulnerable individuals would be contrary to the spirit and intent of the Gambling Act 2005. The proximity of a gambling premises to food banks is a material consideration that the licensing authority should weigh carefully.

**ANTISOCIAL BEHAVIOUR AND CRIME** Adult Gaming Centres, particularly those located on busy high streets, have a well-documented association with increased antisocial behaviour in their immediate vicinity. This includes, but is not limited to, loitering, aggressive behaviour, and opportunistic acquisitive crime such as shoplifting in nearby retail premises. The conversion of a former bank — a prominent and accessible site on what is a busy local thoroughfare — into an Adult Gaming Centre risks attracting a pattern of behaviour that is detrimental to the wider community and to neighbouring businesses. Surrounding retailers, many of whom may already operate under difficult commercial conditions, should not be exposed to an increased risk of theft and disorder as a consequence of this licence being granted. The licensing objective of preventing gambling from being a source of crime or disorder is directly engaged here, and I submit that the applicant has not demonstrated sufficient mitigation against these foreseeable risks. For the reasons set out above, I respectfully urge the licensing authority to refuse this application. The proposed Adult Gaming Centre at 1 Walm Lane, Willesden, is inappropriate given its proximity to schools and areas of high minor footfall, its location

near services supporting vulnerable persons, and the foreseeable risk of antisocial behaviour and crime it presents to the surrounding community. I trust that the licensing authority will give full and proper weight to these objections in its determination of this application.

26-04-26

I strongly object to this gaming center as it doesn't give any moral or constructive value to the high street. It will take advantage of vulnerable local residents. Brent Council should not be encouraging gambling shops as it is offering an addictive temptation to local residents. The high street does not need a gambling shop. It needs shops that add a positive offering such as a cafe or a bookshop. Please don't bring more gambling shops to Brent.

This page is intentionally left blank

26-04-26

Dear Licensing Committee, I am writing as a resident of Willesden Green, having lived in the area for more than ten years, to formally object to the application for a premises licence to operate an Adult Gaming Centre at 1 Walm Lane, the building most recently occupied by Lloyds Bank. I want to be clear that my objections are not simply moral ones. I am raising this because I believe the application conflicts with two of the three licensing objectives under the Gambling Act 2005: the protection of children and vulnerable persons from harm, and the prevention of gambling from being a source of crime and disorder.

1) Protection of children and vulnerable persons One of the things that struck me when reading the applicant's own assessment was just how many schools and educational institutions are in the immediate area. Within one mile of 1 Walm Lane, the assessment itself lists:

- London Science College Ltd - 0.1 miles
- The Islamic College - 0.3 miles
- Brondesbury College - 0.7 miles

• A further four secondary schools and colleges within 1 mile, as well as three primary schools within 1.3 - 1.8 miles Walm Lane is a busy main road. I see it every day - there are large numbers of children and young people passing through, particularly around school hours. On top of that, there are three large parks and The London Play Den, a family-oriented indoor play space for children under seven, all within a mile of the premises. I am equally concerned about vulnerable adults. The applicant's own assessment identifies nine premises serving vulnerable people within one mile of the site - and the deprivation data for this area is stark. According to the 2021 Census, 60.4% of households in Willesden Green are deprived in at least one dimension, compared to 51.6% nationally. Nearly one in four households here (24.9%) is deprived in two or more dimensions, against a national figure of 14.4%. What brings this home for me is seeing food banks being set up in the area, one of them being Helping Hands Food Bank, that is set up every Saturday within roughly 100 yards of 1 Walm Lane. That is the reality of this neighbourhood. The people using that food bank - already under serious financial strain - are exactly the people most at risk from gambling harm. I find it very difficult to see how licensing a new gambling premises this close to that provision can be consistent with the objective of protecting vulnerable persons.

2) Prevention of crime and disorder Willesden Green has, unfortunately, a significant and well-documented crime problem, and I think it is important the committee has the full picture. According to UK Police data, there were 9,567 crimes recorded in the area in the twelve months to February 2026. Anti-social behaviour was the single largest category, accounting for 2,683 incidents - 28% of all crime. A further 2,468 violent crimes were recorded in the same period. What I find particularly notable is that the applicant's own assessment cites CrimeRadar.co.uk, which gives Willesden Green a safety score of just 8 out of 100 and classifies it as a high crime area. The applicant is not unaware of this - they have referenced it themselves. Adding further gambling premises to an area with this profile - one that is likely to draw footfall into the late evening - seems likely to make things worse, not better. The same

assessment notes that there are already nine other licensed gambling premises within one mile of this site. That is a significant concentration, and I believe it is directly relevant to how the committee should weigh the crime and disorder risk here. I urge the committee to refuse this application. The case against it does not rest on speculation - much of the evidence I have cited comes from the applicant's own submission. Taken together, it paints a clear picture: an area of high deprivation, serious crime, heavy child footfall, and already substantial gambling provision. Granting this licence would, in my view, run contrary to the very objectives the Gambling Act 2005 is designed to uphold.

26-04-26

My main objection is on the grounds of the new gambling site becoming a source of crime or disorder. As detailed in the risk assessment document, there is already a high rate of antisocial behaviour in the area. I've personally witnessed this and shoplifting from local shops on several occasions. There is a real concern that this will increase as there are other examples of antisocial behaviour associated with late-night high-street gambling hubs. My other objection is on the grounds of protection of the vulnerable. There are several schools nearby & lots of secondary school children in the area. Also, I volunteer at a local foodbank and am aware there are vulnerable people and those with debt issues in this community who it's very difficult to protect from gambling harm.

This page is intentionally left blank

26-04-26

Clearly a ludicrous plan considering the high prevalence of gambling sites in the area, the fact that we have had murders/assaults which started from within local gambling sites, and that there is a direct correlation with drug dealing and other illegal activities. Not a single human in the local area wants this, and 90% are likely against. If you approve it, you're just asking for more local issues. But you do you.

This page is intentionally left blank

26-04-26

I objected on grounds of having young kids who can be influenced; likely increase in crime and antisocial behaviour and high crime rates in the area.

This page is intentionally left blank

26-04-26

The high street in Willesden green is already saturated with gaming businesses, adding another with help to create a cluster. This will drive anti social behaviour and reduce the interest of other businesses in setting up. The High street and station (less than 5 minutes walk away) has a considerable problem with street crime and anti social behaviour which more gaming shops will exacerbate.

This page is intentionally left blank

26-04-26

Objecting on the grounds of having young children and having more of these establishments will increase anti social behaviour in the area

This page is intentionally left blank

26-04-26

I am concerned that opening a gambling shop in this area could increase the risk of gambling-related harm among vulnerable persons, including those experiencing financial hardship or mental health difficulties. I am also concerned that the location may make gambling more accessible to young people and other vulnerable residents.

This page is intentionally left blank

26-04-26

I am writing as a resident of Willesden Green who lives [REDACTED] site of the proposed new adult gaming centre, to formally object to the proposal. I object due to the following reasons: 1. Protecting vulnerable persons from being harmed or exploited by gambling. There are large numbers of vulnerable people in the area, including those living in poverty, homeless people and particularly those suffering from mental health and drug and alcohol problems. These groups of people are particularly vulnerable to exploitation from gambling. Further late night gambling venues would only serve to put these vulnerable groups at risk, further escalating the cycle of poverty, mental health and addiction. 2. The risk of increased crime and anti-social behaviour. It is well known that late-night gambling venues are associated with increased crime and antisocial behaviour in an area. This would bring increased threat to families with young children and single females such as myself coming home late at night (which I often have to do as I work shift work for the NHS). Furthermore, I feel it would have a negative impact on the small independant cafe that has recently opened next door to this site. As is clear in the applicants own documents, there are already a plethora of such premises within a small radius. We really do not need any more of these venues in this area. I strongly believe it will only worsen things everyone in the community, and particularly the most vulnerable.

This page is intentionally left blank

26-04-26

The application should not be granted as children and other vulnerable persons passing through this busy commercial area should be protected from being exploited by the temptation of gambling. Also the existence of a gambling centre can encourage crime and other anti social behaviour

This page is intentionally left blank

26-04-26

Objection to Planning Application 37891 – Proposed Gambling Premises at 1 Walm Lane, Brent To Whom It May Concern, I am writing to formally object to the proposed planning application for a gambling premises at 1 Walm Lane, Brent. My objection is based on legal and planning grounds under the Gambling Act 2005 and the Brent Council Local Plan, specifically regarding the licensing objectives and local planning policies.

1. Prevention of Crime and Disorder The Gambling Act 2005 requires that gambling premises operate in a manner that prevents crime and disorder. The proposed location is in an area with a high incidence of anti-social behavior and street crime. Introducing a gambling premises in this location is likely to exacerbate these problems, placing additional strain on local law enforcement and community safety resources.
2. Protection of Children and Vulnerable Persons Under the Gambling Act 2005, licensing authorities must consider the protection of children and vulnerable persons from being harmed or exploited by gambling. The proposed premises is within close proximity to schools, youth centres, and community facilities. This proximity increases the risk that children and vulnerable individuals may be exposed to gambling, contrary to the statutory objectives.
3. Local Impact and Saturation Brent Council's Local Plan encourages responsible retail and commercial development. The concentration of gambling establishments in the proposed area already exceeds what is reasonable, creating a risk of social and economic harm to the local community. Permitting another gambling premises may contribute to social deprivation and exacerbate gambling-related harm.
4. Cumulative Effect on Public Health and Wellbeing Recent evidence highlights the negative impact of gambling on mental health and community wellbeing. Increasing access to gambling in this area could lead to higher rates of problem gambling, debt, and associated social problems, which local planning policies aim to mitigate.

Conclusion For the reasons outlined above, I respectfully request that the application for a new gambling premises at 1 Walm Lane be refused. The proposal is inconsistent with both the statutory licensing objectives under the Gambling Act 2005 and Brent Council's planning policies aimed at protecting local communities. Thank you for considering this objection

This page is intentionally left blank

26-04-26

I wish to object to the above application under the Gambling Act 2005 on the grounds that it fails to adequately promote the licensing objective of protecting children and vulnerable persons from harm or exploitation. The proposed premises is located on a busy high street with significant footfall from children and young people, including those attending nearby schools. The introduction of an Adult Gaming Centre in this location risks normalising gambling behaviour and increasing exposure of children to gambling environments. While the applicant proposes standard mitigation measures such as CCTV and Challenge 25, these do not sufficiently address the risks associated with the location, particularly the presence of young people in the immediate area. Furthermore, the area includes individuals who may be vulnerable to gambling-related harm. The addition of another gambling premises risks exacerbating financial and social harm within the community. For these reasons, I respectfully request that the application be refused.

This page is intentionally left blank

26-04-26

The application fails to adequately promote the statutory licensing objective of protecting children and vulnerable persons from being harmed or exploited by gambling. The proposed premises is situated on a busy high street characterised by a high level of pedestrian footfall, including a significant presence of children and young people, not least due to the proximity of nearby schools like the Convent of Jesus and Mary and St Mary Magdalen and youth-oriented facilities like Willesden Gree Library. The introduction of an Adult Gaming Centre in such a location would, in my view, serve to normalise gambling behaviour and materially increase the exposure of children to gambling environments, contrary to the spirit and intention of the licensing objectives. The applicant has referenced standard mitigation measures, including CCTV and a Challenge 25 policy. However, these measures are baseline expectations for any such premises and do not sufficiently mitigate the heightened risks arising from this particular location. They do not address the broader issue of environmental exposure or the cumulative impact of gambling visibility on children and young people in the area. Furthermore, the locality includes individuals who may be particularly vulnerable to gambling-related harm, including those experiencing financial hardship or other forms of social vulnerability. The introduction of an additional gambling premises in this setting risks exacerbating existing harms, increasing the likelihood of problem gambling and associated social and economic consequences within the community. Given these concerns, I do not consider that the applicant has demonstrated how the operation of the premises would be consistent with the licensing objectives. On the contrary, there is a clear and foreseeable risk of harm. Accordingly, I respectfully request that the application be refused.

This page is intentionally left blank

26-04-26

We do not need another gaming centre in Brent! These places are exploiting vulnerable people and children in our neighbourhood, and this site in particular is close to a number of schools, a food bank etc. It is likely to increase anti social behaviour in the area even further, making it feel even more unsafe for residents walking home from the tube/bus. Homelessness and anti-social behaviour is on the rise in Willesden Green and we should be supporting local people, not furthering it by exploiting the most vulnerable.

This page is intentionally left blank

26-04-26

How can it be possible to justify the presence of another gaming centre in Willesden Green? This is an area with significant deprivation and vulnerable people, and this seems yet more opportunity to exploit them. There are multiple local schools, and the high Street is an area with lots of minors passing through and visiting other businesses (cafes etc); another gaming centre is yet more exposure to marketing and potentially addictive behaviours. I cannot object strongly enough!

This page is intentionally left blank

26-04-26

To Whom It May Concern, I am writing to formally object to the proposed planning application for a gambling premises at 1 Walm Lane, Brent. My objection is based on legal and planning grounds under the Gambling Act 2005 and the Brent Council Local Plan, specifically regarding the licensing objectives and local planning policies.

1. Prevention of Crime and Disorder The Gambling Act 2005 requires that gambling premises operate in a manner that prevents crime and disorder. The proposed location is in an area with a high incidence of anti-social behavior and street crime. Introducing a gambling premises in this location is likely to exacerbate these problems, placing additional strain on local law enforcement and community safety resources.
2. Protection of Children and Vulnerable Persons Under the Gambling Act 2005, licensing authorities must consider the protection of children and vulnerable persons from being harmed or exploited by gambling. The proposed premises is within close proximity to schools, youth centres, and community facilities. This proximity increases the risk that children and vulnerable individuals may be exposed to gambling, contrary to the statutory objectives.
3. Local Impact and Saturation Brent Council's Local Plan encourages responsible retail and commercial development. The concentration of gambling establishments in the proposed area already exceeds what is reasonable, creating a risk of social and economic harm to the local community. Permitting another gambling premises may contribute to social deprivation and exacerbate gambling-related harm.
4. Cumulative Effect on Public Health and Wellbeing Recent evidence highlights the negative impact of gambling on mental health and community wellbeing. Increasing access to gambling in this area could lead to higher rates of problem gambling, debt, and associated social problems, which local planning policies aim to mitigate.

Conclusion For the reasons outlined above, I respectfully request that the application for a new gambling premises at 1 Walm Lane be refused. The proposal is inconsistent with both the statutory licensing objectives under the Gambling Act 2005 and Brent Council's planning policies aimed at protecting local communities. Thank you for considering this objection.

This page is intentionally left blank

26-04-26

Another adult gaming centre would expose vulnerable persons to being exploited by gambling and increase anti social behaviour.

This page is intentionally left blank

27-04-26

There are local primary and infant schools very close by, which means there will be a very high footfall of minors at that junction. As well as the fact that there are already at least 2 other gambling establishments within 500ft. I also think it will attract more anti social behaviour, to an already prevalent crime spot.

This page is intentionally left blank

27-04-26

Children and other vulnerable persons need to be protected from the harm and exploitation of gambling. This is very close to local schools, food banks, and many children frequent this area. Gambling is also a source of crime and disorder, leading to antisocial behaviour and shoplifting. We definitely do not need more gambling options in our area. Gambling should be treated like alcohol and cigarettes – exploitative products which are designed to cause addiction which consequently leads to serious mental and physical health problems.

This page is intentionally left blank

**From:**

**Sent:** 24 April 2026 17:07

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005

To the Licensing Authority,

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

My objections are as follows:

#### 1. UNACCEPTABLE CONCENTRATION OF GAMBLING PREMISES

I draw the licensing authority's attention to the fact that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation.

According to [www.crimereadar.co.uk](http://www.crimereadar.co.uk) , Willesden Green has a safety score of 8 out of 100 (High Crime); there have been 9,575 crimes committed in Willesden Green within the last 12 months. The most common crime is Anti-Social Behaviour, with 2,662 incidents recorded in the last 12 months, accounting for 27.8% of all reported crimes in the area. Another gambling establishment would further add to an increased risk of Anti-Social Behaviour.

In addition, Statistics from ONS, show that 35.5% of households in Willesden Green are deprived in one dimension. Our duty as a community must be to:

- Ensure that our high street serves local people, and are not dominated by gambling venues
- Protect children and vulnerable people from being harmed or exploited by gambling
- Preventing gambling from being a source of crime or anti-social behaviour

## 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that already faces considerable financial pressure. Problem gambling disproportionately affects lower-income households, and this application risks deepening existing inequalities.

## 3. PATTERN OF PREDATORY PREMISES REPLACING ESSENTIAL SERVICES

This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling establishments. The loss of banking infrastructure in Willesden green by the closure of Natwest, Lloyds and Barclays branches is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

## 4. PROXIMITY TO SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP

I would ask the licensing authority to carefully consider the proximity of 1 Walm Lane to local schools, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a busy high street normalises gambling and increases exposure among young people and other vulnerable groups.

For all of the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.

This page is intentionally left blank

27-04-26

I object strongly to the above application. My grounds are set out below: 1. Protecting children and other vulnerable persons from being harmed or exploited by gambling. This site is very close to local schools (including a primary school on an adjacent road), active food banks and has a high footfall of under 18s at key times of day. 2. Preventing gambling from being a source of crime or disorder. It is well known that there is significant antisocial behaviour associated with gambling premises, particularly those which operated extended hours into the evening. Shoplifting also increased to fund gambling habits. 3. Ensuring that gambling is conducted in a fair and open way. It remains unclear how the proposed operators are funded and whether they care about their impact on the local environment and residents.

This page is intentionally left blank

27-04-26

The high road has become increasingly downtrodden and I feel vulnerable with my children. This kind of venue will just invite a certain calibre of clientele, typically choose to spend more on gambling than any healthier choice choices.

This page is intentionally left blank

27-04-26

The site is located within close proximity to local schools and areas regularly used by children and young people. Introducing a gambling venue in such a location risks normalising gambling behaviour at an early age and increasing exposure to potentially harmful environments. National planning guidance and local policy both emphasise the need to protect vulnerable groups, particularly children, from gambling-related harm. Willesden Green is a busy, high-footfall area due to its Underground station and surrounding retail activity. The concentration of people moving through the area throughout the day and evening increases the likelihood that a gambling venue will attract loitering, clustering, and associated nuisance behaviours. This is not a quiet, isolated site—it is a highly visible, heavily trafficked local centre, making it an inappropriate location for such a use. There is credible academic evidence linking gambling premises with increased levels of local crime and disorder. Research conducted by Nottingham Trent University found that for each increase in betting shops in an area, incidents of anti-social behaviour rose by approximately 7% and public disorder by 7%. The same research also found broader correlations between gambling venues and offences such as theft and shoplifting, highlighting the clustering of these premises with crime hotspots. While such venues are not the sole cause of crime, the evidence clearly shows they contribute to environments where disorder and anti-social behaviour are more likely to occur. The introduction of an adult gaming centre in this location risks undermining the character and safety of the high street. Combined with existing pressures on policing and community resources, it would contribute to a cumulative negative impact, particularly in a busy urban area with significant pedestrian traffic and nearby residential properties. Given the site's proximity to schools, its location in a high-footfall transport hub, and the established evidence linking gambling venues to increased anti-social behaviour and public disorder, this proposal is inappropriate for the area and contrary to the interests of the local community. I strongly urge the council to refuse this application.

This page is intentionally left blank

27-04-26

I object to the application for an Adult Gaming Centre at 1 Walm Lane, on the grounds that the proposal would fail to uphold the licensing objectives under the Gambling Act 2005, in particular: protecting children and other vulnerable persons from being harmed or exploited by gambling, and preventing gambling from being a source of crime and disorder. The premises are close to schools and areas with regular footfall of minors, increasing the exposure of children to gambling premises and normalising gambling behaviour. The site is also close to foodbanks where people who are financially vulnerable, will be exposed to and potentially exploited by gambling opportunities. Brent already has a very high concentration of gambling outlets (81 licensed premises — the second-highest concentration in London). Willesden already contains numerous gambling venues within a short distance (including nine bookmakers, an existing bingo hall, and other adult gaming centres). Local authorities have a duty to consider cumulative impact and the potential for new premises to exacerbate existing problems. The cumulative concentration increases the likelihood of gambling-related harm and the risk of crime and disorder associated with such clustering. The Council has publicly stated concern about the detrimental impact of the borough's number of gambling sites. Approving another venue would be contrary to the Council's stated position and would increase the risks to local children and vulnerable people. I request that the application be refused on the grounds described above.

This page is intentionally left blank

27-04-26

I am objecting to Planning Application 37891 – Proposed Gambling Premises at 1 Walm Lane, Brent To Whom It May Concern, I am writing to formally object to the proposed planning application for a gambling premises at 1 Walm Lane, Brent. My objection is based on legal and planning grounds under the Gambling Act 2005 and the Brent Council Local Plan, specifically regarding the licensing objectives and local planning policies.

1. Prevention of Crime and Disorder The Gambling Act 2005 requires that gambling premises operate in a manner that prevents crime and disorder. The proposed location is in an area with a high incidence of anti-social behavior and street crime. Introducing a gambling premises in this location is likely to exacerbate these problems, placing additional strain on local law enforcement and community safety resources.
2. Protection of Children and Vulnerable Persons Under the Gambling Act 2005, licensing authorities must consider the protection of children and vulnerable persons from being harmed or exploited by gambling. The proposed premises is within close proximity to schools, youth centres, and community facilities. This proximity increases the risk that children and vulnerable individuals may be exposed to gambling, contrary to the statutory objectives.
3. Local Impact and Saturation Brent Council's Local Plan encourages responsible retail and commercial development. The concentration of gambling establishments in the proposed area already exceeds what is reasonable, creating a risk of social and economic harm to the local community. Permitting another gambling premises may contribute to social deprivation and exacerbate gambling-related harm.
4. Cumulative Effect on Public Health and Wellbeing Recent evidence highlights the negative impact of gambling on mental health and community wellbeing. Increasing access to gambling in this area could lead to higher rates of problem gambling, debt, and associated social problems, which local planning policies aim to mitigate.

Conclusion For the reasons outlined above, I respectfully request that the application for a new gambling premises at 1 Walm Lane be refused. The proposal is inconsistent with both the statutory licensing objectives under the Gambling Act 2005 and Brent Council's planning policies aimed at protecting local communities. Thank you for considering this objection.

This page is intentionally left blank

27-04-26

I am writing as a resident of Willesden Green, having lived in the area for more than ten years, to formally object to the application for a premises licence to operate an Adult Gaming Centre at 1 Walm Lane, the building most recently occupied by Lloyds Bank. I want to be clear that my objections are not simply moral ones. I am raising this because I believe the application conflicts with two of the three licensing objectives under the Gambling Act 2005: the protection of children and vulnerable persons from harm, and the prevention of gambling from being a source of crime and disorder.

1) Protection of children and vulnerable persons

One of the things that struck me when reading the applicant's own assessment was just how many schools and educational institutions are in the immediate area. Within one mile of 1 Walm Lane, the assessment itself lists:

- London Science College Ltd - 0.1 miles
- The Islamic College - 0.3 miles
- Brondesbury College - 0.7 miles

A further four secondary schools and colleges within 1 mile, as well as three primary schools within 1.3 - 1.8 miles

Walm Lane is a busy main road. I see it every day - there are large numbers of children and young people passing through, particularly around school hours. On top of that, there are three large parks and The London Play Den, a family-oriented indoor play space for children under seven, all within a mile of the premises. I am equally concerned about vulnerable adults. The applicant's own assessment identifies nine premises serving vulnerable people within one mile of the site - and the deprivation data for this area is stark. According to the 2021 Census, 60.4% of households in Willesden Green are deprived in at least one dimension, compared to 51.6% nationally. Nearly one in four households here (24.9%) is deprived in two or more dimensions, against a national figure of 14.4%. What brings this home for me is seeing food banks being set up in the area, one of them being Helping Hands Food Bank, that is set up every Saturday within roughly 100 yards of 1 Walm Lane. That is the reality of this neighbourhood. The people using that food bank - already under serious financial strain - are exactly the people most at risk from gambling harm. I find it very difficult to see how licensing a new gambling premises this close to that provision can be consistent with the objective of protecting vulnerable persons.

2) Prevention of crime and disorder

Willessden Green has, unfortunately, a significant and well-documented crime problem, and I think it is important the committee has the full picture. According to UK Police data, there were 9,567 crimes recorded in the area in the twelve months to February 2026. Anti-social behaviour was the single largest category, accounting for 2,683 incidents - 28% of all crime. A further 2,468 violent crimes were recorded in the same period. What I find particularly notable is that the applicant's own assessment cites CrimeRadar.co.uk, which gives Willessden Green a safety score of just 8 out of 100 and classifies it as a high crime area. The applicant is not unaware of this - they have referenced it themselves. Adding further gambling premises to an area with this profile - one that is likely to draw footfall into the late evening - seems likely to make things worse, not better. The same assessment

notes that there are already nine other licensed gambling premises within one mile of this site. That is a significant concentration, and I believe it is directly relevant to how the committee should weigh the crime and disorder risk here. I urge the committee to refuse this application. The case against it does not rest on speculation - much of the evidence I have cited comes from the applicant's own submission. Taken together, it paints a clear picture: an area of high deprivation, serious crime, heavy child footfall, and already substantial gambling provision. Granting this licence would, in my view, run contrary to the very objectives the Gambling Act 2005 is designed to uphold.

28-04-26

I strongly object to this bank building to be repurposed as a gambling joint as it will no doubt contribute to increasing the existing totally unacceptable sources of Crime or Disorder that continues to damage the quality of life of the peaceful and law-abiding citizens living in my local area.

This page is intentionally left blank

**From:**

**Sent:** 27 April 2026 15:28

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Dear Sir/Madam,

I am writing to formally object to the granting of the proposed gambling licence at numer 1 walm Lane.

My objection is based on concerns that the application fails to adequately uphold the licensing objectives set out in the Gambling Act 2005.

Firstly, I am concerned that granting this licence may undermine the objective of preventing gambling from being a source of crime and disorder. The area has already experienced issues relating to antisocial behaviour, and the introduction of a gambling premises could reasonably be expected to exacerbate these problems, particularly during late hours.

Secondly, I believe the application does not sufficiently demonstrate how vulnerable persons will be protected from harm or exploitation. The proximity of the premises to [schools/youth facilities/residential areas – amend as appropriate] raises concerns about increased exposure and accessibility to individuals who may be at risk of gambling-related harm.

Thirdly there are already gambling shop on walm lane, I don't understand the level of standard that the Bank buildings are turning into gambling shops! This is not going towards a bright future of brent.

Finally, I am not satisfied that adequate measures have been outlined to ensure that gambling will be conducted in a fair and open manner, particularly in terms of supervision, staff training, and safeguarding procedures.

For these reasons, I respectfully request that the application be carefully reconsidered, as I do not believe the licensing objectives will be fully upheld if this licence is granted.

**From:**

**Sent:** 27 April 2026 15:22

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

By having a gambling business on the high street it is inevitable that children - mine included - will see and be tempted to find out what this is about.

That is how the objective will not be upheld.

Why is it so hard to object to what is clearly and terrible business with only one winner - the owners of this sham.

This page is intentionally left blank

28-04-26

I strongly object to this planning application for more gambling sites in the borough of Brent, based on the following: 1. Brent already has 81 licensed gambling businesses in its borough which is an exceedingly high number for a population of circa 350000 persons. What is the rational and necessity to add yet more gambling shops? There are excessive numbers of betting shops in areas such as Harlesden (seven within 600m) and Willesden (more than ten in a one-mile stretch). 2. Gambling addiction and associated problems costs the borough of Brent £14 million a year which impacts other services such as schools, infrastructure and social services. The borough has more than double the national average of problem gamblers. It would be immoral, counterproductive and frankly maddening for this planning application to be approved

This page is intentionally left blank

28-04-26

I am writing to formally object to the application for a new Adult Gaming Centre (AGC) licence at the proposed premises on Cricklewood High Street. Overconcentration of Gambling Premises The proposed AGC would be located within approximately 30 metres of an existing gaming centre, in an area that already has multiple gambling establishments within a 30-minute walking distance. This level of concentration significantly exceeds what can reasonably be considered appropriate for a local high street and raises serious concerns about cumulative impact, including reduced diversity of uses and harm to the character of the area. Conflict with the Government's "Pride in Place" High Street Strategy The proposal fundamentally conflicts with the Government's high street strategy of "Pride in Place," which seeks to regenerate town centres and high streets as vibrant hubs for residents, supporting social, cultural, and community-focused uses. The strategy emphasises places where people want to spend time, meet others, and participate in everyday community life. An additional Adult Gaming Centre, typically characterised by blacked-out windows and limited engagement with the public realm, does not align with this vision. Rather than fostering openness and social interaction, such premises tend to create inactive frontages that discourage positive footfall and weaken the overall vitality of the high street. Positive Local Example: Recently Opened Café A strong and contrasting example of what the "Pride in Place" framework encourages can be found in the recently opened café located next door to the proposed premises. Since opening within the last 12 months, this café has had a demonstrably positive impact on the high street, attracting families, young professionals, and local residents. The café has: Increased positive footfall throughout the day Encouraged informal social interaction and community engagement Contributed to a safer, more welcoming high street environment This type of use exemplifies how high streets can evolve into lively, inclusive spaces that serve a broad cross-section of the community. Negative Impact on High Street Vitality Introducing a second Adult Gaming Centre in such close proximity to an existing one is likely to: Further reduce active, transparent shopfronts Deter families and other non-gambling visitors Undermine recent positive investment and regeneration efforts Contribute to a monoculture of gambling uses inconsistent with a balanced high street Rather than supporting the long-term health and resilience of Cricklewood High Street, the proposal risks reversing recent progress and reinforcing negative perceptions of the area. Conclusion For the reasons outlined above—namely the overconcentration of gambling premises, the clear conflict with the Government's "Pride in Place" strategy, and the detrimental impact on high street vitality—I respectfully urge the Licensing Sub-Committee to refuse this application. Thank you for considering this objection.

This page is intentionally left blank

28-04-26

We do not need an additional gaming shop. We already have a big problem with anti social behaviour- we do not need to add to people's woes fuelling addiction. What we need is a community cafe. Lets naked our high street for the whole community to meet and mingle.

This page is intentionally left blank

28-04-26

Residents have already raised serious concerns about: • Anti-social behaviour • The impact on vulnerable people • The growing number of gambling shops on our High Road  
Please do not allow this to go ahead. These are not the kind of businesses we need on our high street.

This page is intentionally left blank

28-04-26

We do not need any more gambling establishments in our area. They are harming so many vulnerable residents and contribute to the increased antisocial behaviour. What our community needs are spaces and services that support wellbeing, bring people together, and create positive opportunities for everyone.

This page is intentionally left blank

28-04-26

To: Brent Council Planning Committee / Licensing Committee Re: Planning Application 37891 – 1 Walm Lane, Willesden Green I object strongly to this application and urge the Council to refuse it. While the site sits in a town centre location, Brent is not required to treat every lawful gambling use as acceptable in every location; the Council must be satisfied that the proposal is reasonably consistent with the Gambling Act licensing objectives and with Brent's own policy to protect residents from harm, crime, and the overconcentration of potentially harmful uses. Crime and disorder The first licensing objective is to prevent gambling from becoming a source of crime and disorder or being associated with crime and disorder. Brent's own policy recognises that the borough has significant local risks, including crime and ASB patterns that must be taken into account in gambling decisions. Willesden Green has recorded high levels of anti-social behaviour, with recent ward-level data showing ASB as the most common offence and violent crime also rising; nearby Cricklewood and Mapesbury have also seen notable hate-crime spikes and community-safety concerns. In that context, another gambling venue is not a neutral addition to the high street: it is a use that can intensify late-night footfall, loitering, street conflict, and pressure on already stretched enforcement resources. The Council is entitled to give real weight to the cumulative impact of gambling premises, not just the isolated effect of one more unit. Brent itself has publicly recognised the scale of gambling harm in the borough, estimating annual costs of £14.3 million, and has warned that clusters of gambling uses can undermine local communities and high streets. That evidence makes refusal more, not less, justifiable where an area is already experiencing crime, disorder, and visible vulnerability. Children and vulnerability The second licensing objective requires special care for children and other vulnerable people. Brent's policy specifically expects attention to local area profile, including where vulnerable groups and children are likely to be affected, and it highlights the need to choose suitable locations for gambling premises. Walm Lane and the wider Willesden Green area are not an abstract commercial zone; they are a mixed community setting with schools, families, commuters, and young people passing through daily, so the practical exposure of vulnerable people must be considered carefully. Where a gambling venue becomes part of the everyday high-street environment, it normalises an activity that Brent has already identified as carrying a disproportionate local harm burden. Saturation and overconcentration This proposal should also be refused because it adds to the overconcentration of potentially harmful uses on and around the Willesden Green/High Road frontage. Brent's planning policy BE5 is expressly concerned with preventing the overconcentration of adult gaming centres, betting shops, pawnbrokers, takeaways, and shisha cafes in town centres. Even where a proposal is described differently by the applicant, the practical effect on the frontage and the surrounding area matters: one more gambling venue reinforces a cluster that the Council is already trying to manage, not expand. This is especially

persuasive in an area where the council has already recorded substantial resident concern and where the local evidence base points to harm, deprivation, and crime sensitivity. Brent's policy is not simply about whether a use is technically lawful; it is about whether the authority should protect the high street from becoming dominated by uses that contribute little to vitality and much to harm. Public health impact Brent has made clear that gambling harm is a public health issue, not just a trading issue. The borough's own evidence indicates a much higher level of problem gambling than the national average, and the financial and social burden falls on residents, families, and local services rather than on the operator. Approving another gambling venue in this location would run directly against the Council's stated ambition for a healthier Brent and a thriving community-centred high street. The applicant may argue that conditions can manage the harm, but conditions cannot cure the basic problem of location where the cumulative and social impact is the issue. A refusal would be a proportionate response where the Council can reasonably conclude that the proposal is inconsistent with the licensing objectives and contrary to the borough's local policy aims.

**Conclusion** For all these reasons, the application should be refused. The Council has strong grounds to conclude that another gambling venue at 1 Walm Lane would add to crime and disorder risk, worsen overconcentration, increase exposure to vulnerable people, and undermine Brent's wider public health and community-safety objectives. In a borough that has already acknowledged the scale of gambling harm and the need to protect its high streets, approval would be the wrong decision.

28-04-26

Given the crime rate, druggies and anti social behaviour in this area, I find it shocking this license has been approved. What should feel like a community place where people feel safe, you are enabling more premisis for further increasing anti social behaviour, gamblers and ultimately an unsafe borough. Invest in shops, community centers that will benefit the borough, instead this shows the lack of support for deprived areas.

This page is intentionally left blank

28-04-26

My objection is based on concerns that the application conflicts with the objectives of the Gambling Act 2005, specifically the protection of children and vulnerable persons, and the prevention of crime and disorder. Firstly, the location is surrounded by a high concentration of schools, colleges, parks, and family-oriented facilities, resulting in significant daily footfall of children and young people. In addition, the area has high levels of deprivation, with many households experiencing financial hardship. The presence of a nearby food bank illustrates the vulnerability of the local population, who may be particularly at risk of gambling-related harm. Secondly, the area already experiences high levels of crime, including anti-social behaviour and violent incidents. There is also an existing concentration of gambling premises within a one-mile radius. Introducing another venue is likely to increase late-night activity and could exacerbate existing crime and disorder issues.

This page is intentionally left blank

28-04-26

I'm concerned about yet another gaming shop opening on our high road, this would increase unsocial behaviour. I object to this as a mother and a local doctor

This page is intentionally left blank

29-04-26

Children and other vulnerable people need to be protected from being harmed or exploited by gambling. There is a high level of footfall from minors in this location. A gambling establishment in this location will be situated too close to local schools and foodbanks. There are already too many gambling establishments in a very small area of Willesden. There is already an increase in shoplifting, robbing people in the streets and other anti social behaviour related to late night gambling in the area. It is also not clear what is being done to ensure that gambling in these establishments is being conducted in a fair and open way.

This page is intentionally left blank

29-04-26

I strongly object to the proposal for an additional gambling premises in this area. There is already a high concentration of such establishments locally, and their presence is contributing to growing social concerns. In particular, there has been a noticeable increase in issues linked to gambling and substance misuse. The continued expansion of these venues risks exacerbating these problems and further impacting the wellbeing of residents. As a young family living in the area, we are increasingly concerned about the direction in which the community is heading. Many local families share these concerns and are already considering relocating elsewhere. Approving further gambling premises risks accelerating this trend and undermining the stability and character of the neighbourhood. I urge you to take these concerns seriously and reject this proposal in the interest of the community's long-term wellbeing.

This page is intentionally left blank

**From:**

**Sent:** 28 April 2026 22:25

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** RE: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Dear Business Licensing Team,

I write to make a formal representation objecting to the application for a premises licence in respect of Arcadia Casino, 1 Walm Lane, NW2 5SN.

This representation is made on the basis that the granting of the licence would be contrary to the licensing objectives set out in the Gambling Act 2005.

1. Prevention of Crime and Disorder

It is submitted that the proposed premises are likely to give rise to an increased risk of crime and disorder. The Walm Lane area is already affected by drug-related activity and anti-social behaviour, and there are ongoing concerns regarding the adequacy of local policing resources. The introduction of a casino, being a high-cash and late-night operation, presents an elevated risk of associated criminal activity, including money laundering, exploitation, and acquisitive crime.

It is also relevant that there are already a number of gambling premises operating within the local area. The cumulative effect of clustering such venues increases the risk of associated criminal activity and disorder, particularly in a locality already experiencing drug-related issues and limited policing capacity. In the absence of clear and robust mitigating measures, the proposal is likely to exacerbate existing issues and place additional strain on local enforcement.

2. Ensuring Gambling is Conducted in a Fair and Open Way

It is further submitted that the application does not sufficiently demonstrate how the operator will ensure that gambling is conducted in a fair and open manner at this location. In particular, there is a lack of detail regarding the practical implementation of supervision, compliance monitoring, and enforcement mechanisms. Given the local context and existing pressures on regulatory

oversight, there is insufficient assurance that the licensing objective will be upheld.

### 3. Protection of Children and Vulnerable Persons from Harm

Significant concern arises in relation to the protection of children and vulnerable persons. The premises are located within a residential area in close proximity to several schools, resulting in regular exposure of children and young people to a high-intensity gambling environment. This raises a legitimate concern regarding the normalisation of gambling behaviours.

Furthermore, the surrounding area includes individuals who may be considered vulnerable due to factors such as exposure to crime, deprivation, and substance misuse. The introduction of a casino in this context creates a foreseeable risk of increased gambling-related harm, including financial detriment and adverse mental health outcomes.

The presence of existing gambling premises in the area further heightens concern regarding cumulative exposure. The addition of another high-intensity gambling venue would increase accessibility and normalisation, thereby elevating the risk of gambling-related harm among vulnerable individuals.

In my professional capacity as a Registered Psychologist, I am aware of the established evidence linking access to high-intensity gambling environments with an increased risk of harm among vulnerable individuals. This further reinforces my concern that the proposed premises would adversely impact vulnerable members of the local community.

In considering this application, the licensing authority is also required to have regard to its broader safeguarding responsibilities, including the duty to protect vulnerable residents from harm. It is submitted that granting this licence would be inconsistent with those responsibilities in the context of this location.

For the reasons set out above, it is respectfully submitted that the application is inconsistent with the licensing objectives. Accordingly, I request that the licensing authority refuse the application.

29-04-26

I oppose because there are already too many in the local area. Many vulnerable and young people are constantly passing this spot and may well be sucked in. Places like this also cause anti social behaviour. The area is known for already having a high problem with addiction. There are many reports to support this. There are many people passing as this is a route to the local tube station with restricted access due to barriers to the road. This tight space will be a bottle neck of people with alcoholic problems and anti social behaviour which will be hard to avoid as they often congregate around the entrances to these establishments.

This page is intentionally left blank

29-04-26

Formal Objection: Premises Licence Application – 1 Walm Lane, NW2 5SN Application No: 37891 To: The Licensing Committee, Brent Council I am writing to formally object to the application for an Adult Gaming Centre (AGC) at 1 Walm Lane (the former Lloyds Bank). As a local resident at Electric House, I believe this application directly undermines the licensing objectives of the Gambling Act 2005, specifically regarding the prevention of crime and the protection of vulnerable persons.

1. Exploitation of Local Deprivation The location of this proposed premises is dangerously close to the Helping Hands Food Bank, which operates only 100 yards away. This presents a clear conflict: while one organization works to alleviate the severe financial strain in Willesden Green (where 60.4% of households are deprived), this applicant seeks to profit from it. Positioning a gambling venue within sight of a food bank is predatory and fails to protect the most vulnerable members of our community from gambling-related harm.
2. Impact on Community Safety and Crime With a local safety score of only 8 out of 100 and anti-social behavior (ASB) already making up 28% of local crime, the introduction of another high-footfall gambling venue—likely operating into the late hours—will exacerbate existing disorder. We do not need further "magnets" for ASB on a corner that is a major transit point for residents and commuters.
3. Unacceptable Saturation The high street is at a tipping point. With Royal Casino Slots and MERKUR Slots already in the immediate vicinity, granting this license would create a "gambling cluster." This does not contribute to the diversity of our high street; it degrades it. Replacing essential banking infrastructure with a third gaming center serves no community need and only increases the exposure of children—who pass this corner daily for school—to the normalization of gambling. I urge the Committee to prioritize the long-term health and safety of Willesden Green's residents over the commercial interests of Arcadia Casino Limited and refuse this application.

This page is intentionally left blank

**From:**

**Sent:** 29 April 2026 12:17

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Formal Objection: Premises Licence Application - 37891 – 1 Walm Lane, NW2 5SN

**Formal Objection: Premises Licence Application – 1 Walm Lane, NW2 5SN**

**Application No: 37891**

**To: The Licensing Committee, Brent Council**

I am writing to formally object to the application for an Adult Gaming Centre (AGC) at 1 Walm Lane (the former Lloyds Bank). As a local resident at Electric House, I believe this application directly undermines the licensing objectives of the **Gambling Act 2005**, specifically regarding the prevention of crime and the protection of vulnerable persons.

### **1. Exploitation of Local Deprivation**

The location of this proposed premises is dangerously close to the **Helping Hands Food Bank**, which operates only 100 yards away. This presents a clear conflict: while one organization works to alleviate the severe financial strain in Willesden Green (where 60.4% of households are deprived), this applicant seeks to profit from it. Positioning a gambling venue within sight of a food bank is predatory and fails to protect the most vulnerable members of our community from gambling-related harm.

### **2. Impact on Community Safety and Crime**

With a local safety score of only **8 out of 100** and anti-social behavior (ASB) already making up 28% of local crime, the introduction of another high-footfall gambling venue—likely operating into the late hours—will exacerbate existing disorder. We do not need further "magnets" for ASB on a corner that is a major transit point for residents and commuters.

### **3. Unacceptable Saturation**

The high street is at a tipping point. With **Royal Casino Slots** and **MERKUR Slots** already in the immediate vicinity, granting this license would create a "gambling cluster." This does not contribute to the diversity of our high street; it degrades it. Replacing essential banking infrastructure with a third gaming center serves no community need and only increases the exposure of children—who pass this corner daily for school—to the normalization of gambling.

I urge the Committee to prioritize the long-term health and safety of Willesden Green's residents over the commercial interests of Arcadia Casino Limited and refuse this application.

**From:**

**Sent:** 29 April 2026 12:36

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Formal Objection: Premises Licence Application – 1 Walm Lane, NW2 5SN  
Application No: 37891

To: The Licensing Committee, Brent Council

I am writing to formally object to the application for an Adult Gaming Centre (AGC) at 1 Walm Lane (the former Lloyds Bank). As a local resident at Electric House, I believe this application directly undermines the licensing objectives of the Gambling Act 2005, specifically regarding the prevention of crime and the protection of vulnerable persons

### 1. Exploitation of Local Deprivation

The location of this proposed premises is dangerously close to the Helping Hands Food Bank, which operates only 100 yards away. This presents a clear conflict: while one organization works to alleviate the severe financial strain in Willesden Green (where 60.4% of households are deprived), this applicant seeks to profit from it. Positioning a gambling venue within sight of a food bank is predatory and fails to protect the most vulnerable members of our community from gambling-related harm.

### 2. Impact on Community Safety and Crime

With a local safety score of only 8 out of 100 and anti-social behavior (ASB) already making up 28% of local crime, the introduction of another high-footfall gambling venue—likely operating into the late hours—will exacerbate existing disorder. We do not need further "magnets" for ASB on a corner that is a major transit point for residents and commuters.

### 3. Unacceptable Saturation

The high street is at a tipping point. With Royal Casino Slots and MERKUR Slots already in the immediate vicinity, granting this license would create a "gambling cluster." This does not contribute to the diversity of our high street; it degrades it. Replacing essential banking infrastructure with a third gaming center serves no community need and only increases the exposure of children—who pass this corner daily for school—to the normalization of gambling.

I urge the Committee to prioritize the long-term health and safety of Willesden Green's residents over the commercial interests of Arcadia Casino Limited and refuse this application.

29-04-2026

We do not need another gambling facility in the area. We are already struggling with a cost of living crisis, high unemployment rates and increased anti social behaviour. This facility will not improve things.

This page is intentionally left blank

29-04-2026

I am objecting on the grounds set out in the Licensing Objectives of the Gambling Act 2005. I believe strongly in the importance of: Protecting children and other vulnerable persons from being harmed or exploited by gambling: Reference the proximity to local schools, foodbanks and the high footfall of minors at this junction. Preventing gambling from being a source of crime or disorder: Highlight concerns regarding anti-social behaviour often associated with late-night high-street gambling hubs including shoplifting. Ensuring that gambling is conducted in a fair and open way: (Usually less applicable for residents, but can be used to question the operator's transparency). Gambling is harmful, particularly to vulnerable people who are vulnerable to addiction, and can have extremely detrimental impact on their lives, safety and to the lives of those around them, particularly in the cases of children of addicts.

This page is intentionally left blank

29-04-2026

Dear Licensing Committee, As a local resident who lives less than 10 minutes walk from, I am writing to formally object to the Adult Gaming Centre premises licence application submitted by Arcadia Casino Limited for 1 Walm Lane. My objection is grounded strictly in the Licensing Objectives of the Gambling Act 2005, specifically the protection of children and vulnerable persons, and the prevention of crime and disorder. The applicant's own Local Area Risk Assessment (LARA) clearly highlights that Willesden Green is entirely unsuitable for a new gambling venue.

1. Protecting Children and Other Vulnerable Persons from Being Harmed or Exploited by Gambling The proposed location is heavily surrounded by environments catering to children, students, and deeply vulnerable adults. According to the applicant's LARA: -There are multiple educational facilities in the immediate vicinity, including the London Science College Ltd, which is just 0.1 miles away. -The area is home to highly vulnerable individuals who are susceptible to gambling harm. Services located exceptionally close to the proposed site include Sallys Counselling (0.1 miles), the UCKG HelpCentre (0.1 miles), and the Depaul UK Willesden Hostel for the homeless (0.2 miles). -Local foodbanks such as Mutual Aid Food Willesden are only 0.5 miles away. -The neighborhood experiences higher household deprivation than the England average. Placing a high-street gambling hub in a deprived area, mere steps away from a homeless hostel, foodbanks, and youth education centers, severely undermines the objective to protect vulnerable persons from gambling-related exploitation and harm.

2. Preventing Gambling from Being a Source of Crime or Disorder The applicant's own risk assessment paints a startling picture of the existing crime levels in our community, which will likely be exacerbated by a new Adult Gaming Centre. -Willessden Green is already classified as a "High Crime" area with a safety score of just 8 out of 100. -There have been 9,575 crimes committed in Willessden Green in just 12 months. -Anti-Social Behaviour (ASB) is the most common crime in the area, accounting for 27.8% of all reported crimes with 2,662 incidents. -The applicant themselves have assessed the risk of "Anti-social behaviour outside the premises" as a "Medium" risk. Brent already has borough-wide restrictions in place to tackle the consumption of alcohol in public, illegal drug use, and public health nuisances. Introducing a late-night gambling venue into a high-street location that already suffers from over 2,600 incidents of ASB a year runs directly counter to the objective of preventing crime and disorder. The operator's proposed mitigation of using a "mag-lock" during escalating incidents only pushes the disorder back onto our public streets, leaving residents to deal with the fallout. The data provided in the applicant's own LARA proves that 1 Walm Lane is an inappropriate location for an Adult Gaming Centre. Approving this application would directly threaten the Licensing Objectives by exposing high concentrations of students, homeless individuals, and deprived households to gambling harms, while simultaneously adding an attractive hub for anti-

social behavior in an area already struggling with high crime rates. I urge the licensing committee to reject this application.

29-04-2026

To the Licensing Authority, Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005. I am a local Willesden resident and I'm directly affected by this application. My objections are as follows: 1. Protecting vulnerable persons from being harmed or exploited by gambling. Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises. As NW2 has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm and this poses a serious and demonstrable risk to members of the community. Preventing gambling from being a source of crime or disorder Willesden Green has a significant crime problem, with anti-social behaviour being the largest category, accounting for 2,683 incidents - 28% of all crime. A further 2,468 violent crimes were recorded in the same period. Beyond the stats, Willesden increasingly feels unsafe, with a rising number of people visibly taking drugs in public at all times of day. Adding further gambling premises to an area with this profile seems likely to make things worse. I request the committee refuses this application. In an area of high deprivation, serious crime and a vulnerable population with multiple existing gambling venues I can only see this causing more harm.

This page is intentionally left blank

29-04-2026

Both residents of this property object to this licence on several grounds: 1. It puts children and other vulnerable people at risk of harm or exploitation from gambling. For example, it is close to schools, foodbanks and right next to the tube which has a high footfall. There are often homeless and other vulnerable people there, sheltering also. 2. It increases the risk of ASB, which often occurs where there are late-night gambling facilities. It puts local shopkeepers and staff at risk from shoplifting, also, as other similar facilities have shown. 3. It pushes things in the opposite direction to Brent Council's welcome efforts to reduce noise and loitering at the tube station. 4. The operator may have provided insufficient evidence that the gambling will be conducted in a fair and open manner. What safeguards are in place for transparency, and are they sufficient?

This page is intentionally left blank

30-04-2026

I am a compulsive gambler and the misery these places cause to ordinary vulnerable people -

This page is intentionally left blank

30-04-2026

Brent has a very large number of betting and gambling venues, greater density than many parts of the uk. These businesses exacerbate problem gambling and add nothing to the quality of life to the local population. I strongly object to yet another Gambling venue.

This page is intentionally left blank

**From:**

**Sent:** 30 April 2026 16:43

**To:** Business Licence <business.licence@brent.gov.uk>

I wish to raise critical concerns regarding its substantive content and the applicant's failure to accurately assess local risks. Furthermore, I am submitting evidence from other Local Authorities which demonstrates a clear and successful legal path for refusing such applications.

#### 1. Inadequate Local Risk Assessment

The Risk Assessment report provided by Arcadia Casino Ltd remains fundamentally flawed. It contains an incomplete list of local primary schools and early-years providers in the immediate vicinity of 1 Walm Lane. For a licence under the Gambling Act 2005, the applicant has a statutory duty to demonstrate how they will protect children and vulnerable persons from being harmed or exploited by gambling. By failing to even identify the correct proximity of local educational institutions, the applicant has failed to meet the basic threshold of a competent risk assessment.

#### 2. The Sheffield Precedent: Comprehensive Evidence

I have been in correspondence with the licensing team at Sheffield City Council regarding their successful challenges to Adult Gaming Centres (AGCs). Sheffield has led the way in demonstrating how Local Authorities can robustly defend their high streets against gambling proliferation.

Please find attached a comprehensive PowerPoint presentation and detailed briefing provided to me by the Sheffield Licensing Team. They are rightfully proud of their work in protecting their communities and have encouraged other authorities to adopt their evidence-led approach. I trust this data will be of significant value to the Brent Licensing Committee in assessing the socio-economic impacts of AGCs.

#### 3. The Spelthorne Refusal: Same Applicant, Same Outcome

I would also like to bring to your attention a recent development in Spelthorne, Surrey. I have held an email exchange with their licensing department, which confirms that an Adult Gaming Centre application brought by Golden Slots (Southern) Ltd was recently refused.

Notably, the applicant chose not to pursue an appeal against that refusal. This confirms that when an authority conducts a rigorous assessment of local harm, the "Aim to Permit" is not an absolute requirement, and refusals are both legally sustainable and defensible.

#### 4. Duty to the Local Community

The cumulative impact of high-stakes gaming machines in an area already facing significant deprivation cannot be ignored. I urge the Licensing Authority to scrutinise this application with the same level of rigour demonstrated by Sheffield and Spelthorne.

I look forward to these points, and the attached evidence, being included in the full report for the Licensing Committee.

# OBJECTION LETTER

**To:** Licensing Authority, London Borough of Brent

**Re:** Premises Licence Application – Arcadia Casino Ltd, 1 Walm Lane, NW2 5SN (Adult Gaming Centre)

**Date:** April 2026

I write to formally object to this application for a new Adult Gaming Centre (AGC) at 1 Walm Lane. My objection is grounded in the three licensing objectives set out in the Gambling Act 2005.

Before addressing each licensing objective, I draw the Sub-Committee's attention to a recent landmark judgment that directly bears on how this application should be determined, and the legal framework within which the Sub-Committee is entitled to act.

## **PRIMARY SUBMISSION: THE SHEFFIELD PRECEDENT AND BRENT'S POWER TO REFUSE**

### **Royal Amusements v Sheffield City Council [2025] – Appeal Dismissed**

On 24 February 2025, District Judge Spruce sitting in Sheffield Magistrates' Court dismissed an appeal by Royal Amusements against Sheffield City Council's refusal to grant a premises licence for an Adult Gaming Centre at 9 Fargate, Sheffield (Case No. 142300413590). The District Judge found he was "*completely satisfied that the Licensing Sub-Committee approached its decision in a way which is entirely consistent with the established law and guidance*" [109].

This judgment is of direct relevance to the present application. It establishes, with detailed judicial reasoning, that: (a) the "Aim to Permit" in section 153 of the Gambling Act 2005 does not compel a licensing authority to grant a licence; (b) a licensing authority is not merely entitled but *statutorily directed* to assess locality-specific risks when determining whether a grant is reasonably consistent with the licensing objectives; and (c) where those locality-specific risks cannot be addressed by conditions on the licence, refusal is the lawful and proper outcome.

I respectfully submit that the Sub-Committee should apply the Sheffield approach to this application. The parallels between the Sheffield Fargate locality and the Walm Lane locality are striking, and in several material respects, Brent's evidence base is stronger.

## **“Aim to Permit” Is Not “Aim to Guarantee”**

The Appellant in Sheffield argued that the permissive regime of section 153 effectively required the grant of a licence, and that any concerns could be managed through conditions. The District Judge rejected this argument in clear terms:

*"The permissive approach articulated in Section 153 Gambling Act 2005 is manifestly subject to those matters set out in s.153(1)(a)–(d), the relevant codes, guidance and local authority statement of principles, when attempting to assess whether a grant of a premises licence is reasonably consistent with the licensing objectives. All of those policy and guidance documents draw attention to the need for local authorities to identify, set out and manage local issues priorities and concerns. It begs the question; What is the purpose of local area risk assessments if they are to be discounted and dismissed under the weight of the permissive regime?"*

— District Judge Spruce, [88]

The judge further noted at [85] that even the Government’s own White Paper (*High Stakes: Gambling Reform for the Digital Age*) makes clear that the “aim to permit” requirement “does not prevent the refusal of licences to minimise risk.” The permissive regime, the judge concluded, “stops short of being mandatory” [85].

## **The Licensing Authority Is the Proper Guardian of Local Harm**

The Sheffield judgment addressed the operator’s argument that the licensing authority had overstepped its jurisdiction. The District Judge’s response was emphatic:

*"When the Appellant complains that the Local Authority did not have the latitude to make the decision that it did; and further, that the Local Authority cannot be the sole arbiter of managing harm, I am forced to ask the question, ‘Who else is to be the guardian of it?’ Who else is to be the safeguarder of potential and prospective harms, if it is not the local authority?"*

— District Judge Spruce, [91]

This Sub-Committee is not merely permitted to consider the locality-specific risks associated with granting this licence. It is the body best placed to do so, and is directed by the Gambling Commission’s Guidance to Licensing Authorities (“GLA”) to take the lead on local regulation of gambling (GLA 1.7).

## **No Conditions Can Address Harms Beyond the Premises**

The most significant finding in the Sheffield judgment is the District Judge's conclusion that conditions on a premises licence are inherently incapable of addressing the wider gambling harms that arise from locating an AGC in a sensitive area. Sheffield City Council argued that "there are no conditions which can regulate the gambling harms which extend beyond the premises" [51]. The judge accepted this:

*"It is an unchallengeable position that there are no conditions which I could place upon a premises licence which might address these types of gambling harms. They are unknown and invisible harms; unidentifiable in advance of them occurring. Whilst I recognise that the proposed package of conditions go beyond what might ordinarily be expected for these types of premises, they only address what can be seen and what might occur largely on the premises. They ... are insufficient and incapable of addressing the protection of children and other vulnerable persons from being harmed or exploited by gambling, when applied to the wider definition of gambling harms and vulnerabilities contemplated by the legislative framework."*

— District Judge Spruce, [106]

This finding is directly applicable to the Walm Lane application. However robust the applicant's proposed conditions may be, they can only regulate activity inside the premises. They cannot prevent the normalisation of gambling for children passing the venue daily on their way to nursery and school (Hapoy Stars, Convent of Jesus and Mary and St Mary Magdalene's). They cannot reduce the accessibility of gambling for residents in financial crisis collecting emergency food parcels at the Brent Foodbank 0.2 miles away. They cannot address the invisible harms of addiction, debt, family breakdown and suicide that proliferate beyond the premises door.

### **Brent's Evidence Base Is at Least as Strong as Sheffield's**

Sheffield's case rested substantially on the oral testimony of its Director of Public Health, Greg Fell, supported by national research data. Brent has an even stronger foundation: a **completed Joint Strategic Needs Assessment on Gambling (2024)** that provides borough-specific, ward-level data of a kind that Sheffield did not possess at the time of its hearing. The JSNA establishes:

**6.2% of Brent residents** are categorised as problem gamblers – more than **double the national average** of 2.9%.

Gambling-related harm costs Brent an estimated **£14.3 million per year**.

Brent has **81+ licensed gambling premises** – one of the highest concentrations in London, making gambling facilities more accessible than banks, supermarkets, or schools.

There are already **more than ten gambling venues within a one-mile stretch** of Willesden, where the proposed site is located.

The JSNA confirms that individuals gamble out of financial desperation, that the cost-of-living crisis has exacerbated this, and that young people are **three times more likely** to exhibit problem gambling habits. Ethnic minorities experience “*disproportionately higher rates of harm*” – significant in Brent, where 85% of the population are from ethnic minority groups (2021 Census data).

In Sheffield, the District Judge found that the Director of Public Health’s evidence “*clearly establishes a link between gambling harms and the greater proliferation of those harms when gambling premises were located in sensitive locations and areas of risk*” [103]. Brent’s JSNA provides this link at borough-wide scale, with granular ward-level data, making the evidence case for refusal significantly more robust than the one Sheffield successfully advanced.

### **The Applicant’s Risk Assessment Must Be Scrutinised**

In Sheffield, the operator’s case collapsed in part because the applicant’s local area risk assessments were inadequate. The owner admitted he had never walked around the area, could not name any local vulnerabilities, and had only read his own risk assessments on the day of the hearing. His licensing consultant’s LARA was revised three times before it acknowledged the area’s sensitivities. The District Judge placed the **burden on the applicant** to demonstrate that the proposed site was not a location of unique vulnerability:

*“If the Appellant takes issue with the suggestion that 9 Fargate, Sheffield, is not a location of unique character, or that the location is indistinguishable from Royal Amusements’ other operations, then it is, in my view, for the Appellant to demonstrate that position on the balance of probabilities.”*

— District Judge Spruce, [80(c)]

I note that the applicant’s LARA for the Walm Lane premises describes Willesden Green as undergoing “gentrification.” This characterisation is inconsistent with the deprivation data set out above and in the Brent JSNA, and echoes exactly the type of inadequate locality assessment that the Sheffield judge found fatal to the operator’s case. The Sub-Committee should interrogate whether Arcadia Casino Limited has genuinely engaged

with the specific vulnerabilities of this locality, or whether it has applied a standardised template that fails to reflect local reality.

## **Recommendation to the Sub-Committee**

I respectfully urge the Sub-Committee to follow the approach upheld in *Royal Amusements v Sheffield City Council* and:

- (a) Request that Brent's Director of Public Health provide a formal representation to this application, drawing upon the JSNA on Gambling (2024) and locality-specific vulnerability data for the Walm Lane area, in the same manner as Sheffield's Director of Public Health did;
- (b) Consider the full scope of gambling harms contemplated by the third licensing objective, including invisible and intangible harms to children and vulnerable persons that cannot be addressed by conditions on the premises;
- (c) Scrutinise the adequacy of the applicant's Local Area Risk Assessment against the actual deprivation, vulnerability, and sensitive-location profile of the Walm Lane area;
- (d) Conclude, as the Sheffield Sub-Committee and District Judge both concluded, that where the locality-specific risks to children and vulnerable persons are of a nature that no conditions could adequately address, **refusal is the lawful and proper outcome under section 153 of the Gambling Act 2005.**

## **SUPPORTING EVIDENCE BY LICENSING OBJECTIVE**

### **1. Protecting Children and Other Vulnerable Persons from Being Harmed or Exploited by Gambling**

#### **Child Poverty and Deprivation**

Brent is one of only five London boroughs where the child poverty rate exceeds 40% ([Save the Children / DWP, March 2026](#)). The proposed AGC would sit in the heart of a community where a disproportionate number of children already live in hardship. Research consistently shows that AGCs cluster in the most deprived neighbourhoods: an estimated half of all UK adult gaming centres are located in the most disadvantaged areas.

#### **Intergenerational Addiction**

Gambling disorder has a strong intergenerational dimension. Family history accounts for approximately 50% of the risk of developing a gambling disorder ([source](#)), through a

combination of genetic predisposition and social-learning factors. Introducing a further gambling premises into a high-deprivation area increases the environmental exposure of children growing up in households already at elevated risk.

### **Proximity to Vulnerable Groups**

The site is approximately 0.2 miles from Willesden Green station and in close proximity to hostels serving vulnerable populations (e.g. Depaul UK Willesden Hostel) and the Brent Foodbank warehouse at 100 High Road, where residents in financial crisis collect emergency food parcels. Trussell food banks distributed 2.9 million emergency parcels across the UK in 2024/25, of which over one million were provided for children (Trussell, May 2025). Placing high-frequency gaming machines on the direct route between a transport hub and a foodbank in an already deprived area is inherently predatory.

In the Sheffield judgment, the District Judge placed particular weight on the proximity of the proposed AGC to sensitive locations including homeless shelters, substance misuse treatment services, mental health services, and student accommodation. The judge found that the *“footfall of vulnerable people within the specific location”* was a critical factor [63]. The Walm Lane site presents an analogous, and arguably more acute, vulnerability profile.

### **Cost-of-Living Context Amplifies Vulnerability**

Brent residents are under acute financial pressure. The application relies upon 2021 census data which, given the cost in crisis experienced by those Living in branch in recent years, is not indicative of the life Brent residents currently live. Rents in the borough have risen approximately 27% over the past three years, with housing costs consuming over 53% of average income. The IGD (Institute of Grocery Distribution) has warned that UK food inflation could reach over 8% by mid-2026 under adverse geopolitical scenarios, on top of food prices already 38% above pre-Covid levels. Brent Council has approved a 4.99% Council Tax increase for 2026/27. In this context, any household income diverted into high-frequency gambling machines directly compromises the welfare of children and dependants.

### **Problem Gambling Prevalence**

The Gambling Commission’s Gambling Survey for Great Britain ([GSSGB](#), October 2025) reports that 2.7% of adults scored 8+ on the Problem Gambling Severity Index, equating to an estimated 1.4 million adults in Great Britain. Prevalence is higher in more deprived areas. Brent’s own JSNA records a 6.2% problem gambling rate, more than double the national average. In a cost-of-living crisis, a parent or carer experiencing gambling disorder directly compromises children’s access to food, heating, and other essentials.

## **Applicant's LARA Is Inadequate**

The applicant's Local Area Risk Assessment describes Willesden Green as undergoing "*gentrification*." This characterisation is inconsistent with the deprivation data set out above and suggests the applicant has not adequately assessed the risks to children and vulnerable persons in the locality. Furthermore, conclusions in the application are drawn based on 2021 census data which is at this stage out of date and flawed. In Sheffield, the District Judge found that an inadequate LARA was "*undermining of the approach envisaged*" by the legislative framework [80(b)] and treated the operator's failure to engage with locality-specific vulnerabilities as evidence that the application should not be granted.

## **2. Preventing Gambling from Being a Source of Crime or Disorder**

There is a well-documented association between gambling premises and acquisitive crime. Research indicates that 43% of individuals with gambling disorders report engaging in illegal acts such as theft to fund their gambling. As gambling debts accumulate, affected individuals are more likely to resort to shoplifting, aggressive begging, or other low-level offending.

The area around Walm Lane already experiences elevated crime, with a significant proportion of recorded incidents involving anti-social behaviour. Permitting a 24-hour gambling premises in this environment is likely to compound existing disorder. UK shoplifting offences have been rising year-on-year and are widely acknowledged to be at crisis levels, with poverty and addiction identified as key drivers.

The Sheffield judgment is again instructive. South Yorkshire Police initially objected to the Fargate AGC, citing the area as "one of our main hotspot areas" for violence and crime and linking "these types of premises" to crime [14]. Although the police subsequently withdrew their objection after agreeing conditions, the District Judge found this withdrawal unpersuasive: "*The withdrawal of the SYP objection does not necessarily mean that every aspect of the original concern is addressed, when one looks at the overall evidential picture*" [16]. The Sub-Committee should not treat the absence of a police objection as determinative if the wider evidence points to locality-specific crime and disorder risks.

## **3. Public Health: Gambling-Related Suicide and Addictive Product Design**

The Office for Health Improvement and Disparities (OHID) estimates that between 117 and 496 suicides per year in England are associated with problem gambling. Research by the University of Bristol (published in *Addiction*, 2025) found that problem gambling is associated with a fourfold increase in suicide risk among young adults over a four-year period.

The high-event-frequency machines found in AGCs are specifically designed to sustain play, leading to rapid financial loss and psychological distress. Unlike traditional forms of betting, these products have among the highest associations with harmful gambling outcomes (Bournemouth University, 2025). Those in the lowest income groups are most likely to experience gambling-related harm yet are least able to absorb the financial consequences. Introducing a 24-hour facility offering such products into a high-deprivation area directly conflicts with the licensing objectives.

The Sheffield District Judge accepted that public health falls within the scope of the third licensing objective (“protecting children and other vulnerable persons from being harmed or exploited by gambling”), relying in part on *R (on the application of Porky Pint Ltd) v Stockton-on-Tees Borough Council [2013]* which established the overlap between public health and the licensing objectives [94]. This Sub-Committee is entitled to give weight to public health evidence, including the Brent JSNA, in determining this application.

#### **4. Corporate Transparency**

##### **Dormant Company Status**

Companies House records show that Arcadia Casino Limited (Company No. 12551756) has filed dormant company accounts every year since its incorporation in April 2020, including its most recent filing in January 2026. It is unusual for an applicant to seek a significant premises licence through a corporate vehicle that declares no assets or trading activity.

##### **Connected Entities**

Arcadia Casino Limited shares a registered address and directorship with Golden Slots (Southern) Limited, which already operates an AGC at 169–171 Cricklewood Broadway and other locations. The Committee should consider whether the use of a dormant shell company for this application raises concerns about transparency and accountability.

##### **Track Record**

In October 2025, Spelthorne Borough Council’s Licensing Sub-Committee refused a licence application for an AGC by Golden Slots (Southern) Limited, following 133 objections and over 2,300 petition signatures. That decision was based on risks to children and vulnerable persons and concerns about crime and disorder – the same licensing objectives engaged by this application. Brent should not become a path of least resistance for a business model that has been rejected elsewhere.

## CONCLUSION

For the reasons set out above, granting this licence would be inconsistent with all three licensing objectives under the Gambling Act 2005. The combination of high child poverty, proximity to vulnerable populations and crisis services, an already elevated crime profile, and the addictive nature of AGC products creates an unacceptable risk of harm.

The judgment in *Royal Amusements v Sheffield City Council*[2025] confirms that a licensing authority is not only entitled but expected to reach this conclusion where the evidence supports it. Brent's own Joint Strategic Needs Assessment on Gambling provides that evidence in abundance. The Sub-Committee is the proper guardian of the licensing objectives in this locality. No conditions, however robust, can address the invisible, intangible and far-reaching harms that would flow from placing a 24-hour adult gaming centre in the heart of one of London's most deprived communities.

**I urge the Committee to refuse this application.**

**Signed**

[Redacted signature]

[Redacted signature]

[Redacted signature]

This page is intentionally left blank

**From:**

**Sent:** 30 April 2026 16:44

**To:** Business Licence <business.licence@brent.gov.uk>

**Cc:**

**Subject:** Fwd: Enquiry regarding Golden Slots Decision and Precedents for AGC Licensing

----- Forwarded message -----

From:

Date: Wed, 22 Apr 2026 at 15:46

Subject: Re: Enquiry regarding Golden Slots Decision and Precedents for AGC Licensing

To:

Dear , that's really helpful thank you.

-----  
On Wed, 22 Apr 2026 at 15:45, wrote:

Dear

Thank you for your email. No appeal was submitted in respect of this decision. Sorry I am unable to help you with your other queries. You may wish to seek independent legal advice.

Regards

Legal Services Manager and Deputy Monitoring Officer

Spelthorne Borough Council  
-----

**From:** Legal

**Sent:** 20 April 2026 11:01

**To:**

**Subject:** FW: Enquiry regarding Golden Slots Decision and Precedents for AGC Licensing

Hi

Below email from (Green Party Candidate for Kilburn). Licencing have responded to say Legal can answer the below questions.

Kind Regards

---

**From:**

**Sent:** 20 April 2026 10:20

**To:**

**Cc:**

**Subject:** RE: Enquiry regarding Golden Slots Decision and Precedents for AGC Licensing

Hello

Thanks for your email.

I see you have sent this to our legal team, so I will leave them to reply to you as I cannot answer most of these questions.

Thanks

**Principal Licensing Officer**

**Environmental Health and Licensing**

---

**From:**

**Sent:** 19 April 2026 09:08

**To:** Licensing

**Cc:**

**Subject:** Enquiry regarding Golden Slots Decision and Precedents for AGC Licensing

Dear Spelthorne Licensing and Legal Teams,

I am writing to you as the Green Party candidate for the Kilburn ward in Brent. Having studied your recent refusal of the licensing application for Golden Slots, I would like to commend your committee on their robust approach to protecting community welfare.

We are currently challenging an application for an Adult Gaming Centre (AGC) at [1 Walm Lane](#) in Willesden Green in Brent.

Direct Link to Golden Slots

Our research indicates that the individual behind the [1 Walm Lane](#) application (Arcadia Casino Limited) is Harpreet Chatha, who is the same Director and person with significant control behind Golden Slots Southern Limited. Given this direct connection,

your decision and any subsequent legal proceedings are highly relevant to our local efforts.

As you may be aware, Golden Slots already have a premises in Cricklewood. It feels as though they are targeting our community. They describe Willesden Green as gentrified in their application but this is far from the reality experienced by our residents. Rents have risen in branch by 27% in the past three years, food banks are opening on every street corner and HMOs are on the rise. Our children and vulnerable members of our community are suffering following 20 years of our starchy cuts.

I am reaching out to your legal team specifically regarding the financial and procedural aspects of defending such a refusal, should it be challenged at the Magistrates' Court:

1. Appeals Status: Has the refusal decision been appealed to the Magistrates' Court, and if so, what is the current status of that appeal?
2. Wider Challenges: Are you aware of any other local authorities using your decision as a basis for their own AGC refusals?
3. Cost Recovery: If a refusal decision is appealed to the Magistrates' Court and the Council defends it, is it your experience that the legal costs are recoverable from the licensee/applicant?
4. Cost Estimates: Do you have any internal reports or estimates on the typical costs associated with defending an AGC refusal at the Magistrates' Court? This will help us manage expectations with our own local authority.
5. District Judge Precedents: Are you aware of any other recent cases where a District Judge has explicitly endorsed a Council's right to refuse an AGC based on the vulnerability of the local population?

Thank you for your time and expertise. Your guidance will be instrumental in helping us protect the residents of Brent from predatory developments.

Yours sincerely,

Green Party Candidate for Kilburn

This page is intentionally left blank

**From: Sent:** 30 April 2026 16:44

**To:** Business Licence <business.licence@brent.gov.uk>

**Cc:**

**Subject:** Fwd: Learning from Sheffield: Inquiry regarding Public Health evidence in AGC Licensing Refusals

----- Forwarded message -----

From:

Date: Mon, 20 Apr 2026 at 16:59

Subject: RE: Learning from Sheffield: Inquiry regarding Public Health evidence in AGC Licensing Refusals

To:

Hi and colleagues

Thank you for getting in touch.

Every application and location is different but I have tried my best to respond to your queries. I think Will has sent you our slides on the Royal Amusements case which should be useful but reattached just in case – the related judgement provides case law that can be cited as and when relevant.

The slides contain links to the original objection from Public Health which pre-dates my time in the service but I've attached it for ease – there were also maps of the sensitive locations and areas of risk but the list is possibly more helpful.

Please note this is various colleagues' work, not mine - I got involved at the point of the court case. We do recognise that PH isn't a responsible authority by the way, but that's another story. The only thing we do differently now is make objections through a Licensing Safeguarding Officer and refer very specifically to our local policy and sections within these.

Hope this helps and best of luck.

Kind regards

Health Improvement Principal (Public Mental Health)

Public Health & Integrated Commissioning

Sheffield City Council

---

**From:**

**Sent:** 20 April 2026 10:32

**To:**

**Subject:** Learning from Sheffield: Inquiry regarding Public Health evidence in AGC Licensing Refusals

Dear

I am writing to you as a Green Party candidate in the Kilburn ward of Brent, London.

 recommended I email you.

We have been following the recent legal success of Sheffield City Council in the case of Royal Amusements v Sheffield City Council with great admiration. On behalf of our local team, I want to commend you and your colleagues for your bravery and tenacity in defending that refusal notice—it has provided a beacon of hope for communities across the country.

We are currently facing a very similar challenge. An application has been lodged for an Adult Gaming Centre (AGC) at [1 Walm Lane, Willesden Green](#), a site situated at a sensitive community gateway near schools, nurseries, and local food banks.

Like Sheffield, our community is struggling under the weight of a severe cost-of-living crisis. We have seen rents in this ward increase by 27% in just three years, and our local food banks are seeing record demand. Despite this, the applicant's "Local Area Risk Assessment" paints a picture of a "gentrified" area, relying on 2021 Census data which we believe is now fundamentally obsolete. It fails to account for the rapid inflationary pressures and geopolitical shifts that have occurred between 2021 and 2026, which have disproportionately impacted our residents' financial resilience.

As we prepare our representation for the Licensing Committee, I would be incredibly grateful if you could share any insights on the following:

- Evidence Weighting: How did your team effectively argue that the "cumulative impact" and socio-economic vulnerability of the population should take precedence over the "Aim to Permit" principle in Section 153 of the Act? Our argument – certainly by the time

of the court case – was underpinned by the position that even with (licensing) conditions in place people will be harmed and focused on proposed location of the new AGC and the (substantial) volume of sensitive locations and areas of risk within both the immediate vicinity of the location and in very close proximity to it. There was a stronger focus on vulnerable persons than children but both are important.

- Data Timeliness: Did you encounter, and successfully challenge, the use of outdated census data (like 2021) to mask present-day vulnerability?

We didn't encounter this issue. The original risk assessment from the applicant in the Sheffield AGC was very poor – I get the impression that operators have upped their game with regard to risk assessments since the Sheffield court case.

HOWEVER the proposed location for the AGC in Sheffield is NOT in a deprived area - it is in the fifth decile (decile 5) of the IMD (although Sheffield city centre where the proposed AGC was located is fringed by deprived areas). I think the location you are looking at is more deprived than the one we were dealing with (decile 3 and also income deprivation decile 3) from a quick search. Deprivation wasn't the main thrust of our argument/case; it was the above that mattered most i.e. the volume of sensitive locations and areas of risk and with this that vulnerabilities to gambling harms may not always be visible (which the Gambling Commission themselves state). There may be other things to think about e.g. does the area in which the proposed AGC would be located have a higher than average proportion of young residents (24 and under) or even young male residents? Or perhaps of students? There is particular concern about these groups and vulnerability to gambling harms.

- Defining "Sensitive Locations": Beyond schools, what specific health-related indicators (e.g., proximity to debt advice or mental health services) proved most persuasive to the District Judge in your case? Our Council's Gambling Policy has a list of headings of sensitive locations and areas of risk frequented by children and vulnerable persons (identified in accordance with evidence of potential vulnerability to gambling harms) – we used these and then mapped relevant premises and places (please note some of the mapping work had been done previously). I appreciate that not all policies present/cover this subject in the same way. I've looked at yours and it seems to include the following:

- Bank/Building Societies • Education Establishments • Places of Worship • Betting Shops, Adult Gaming Centres (AGC's) & Bingo premises • Premises Licensed under the Licensing Act 2003 • Pay day/Loan establishments/Pawn shops/Cash convertors • Vulnerable Housing/Emergency accommodation/Supported Housing • Substance Misuse & Drug & Alcohol recovery services • GP's/Surgery • Job Centres

[Statement of Gambling Principles – 2025-2028](#) (p.30)

On a related note, we haven't risk profiled Sheffield LA area in terms of gambling harms i.e. for a Local Area Profile and are not planning to.

Any guidance or shared documentation you could provide would be an immense support to our community as we fight to ensure our high street remains a resource for residents, rather than a source of harm. Be really clear that AGCs SOLELY provide Electronic Gaming Machines. These are one of the gambling products most strongly associated with gambling harms and gambling addiction and deliberately designed to keep people playing.

On a wider note, cite what it says in the Royal Amusement's vs. Sheffield City Council judgement about public health being a legitimate concern under the Gambling Act (see slides and link to judgement).

Thank you for your time and for the vital work you continue to do in Sheffield. I have already emailed your licensing and legal teams a separate special questions.

With best wishes,

Green Party Candidate for Kilburn

**From:**

**Sent:** 01 May 2026 12:23

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Planning Action 37891 Objection

Good afternoon.

I am objecting to the to Planning Application 37891 – Proposed Gambling Premises at 1 Walm Lane, Brent.

To Whom It May Concern,

I am writing to formally object to the proposed planning application for a gambling premises at 1 Walm Lane, Brent.

My objection is based on legal and planning grounds under the Gambling Act 2005 and the Brent Council Local Plan, specifically regarding the licensing objectives and local planning policies.

#### 1. Prevention of Crime and Disorder

The Gambling Act 2005 requires that gambling premises operate in a manner that prevents crime and disorder. The proposed location is in an area with a high incidence of anti-social behavior and street crime. Introducing a gambling premises in this location is likely to exacerbate these problems, placing additional strain on local law enforcement and community safety resources.

#### 2. Protection of Children and Vulnerable Persons

Under the Gambling Act 2005, licensing authorities must consider the protection of children and vulnerable persons from being harmed or exploited by gambling. The proposed premises is within close proximity to schools, youth centres, and community

facilities. This proximity increases the risk that children and vulnerable individuals may be exposed to gambling, contrary to the statutory objectives.

### 3. Local Impact and Saturation

Brent Council's Local Plan encourages responsible retail and commercial development. The concentration of gambling establishments in the proposed area already exceeds what is reasonable, creating a risk of social and economic harm to the local community. Permitting another gambling premises may contribute to social deprivation and exacerbate gambling-related harm.

### 4. Cumulative Effect on Public Health and Wellbeing

Recent evidence highlights the negative impact of gambling on mental health and community wellbeing. Increasing access to gambling in this area could lead to higher rates of problem gambling, debt, and associated social problems, which local planning policies aim to mitigate.

### Conclusion

For the reasons outlined above, I respectfully request that the application for a new gambling premises at 1 Walm Lane be refused. The proposal is inconsistent with both the statutory licensing objectives under the Gambling Act 2005 and Brent Council's planning policies aimed at protecting local communities.

01-05-2026

Formal Objection to Premises Licence Application – 1 Walm Lane (Ref: 37891) To the Brent Licensing Committee, I am writing as a local resident to formally object to the application for a new Adult Gaming Centre at 1 Walm Lane. Living nearby, I am deeply concerned that this proposal directly contradicts the licensing objectives of the Gambling Act 2005.

- 1. Protection of Children and Vulnerable Persons** This junction is a high-traffic route for local families and children. 1 Walm Lane is in immediate proximity to community assets, including the local library and schools. As a resident, I see firsthand the high footfall of minors at this junction. Furthermore, the area is served by local foodbanks; placing a gambling venue here deliberately targets a community already struggling with the cost-of-living crisis, presenting a high risk of harm to vulnerable residents.
- 2. Preventing Gambling from Being a Source of Crime or Disorder** Our local high street already faces challenges with anti-social behavior. Adult gaming centres, especially those with late-night operating hours (requested until after midnight), are known to attract loitering, public nuisance, and street-level disorder. Granting this licence would exacerbate these existing issues and undermine the safety of the residents who live and walk through this area daily.
- 3. Public Nuisance and Transparency** The proposed venue would replace a former bank in the heart of our community-focused area. The likely addition of bright, obscured signage and late-night activity is inconsistent with the character of Walm Lane and would create a significant public nuisance in terms of noise and light pollution for those living in the immediate vicinity. As a member of this community, I urge the committee to prioritise public safety and the protection of the vulnerable by refusing this application.

This page is intentionally left blank

01-05-2026

I just noticed this application and I can't believe the high street is going to have another one of them. We already have several in walm lane and in willesden high street and we do know that these don't bring any good to people and the high streets. These gambling centers actually destroy the high street, bring anti social behaviour and affect mainly already vulnerable people. I strongly feel that the Willesden high street really don't need another one of them.

This page is intentionally left blank

01-05-2026

I object strongly to this application. Brent is not required to treat every lawful gambling use as acceptable in every location; the Council must be satisfied that the proposal is reasonably consistent with the Gambling Act licensing objectives and with Brent's own policy to protect residents from harm, crime, and the overconcentration of potentially harmful uses. Crime and disorder The first licensing objective is to prevent gambling from becoming a source of crime and disorder or being associated with crime and disorder. Brent's own policy recognises that the borough has significant local risks, including crime and ASB patterns that must be taken into account in gambling decisions. Willesden Green has recorded high levels of anti-social behaviour, with recent ward-level data showing ASB as the most common offence and violent crime also rising; nearby Cricklewood and Mapesbury have also seen notable hate-crime spikes and community-safety concerns. In that context, another gambling venue is not a neutral addition to the high street: it is a use that can intensify late-night footfall, loitering, street conflict, and pressure on already stretched enforcement resources. The Council is entitled to give real weight to the cumulative impact of gambling premises, not just the isolated effect of one more unit. Brent itself has publicly recognised the scale of gambling harm in the borough, estimating annual costs of £14.3 million, and has warned that clusters of gambling uses can undermine local communities and high streets. That evidence makes refusal more, not less, justifiable where an area is already experiencing crime, disorder, and visible vulnerability. Children and vulnerability The second licensing objective requires special care for children and other vulnerable people. Brent's policy specifically expects attention to local area profile, including where vulnerable groups and children are likely to be affected, and it highlights the need to choose suitable locations for gambling premises. Walm Lane and the wider Willesden Green area are not an abstract commercial zone; they are a mixed community setting with schools, families, commuters, and young people passing through daily, so the practical exposure of vulnerable people must be considered carefully. Where a gambling venue becomes part of the everyday high-street environment, it normalises an activity that Brent has already identified as carrying a disproportionate local harm burden. Saturation and overconcentration This proposal should also be refused because it adds to the overconcentration of potentially harmful uses on and around the Willesden Green/High Road frontage. Brent's planning policy BE5 is expressly concerned with preventing the overconcentration of adult gaming centres, betting shops, pawnbrokers, takeaways, and shisha cafes in town centres. Even where a proposal is described differently by the applicant, the practical effect on the frontage and the surrounding area matters: one more gambling venue reinforces a cluster that the Council is already trying to manage, not expand. This is especially persuasive in an area where the council has already recorded substantial resident concern and where the local evidence base points to harm, deprivation, and crime

sensitivity. Brent's policy is not simply about whether a use is technically lawful; it is about whether the authority should protect the high street from becoming dominated by uses that contribute little to vitality and much to harm. Public health impact Brent has made clear that gambling harm is a public health issue, not just a trading issue. The borough's own evidence indicates a much higher level of problem gambling than the national average, and the financial and social burden falls on residents, families, and local services rather than on the operator. Approving another gambling venue in this location would run directly against the Council's stated ambition for a healthier Brent and a thriving community-centred high street. The applicant may argue that conditions can manage the harm, but conditions cannot cure the basic problem of location where the cumulative and social impact is the issue. A refusal would be a proportionate response where the Council can reasonably conclude that the proposal is inconsistent with the licensing objectives and contrary to the borough's local policy aims.

Conclusion For all these reasons, the application should be refused. The Council has strong grounds to conclude that another gambling venue at 1 Walm Lane would add to crime and disorder risk, worsen overconcentration, increase exposure to vulnerable people, and undermine Brent's wider public health and community-safety objectives. In a borough that has already acknowledged the scale of gambling harm and the need to protect its high streets, approval would be the wrong decision.

01-05-2026

Serious concerns about: • Anti-social behaviour • The impact on vulnerable people and young families • The growing number of gambling shops on our High Road

This page is intentionally left blank

01-05-2026

I respectfully submit that approval would conflict with the Gambling Act 2005 objective of protecting children and vulnerable persons from being harmed or exploited by gambling. Given local demographics and the existing concentration of gambling premises, the risk of such harm is substantial. Betting shops contribute little to a thriving retail environment. They generate minimal foot traffic compared to other retailers, often keep windows obscured, and do not support the diverse, community-focused high street that regeneration efforts are meant to encourage. Granting this licence would undermine the council's stated objectives for the area.

This page is intentionally left blank

01-05-2026

I object to this licence application. It is very close to infant and junior schools. The pursuit of gambling in their vicinity would have the effect of normalising and promoting gambling in their vicinity, the daily environment of many children. The problem of addiction to gambling is well known and there is a strong evidence base to support the case for distancing the means and source of gambling for groups that are susceptible to its influence. The direction of government policy is away from growth of the gambling industry. It is parallel to the direction of travel away from smoking some 20 years ago. Granting this licence would be running counter to the mainstream current of policy and public opinion.

This page is intentionally left blank

01-05-2026

Given that there have already been one too many gambling shops in vicinity, we definitely don't need another.why would you fuel gambling addictions? We want businesses to thrive and gambling doesn't help the local businesses.This is an area where communities like families both young and old passing, and having another gambling shop in prime spot is reckless. We know its bad influence on society /kids/adolescents and also risks antisocial behaviours (drunks and violence) by the addicts, this affects safety of the neighbourhood. Gambling shop does not help or support the local businesses to thrive but will turn people away and reduce the footfall in that area. Brent please listen to your local community!

This page is intentionally left blank

01-05-2026

I object to the plan to replace the landmark building of the Lloyd's bank branch with a gambling arcade which is located so close to local schools, and is potentially feeding addiction and the misery that accrues from it.

This page is intentionally left blank

02-05-2026

This venue will be on the path for children to go to school - both high school and primary schools. It is therefore a safeguarding risk for children and young people. The area has one of the higher levels of deprivation and addiction - this venue will further fuel addiction and gambling problems. In addition, I have concerns that it will add to litter problems in the vicinity. Last but not least, there is a real risk that due to (further) addiction and criminality that often accompanies gambling, issues, we will see an increase in violence. This will add to real and perceived unsafety and increased policing cost for the council. In the strongest possible way I object to this venue and if it does open, the hours should be as restrictive as possible. Thank you for your consideration.

This page is intentionally left blank

02-05-2026

The granting of this license will add to the antisocial behaviour already noted in the accompanying documents, and cause further upset to local people. A large number of children walk around the area as they proceed to and from local schools, coming from Willesden Green station. Or the bus stops close by. The list of schools has missed out the 2 closest ones, The Convent of Jesus and Mary infant school in Park Avenue, and St Mary Magdalens Junior school, in Linacre Road. The pavement outside this premises is bounded by a barrier, it is right by a busy road junction where many wait to cross the roads. Allowing this license will add to gambling facilities in the area which may lead to more problem gambling and therefore further antisocial behaviour including shoplifting. It is also likely to add temptation to other vulnerable people.

This page is intentionally left blank

02-05-2026

To: Brent Council Planning Committee / Licensing Committee Re: Planning Application 37891 – 1 Walm Lane, Willesden Green I object strongly to this application and urge the Council to refuse it. While the site sits in a town centre location, Brent is not required to treat every lawful gambling use as acceptable in every location; the Council must be satisfied that the proposal is reasonably consistent with the Gambling Act licensing objectives and with Brent's own policy to protect residents from harm, crime, and the overconcentration of potentially harmful uses. Crime and disorder The first licensing objective is to prevent gambling from becoming a source of crime and disorder or being associated with crime and disorder. Brent's own policy recognises that the borough has significant local risks, including crime and ASB patterns that must be taken into account in gambling decisions. Willesden Green has recorded high levels of anti-social behaviour, with recent ward-level data showing ASB as the most common offence and violent crime also rising; nearby Cricklewood and Mapesbury have also seen notable hate-crime spikes and community-safety concerns. In that context, another gambling venue is not a neutral addition to the high street: it is a use that can intensify late-night footfall, loitering, street conflict, and pressure on already stretched enforcement resources. The Council is entitled to give real weight to the cumulative impact of gambling premises, not just the isolated effect of one more unit. Brent itself has publicly recognised the scale of gambling harm in the borough, estimating annual costs of £14.3 million, and has warned that clusters of gambling uses can undermine local communities and high streets. That evidence makes refusal more, not less, justifiable where an area is already experiencing crime, disorder, and visible vulnerability. Children and vulnerability The second licensing objective requires special care for children and other vulnerable people. Brent's policy specifically expects attention to local area profile, including where vulnerable groups and children are likely to be affected, and it highlights the need to choose suitable locations for gambling premises. Walm Lane and the wider Willesden Green area are not an abstract commercial zone; they are a mixed community setting with schools, families, commuters, and young people passing through daily, so the practical exposure of vulnerable people must be considered carefully. Where a gambling venue becomes part of the everyday high-street environment, it normalises an activity that Brent has already identified as carrying a disproportionate local harm burden. Saturation and overconcentration This proposal should also be refused because it adds to the overconcentration of potentially harmful uses on and around the Willesden Green/High Road frontage. Brent's planning policy BE5 is expressly concerned with preventing the overconcentration of adult gaming centres, betting shops, pawnbrokers, takeaways, and shisha cafes in town centres. Even where a proposal is described differently by the applicant, the practical effect on the frontage and the surrounding area matters: one more gambling venue reinforces a cluster that the Council is already trying to manage, not expand. This is especially

persuasive in an area where the council has already recorded substantial resident concern and where the local evidence base points to harm, deprivation, and crime sensitivity. Brent's policy is not simply about whether a use is technically lawful; it is about whether the authority should protect the high street from becoming dominated by uses that contribute little to vitality and much to harm. Public health impact Brent has made clear that gambling harm is a public health issue, not just a trading issue. The borough's own evidence indicates a much higher level of problem gambling than the national average, and the financial and social burden falls on residents, families, and local services rather than on the operator. Approving another gambling venue in this location would run directly against the Council's stated ambition for a healthier Brent and a thriving community-centred high street. The applicant may argue that conditions can manage the harm, but conditions cannot cure the basic problem of location where the cumulative and social impact is the issue. A refusal would be a proportionate response where the Council can reasonably conclude that the proposal is inconsistent with the licensing objectives and contrary to the borough's local policy aims.

**Conclusion** For all these reasons, the application should be refused. The Council has strong grounds to conclude that another gambling venue at 1 Walm Lane would add to crime and disorder risk, worsen overconcentration, increase exposure to vulnerable people, and undermine Brent's wider public health and community-safety objectives. In a borough that has already acknowledged the scale of gambling harm and the need to protect its high streets, approval would be the wrong decision.

04-05-2026

We don't need another gambling shop that preys on the most vulnerable people in the area. It promotes addiction and is nothing more than a hub of sadness, parting the worst off with what little money they have. Strongly reject this proposal and if the council had any morals they would do the same. Unless someone is greasing the wheels, it should not be approved.

This page is intentionally left blank

04-05-2026

As a local member of the Green Party, a teacher, a mother I object to the opening of another adult gaming centre at Walmlane. This is horrible for social misconduct and ruin of many families, contributing to violence and crime as gambling is addictive and destructive to people's lives.

This page is intentionally left blank

On 11 Apr 2026, at 00:44,

> Dear sir / madam

>

> I am objecting to this casino because it is on a very popular stretch of road that many children walk past every day on their way to and from school. The more Brent says yes to these sorts of establishments, and the more of them there are in our communities, then obviously the more normalising it will seem to young people and therefore make gambling seem like a common and acceptable and harmless activity.

>

> The location of this one is particularly bad for children.

This page is intentionally left blank

**From:**

**Sent:** 03 May 2026 11:06

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Re: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

I would like to resubmit my application to the above casino on the basis of the gambling act 2005.

1. Preventing gambling from being a source of crime or disorder.

There is open crime in Willesden Green visible around walm lane both during the day and at night. I have been a resident of the area for over 40 years and no longer feel safe on my own in the streets.

Allowing another of these casinos to open encourages more individuals dealing with drugs near the station to the area.

I am also noting how difficult you are making residents voices to be heard.

This process of resubmitting my rejection requires time and effort, but I am fed up of Brent council making residents go through loopholes when clearly this proposed facility could be argued against for all of the three reasons mentioned in your email.

However if you insist on me having to explain how my rejection is in line with the gambling act 2005 I will continue to do so, as I care about this community. I wish Brent council felt the same way.

This page is intentionally left blank

**From:**

**Sent:** 04 May 2026 20:09

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Arcadia Casino Limited licence rejection

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

I am a resident/local business owner in the Willesden/Kilburn area and am directly affected by this application.

My objections are as follows:

#### 1. UNACCEPTABLE CONCENTRATION OF GAMBLING PREMISES

I draw the licensing authority's attention to the fact that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation.

#### 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that already faces considerable financial pressure. Problem gambling disproportionately

affects lower-income households, and this application risks deepening existing inequalities.

### 3. PATTERN OF PREDATORY PREMISES REPLACING ESSENTIAL SERVICES

This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling establishments. The loss of banking infrastructure is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

### 4. PROXIMITY TO SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP

I would ask the licensing authority to carefully consider the proximity of 1 Walm Lane to local schools, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a busy high street normalises gambling and increases exposure among young people and other vulnerable groups.

For all of the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.

From:

Sent: 04 May 2026 20:15

To: Business Licence <business.licence@brent.gov.uk>

Subject: Arcadio Casino Limited Objection

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

I am a resident/local business owner in the Willesden/Kilburn area and am directly affected by this application.

My objections are as follows:

#### 1. UNACCEPTABLE CONCENTRATION OF GAMBLING PREMISES

I draw the licensing authority's attention to the fact that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation.

#### 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that

already faces considerable financial pressure. Problem gambling disproportionately affects lower-income households, and this application risks deepening existing inequalities.

### 3. PATTERN OF PREDATORY PREMISES REPLACING ESSENTIAL SERVICES

This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling establishments. The loss of banking infrastructure is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

### 4. PROXIMITY TO SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP

I would ask the licensing authority to carefully consider the proximity of 1 Walm Lane to local schools, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a busy high street normalises gambling and increases exposure among young people and other vulnerable groups.

For all of the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.

**APPLICANT: ARCADIA CASINO LIMITED**

**PREMISES: ARCADIA CASINO 1 WALM LANE, LONDON, NW2 5SN**

**APPLICANT'S ADDITIONAL INFORMATION**

**Introduction**

This document has been prepared on behalf of Arcadia Casino Limited in support of their application made under the Gambling Act 2005 ("the Act") for an Adult Gaming Centre (AGC) premises licence for 1 Walm Lane London NW2 5SN.

The application was submitted by email on 2 April 2026 and included:

- Proposed conditions
- a copy of the site plan,
- the applicants policies and procedures and
- a Local Area Risk Assessment.

A revised and updated version of the LARA drafted to include additional information set out in the Brent Statement of Gambling Policy is at **Annex A** to this document

The application form does not require an Operator to include the opening hours and it is a common misconception that it does. The timings table in Part 4 is for Operators requesting alternatives to timings restricted by a Default Condition on a Premises Licence.

There are no objections to the application on grounds of crime and disorder/Anti-social behaviour from the Metropolitan Police.

A representation was received from the Licensing Department; the Applicant was asked to and did agree the following conditions that the Licensing Authority believed would meet the Licensing objectives and reduce impact on the area. These conditions which are broadly in line with conditions voluntarily proposed in the Client's application are set out below:

**CCTV**

1. A comprehensive CCTV system shall be installed and maintained on the premises as required by the Metropolitan Police Licensing Team. CCTV should cover the following:
  - a) All entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions
  - b) The areas of the premises to which the public have access (excluding toilets)
  - c) Gaming machines and the counter area

2. The CCTV shall continue to record activities 24 hour a day for 31 days.
3. CCTV shall be made available for the police viewing at any time with minimum delays when requested.
4. The premises shall display notices near the entrance of the venue stating that CCTV is in operation.
5. A monitor shall be placed inside the premises above the front door showing CCTV images of customers entering and exiting the premises.
6. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading.

#### Children and Young People

7. The Licensee shall maintain a bound and paginated 'Challenge 25 Refusals' register at the premises. The register shall be produced to the police or licensing authority forthwith on request.
8. Prominent signage and notices advertising the Challenge 25 will be displayed showing the operation of such policy.
9. Third party testing on age restricted sales systems purchasing shall take at least twice a year and the results shall be provided to the Licensing Authority upon request.
10. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

#### Entrances and Doors

11. 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 from the ground floor cashier counter by staff.

#### Staffing levels

12. There shall be no pre-planned single staffing at any time.
13. There will be a minimum of 2 staff present at all times when the premises is open.

#### Identification of Offenders or Problem Persons

14. The Licensee shall implement a policy of banning any customers who engage in crime or disorder within or outside the premises.
15. The licensee will refuse entry to customers who appear to be under the influence of alcohol or drugs.

### Alarms

16. The licensee shall install and maintain an intruder alarm on the premises.
17. The premises shall install and maintain a panic button behind the cashiers counter.

### Seating

18. The licensee shall ensure that all seating within the premises are either secured to the floor or are weighted to prevent lifting.

### Toilets

19. The licensee will ensure that customer toilets are checked every hour for evidence of drug taking. Toilet checks are to be documents stating the time and member of staff who made the checks.
20. Toilet doors remain locked and access is permitted by staff members.

### Signage, Promotional Material and Notices

21. Signs to be displayed alerting customers to the following;
  - a) No alcohol
  - b) No smoking
  - c) No persons under 18 Years
  - d) Persons will be prosecuted for causing criminal damage
  - e) Prominent GamCare documentation will be displayed at the premises
22. A clear and unobstructed window display shall be maintained at all times with non-tinted/obscured glass in the entrance door and front windows. Additionally, signage and/or visual obstructions on the entrance door and any of the windows may be allowed to a maximum height of 1.2 metres from ground level with no promotional material shall be displayed on the windows or entrance door.

### Noise Levels

23. Plant, bingo/gaming machines or other equipment shall not be installed unless the cumulative rated noise level from such plant, bingo/gaming machines or other equipment is 10dB (A) below the measured background noise level when measured at the nearest noise sensitive premises so as to prevent the transmission of noise and vibration into neighbouring premises.

### Homeless and Street Drinking

24. 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.

25. The Licensee shall place a notice visible from the exterior of the premises stating that customers drinking alcohol outside the premises is not permitted and those who do so will be banned from the premises.

#### Staff Training

26. The licensee shall:
- a) provide training on the specific local risks to the licensing objectives that have been identified for these premises as part of the staff induction training programme.
  - b) periodically provide refresher training to all of its staff working at these premises on the specific local risks to the licensing objectives.
  - c) Participation in this training shall be formally recorded on each member of staffs training records which, if requested will be presented to the Licensing Authority as soon as practicable.
27. New and seasonal staff must attend induction training and receive refresher training every six months.

#### Recording of Incidents and Visits

28. An incident log shall be kept for the premises and made available on request to an authorised officer of the Council or the Police which will record the following;
- a) All crimes reported to the venue;
  - b) Any complaints received regarding crime and disorder;
  - c) Any incidents of disorder;
  - d) Any faults in the CCTV system; and
  - e) Any visit by a relevant authority or emergency service.
  - f) Details of any person(s) banned from the premises.

Hours Premises is Open to the Public - in addition to the above, the Licensing Authority requested that the hours of any licence granted replicate the hours permitted under Planning permission of the premises. These have been agreed as:

Mondays and Fridays – 08:00hrs to 23:00hrs

Saturdays, Sundays, Bank and Public Holidays – 09:00hrs to 23:00hrs

A representation was received by Public Health **who are not** a Responsible Authority (Guidance to Licensing Authorities para 6.4).

Representations were also received from interested parties who are members of the public and those who represent the public as defined under s158 of the Act.

Many of those representations are made using several different templates (19, 21, 42-45, 52/53, 58/59, 61-80, 93/94, 106-108, 113-115, 119, 127-129, 136 – 139, 144, 171, 179/180, 186, 192, 195/196, 204/205, 221/222) presumably shared around the community.

When considering an application, generally more weight should be given to individually produced, detailed letters rather than form letters or petitions, where it is less clear if each signatory has a genuine, individual concern related to the specific case.

### **The Applicant**

Arcadia Casino Limited is an independently owned business that holds an Operating Licence (ref 57175) granted by the Gambling Commission to operate AGCs. This is its first application for a premises licence, however, its owner, Harpreet Chattha, is also the majority shareholder of Golden Slots (Southern) Limited. Golden Slots is another local business that holds an Operating Licence (ref 43695) licensed to operate AGCs and Bingo Premises. It operates premises in Cricklewood, Northampton, Milton Keynes, Leighton Buzzard and has recently been granted premises in Dunstable and Croydon. It has traded for 10 years without any regulatory or compliance issues or enforcement action being taken.

The Applicant has policies and procedures which promote the Licensing Objectives set out in the Gambling Act 2005. The original versions of these documents were approved by the Gambling Commission when considering its decision to grant the company an Operating Licence and they have been consistently updated as required. A copy of the latest version is at **Annex B** to this document.

The Applicant will conduct a legitimate business, contributing to the local and national economy, paying business rates, and taxes in many forms.

### **The Premises**

The premises were previously a bank and have sat empty since March 2024 when the bank closed. Planning permission has been granted for a change of use to Adult Gaming Centre (Class Sui Generis). There are currently 12 AGCs within the London Borough of Brent, 2 of which are sited in Willesden. However, the planning report found that the total length of frontage length of AGC/pawnshops (including 1 Walm Lane) would sit within the threshold of no more than 3% of the town centre frontage.

The premises opening hours are restricted by a planning condition and the Applicant has agreed to a condition on the premises licence for the following hours:

- Mondays and Fridays – 08:00hrs to 23:00hrs
- Saturdays, Sundays, Bank and Public Holidays – 09:00hrs to 23:00hrs

Adult Gaming Centres are one of the most heavily regulated types of premises in mainland Britain.

Legally the following gaming machines can be made available in AGCs:-

- Category B3 maximum stake £2 maximum prize £500
- Category C – maximum stake £1, maximum prize £100
- Category D – maximum stake 10p maximum prize £5

Within the AGC an operator can offer unlimited category C and D machines but only 20% of the gaming machines can be category B3.

Once ready to trade the business will employ 10 people at the shop and contribute to the local and national economy through rates and taxes.

The premises will be fitted with CCTV and the external cameras that will enhance the security of the immediate area particularly at night with late night surveillance in the area.

### **Industry Background**

Prior to the introduction of the Gambling Act 2005 (The Act), a business simply needed a section 34e Permit issued by a licensing authority under the Gaming Act 1968 to operate an adult only arcade; it cost £250 and was valid for 3 years. There was little in the way of regulation and no talk of socially responsible gambling. The Act introduced a highly regulated regime requiring most businesses offering gambling facilities to hold an Operating Licence. The application process for an Operating Licence is costly; application fees are in excess of £1400 with annual fees in excess of £1500. The application fees for an AGC Premises Licence are capped at £2000 with annual fees capped at £1000.

Contrary to recent media reporting, the Gambling Commission's own data shows a decline in premises licensed under the Act. In 2011 there was a combined total of 12,462 licensed premises, by March 2024 that number had dropped across all sectors to a total of 8,329, with the largest declines seen in Betting and Arcade premises (fig 1).

Whilst there may have been an increase since 2022, this must be taken within the context of Covid when many premises shut and numbers dropped as low as 1,354 before recovering to 1,451, still well below the 2012 high of 2,247.

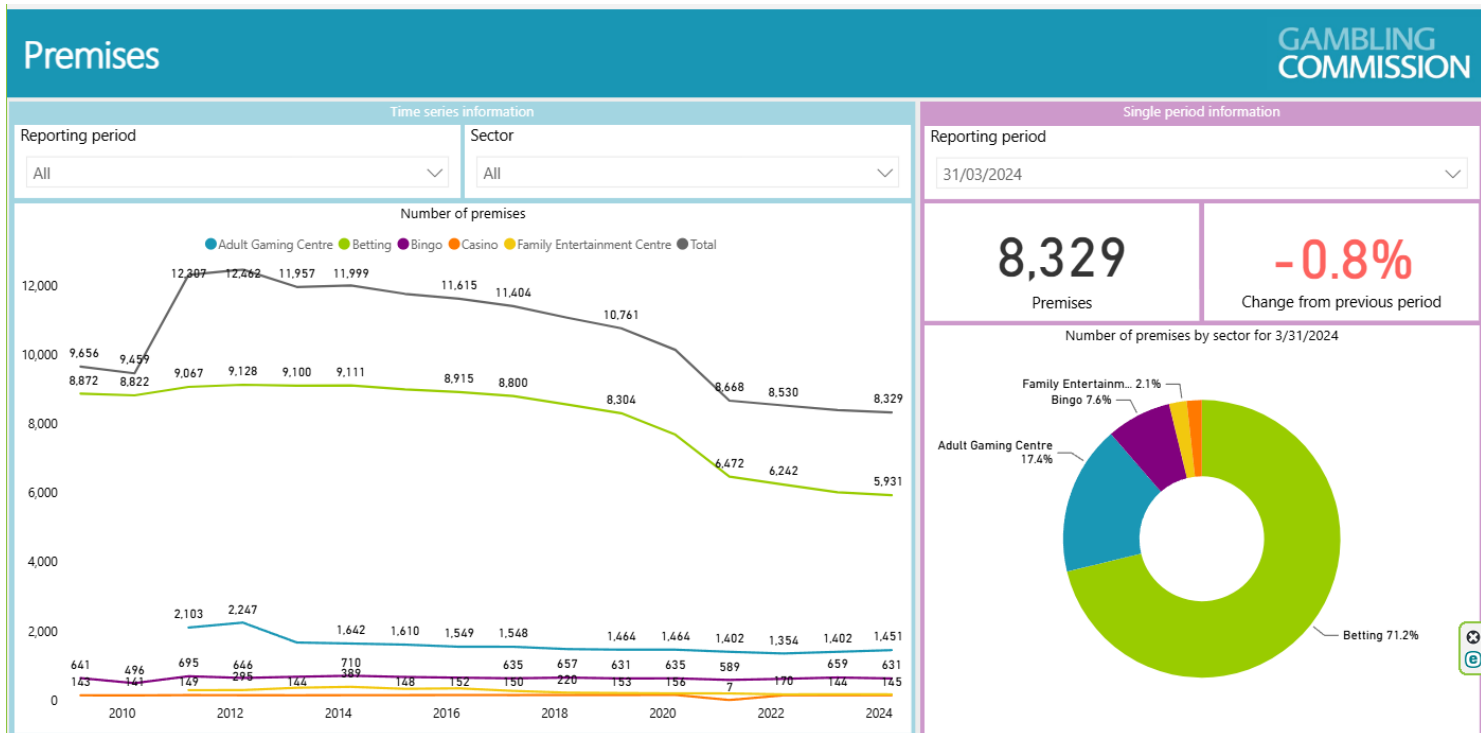


Fig 1 Number of gambling premises. Source: Gambling Industry Statistics April 2008 to March 2024 - Gambling Commission

Furthermore the total Gross Gambling Yield for land based gambling in the year 23/24 (£2490m) is still significantly below the 08/09 figures (£2903). Within the overall context of income derived from various forms of gambling, AGCs are among the lowest income generating sector at 4.2% of the total for the last reporting period (Fig 2)

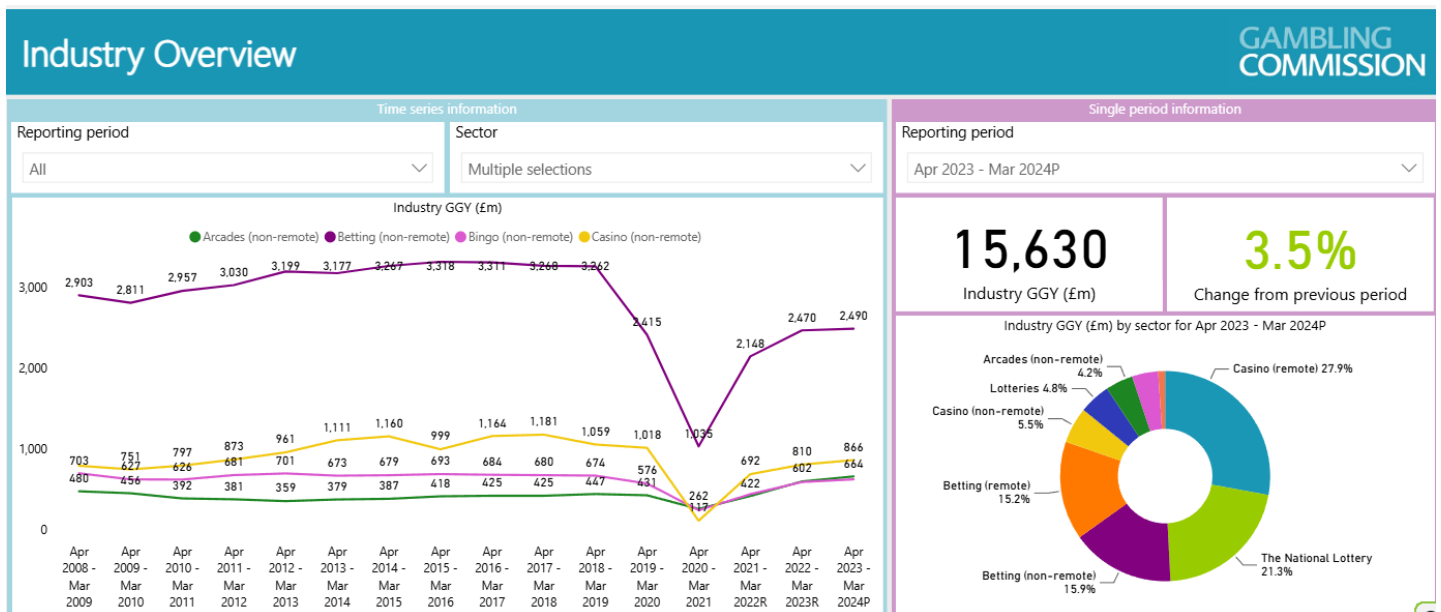


Fig 2 Gross Gambling Yield by premises. Source: Gambling Industry Statistics April 2008 to March 2024 - Gambling Commission

Despite the decrease in premises, gambling creates local employment opportunities (circa 82,000 according to the latest DCMS publication) and provide economic benefits locally through business rates. For the vast majority who take part in visit gambling premises, gambling is their social interaction, their fun and enjoyment, and leisure time. Sometimes their ‘only’ leisure time and human interaction.

The Gambling Commission’s latest data on participation rates (detailed below), sets out how and where people are gambling, highlighting the fact that lottery ticket purchases are by far the most popular gambling activity.

In February 2026 the Gambling Commission published its findings from the [Gambling Survey for Great Britain, for the period 30 June 2025 to 31 October 2025](#), where a nationally representative sample of 4,179 adults aged 18 and over responded to the survey sent to 25,850 addresses (18% response rate).

- Overall participation in any gambling activity has remained consistent at 48%.
- When those who only took part in a lottery draw are excluded from the overall gambling participation rate, gambling participation falls to 27% a slight reduction on the previous period.
- The in-person gambling participation rate was 28% and this falls to 17% when lottery draw only players are removed
- The most popular in-person gambling activities were buying tickets for a National Lottery draw (16%); buying a scratchcard (12%) or buying tickets for another charity lottery draw.
- The online gambling participation rate was 39% falling to 16% when lottery draw only players were removed, highlighting the large proportion of online players that only gamble on lottery draws (whether online or in person).
- Overall, 42% of people who reported gambling in the last 12 months felt positive about the last time they spent money gambling, followed by an additional 35% who felt neutral towards their last gambling experience.

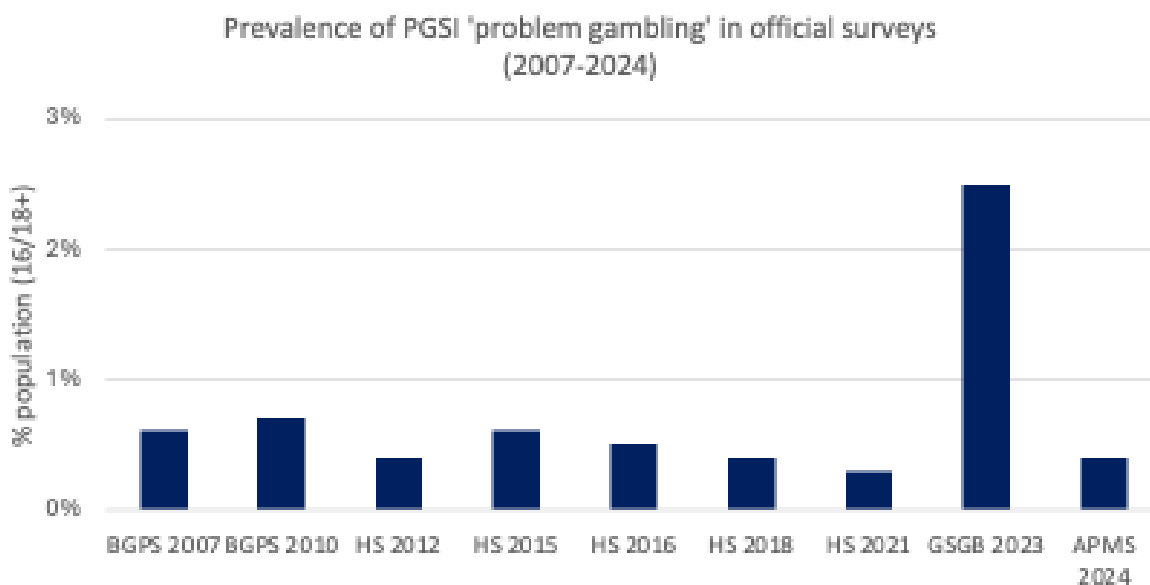
The Commission’s most recent official statistics about young people’s exposure to and involvement in gambling, Young People and Gambling November 2024 collected data from pupils aged 11 – 17 years old and found:

- 27% of those surveyed had spent their own money on any gambling activity in the 12 months prior to completing the survey
- The most common types of gambling activity were legal and did not feature age restricted products, namely:
  - Penny pusher/claw grab arcade machines (20%)
  - Placing bet for money between friends or family (11%)
  - Playing cards for money with family or friends (5%)

- 6% of those who had gambled had spent their own money on regulated forms of age restricted gambling (up from 4% in 2023). This included placing a bet in person or online and playing casino games in person or online.

Problem gambling rates have remained the statistically stable for nearly 20 years. Since 2007 the Problem Gambling Severity Index (PGSI) has been used to estimate Great Britain’s population prevalence of problem gambling. Data collected via the NHS Health Surveys showed rates were consistently in the range of 0.3%-0.7% over that period.

The Gambling Survey for Great Britain (GSGB) first started collecting data in July 2023 and reported a rate of 2.5% - ten times higher than the figure reported in the NHS “Health Survey” for England in 2021. However serious concerns have been raised over the reliability of the GSGB number.



[BGPS – British Gambling Prevalence Survey \(National Centre for Social Research\)](#), [APMS - Adult Psychiatric Morbidity Study \(NHS\)](#), [Health Surveys \(NHS\)](#), [Telephone Surveys \(GC\)](#)

Professor Patrick Sturgis of the London School of Economics and Political Science was asked by the Gambling Commission to carry out an independent evaluation of the GSGB in 2024 ; he highlighted the risk that the GSGB substantially overstates rates of harmful gambling. As a result the Commission published guidance stating that ***the GSGB should not be used to calculate an overall rate of gambling related harms in Great Britain nor to gross up the prevalence of problem gambling or the consequences of gambling to whole population.***

In May 2025 the Office for Statistics Regulation's (OSR) undertook a compliance review to assesses the GSGB statistics against the Code of Practice for Statistics.

The OSR's 9 recommendations included that the Gambling Commission should:

- *clearly communicate to users within the statistical releases the potential biases that may affect the GSGB estimates, the possible impact of these, and Professor Sturgis' conclusion regarding the risk that the statistics potentially overestimate some gambling behaviour; and*
- *do more to investigate the coherence and comparability of GSGB statistics with other relevant data, such as from the Health Survey for England and the Adult Psychiatric Morbidity Survey that will be published later in 2025 and communicate these findings to users.*

In June 2025 the Adult Psychiatric Morbidity Survey (APMS) Survey of Mental Health & Wellbeing, England (2023/24) was published. Chapter 7 of the report, focuses on gambling behaviour, with some of the key findings being:

- Overall, 1.6% of adults experienced at least moderate risk gambling (PGSI score of 3+). **0.4% of adults experienced problem gambling** (as indicated by a PGSI score of 8+). ***This is significantly lower the GSGB's 2.5% and not dissimilar to the NHS Health Survey evidence.***
- Most adults experiencing moderate risk gambling had never used services or support specifically related to gambling. Whereas 25% of adults with a PGSI score of 3+ had used some form of gambling-specific treatment or service.

The recent claim that one problem gambler dies by suicide every day in England has been formally discredited. It appears to have originated from a Public Health England report in September 21 that was then used by the Office for Health Improvement and Disparities in January 2023. Believed to have been taken from a Swedish Study of Swedish gambling addicts in a Swedish Institution over 10 years ago attempts were made to extrapolate and apply the data to England. However, the Gambling Commission have said that it was wholly unacceptable to misuse this data and the Office for Statistics Regulation (ONS) have written to the Chair of the Health and Social Care Committee about misusing the suicide figures in a letter it sent to the Parliamentary Undersecretary for Public Health. Subsequently the Office for Health Improvement and Disparities has formally apologised for its misuse and ceased referring to the statistic.

## **Gambling Regulations**

When processing an application for an Operating Licence the Gambling Commission carries out lengthy and detailed due diligence to ensure that an applicant is suitable to hold an operating licence. It checks:

- The identity and ownership of the applicant
- The integrity of the applicant
- The competence of the applicant, to carry on the licensed activities in a manner consistent with the pursuit of the licensing objectives
- The financial and other circumstances of the applicant past and present
- The criminality of the applicant

This is then rechecked every time there is a change of ownership.

To support an application, a business must submit detailed policies and procedures that demonstrate how it will conduct its business so that it complies with the legislation and regulations governing the industry. The Commission also carries out compliance checks, including site visits to land-based Operators to ensure they are conducting their business in a manner consistent with the licensing objectives.

The Gambling Commission is also required under the Act to issue Licence Conditions and Codes of Practice (LCCPs) that all licensed Operators must comply with. A breach of the LCCPs can result in the Gambling Commission reviewing an Operator's Licence with potential sanctions including a fine, suspension or revocation of the Operating Licence. Furthermore, a breach of a Social Responsibility Code set out within the LCCPs can result in prosecution. A copy of the LCCPs applicable to the arcade sector is at **Annex C** to this document and which may be referred to at the hearing.

### **LCCPs - Section 3 Socially Responsible Codes applicable to the Protection of children and other vulnerable persons**

There is no definition of a vulnerable person, within the Act. The Commission's says that *..for regulatory purposes we consider that the group of 'other vulnerable persons' will include:*

- *people who spend more money and/or time gambling than they want to*
- *people who gamble beyond their means*
- *people who may not be able to make informed or balanced decisions about gambling, for example because of health problems, learning disability, or substance misuse relating to alcohol or drugs.*

The Act clearly did not intend it to include everyone; if it did then the third licensing objective would simply state to protect everyone from being harmed or exploited by gambling.

When determining this application it is important to have regard to these LCCPs and a summary of Section 3 is set out below.

**SR Code 3.2.3 dealing with underage gambling requires Operators to have procedures for:**

- checking the age of apparently underage customers
- removing anyone who appears to be underage and cannot produce an acceptable form of identification
- taking action when there are attempts by under-18s to enter the premises.

Operators must

- take account of the layout of their premises
- not deliberately provide facilities that appeal particularly to children or young people
- must refuse service where an adult is accompanied by a child or young person.
- train Staff on their responsibilities for preventing underage gambling.
- only accept valid photo ID which includes a date of birth
- must conduct age test purchasing and provide the results to the Gambling Commission, annually.

**SR Code 3.3.1** Operators to make information readily available to customers on how to gamble responsibly and how to access information about and help for problem gambling.

The information must cover:

- any measures to help individuals monitor or control their gambling, such as restricting the time spent gambling or the amount of money they can spend
- timers and 'reality checks'
- self-exclusion options
- information about the availability of further help or advice.

The information must be

- displayed prominently
- available in all areas where gambling facilities are provided and adjacent to ATMs

- available to take away
- and in locations which enable the customer to obtain it discreetly.

**SR Code 3.4.1** Operators must interact with customers to minimise the risk of customers experiencing harms associated with gambling. This must include:

- identifying customers who may be at risk of or experiencing harms associated with gambling.
- interacting with customers who may be at risk of or experiencing harms associated with gambling.
- understanding the impact of the interaction on the customer, and the effectiveness of the Operator's actions and approach.

Operators must take into account the Commission's guidance on customer interaction, this includes evaluating the success of previous customer interactions in order to determine whether an alternative interaction may be more successful as well as consideration of an Operator led exclusion.

**SR Code 3.5.1** Operators must have a self-exclusion scheme and refuse service to anyone who has self-excluded . Procedures must be in place to ensure that an individual who has self-excluded cannot gain access to gambling including:-

- a register of those excluded;
- photo identification and a signature;
- staff training to ensure that staff can effectively administer the systems; and
- the removal of any self-excluder found in or attempting to gamble from the premises.

**SR Code 3.5.6** Operators must offer anyone self-excluding the ability to self-exclude from other local premises by participating in one or more available multi-operator self-exclusion schemes.

It will be noted that the Applicant's policies and procedures deal with all of these Social Responsibility Code provisions. The Applicant adheres to them; failure to do so would leave the company and its directors liable to prosecution.

## **Promoting the Licensing Objectives**

The Licensing Objectives as set out in the Gambling Act 2005 are:

- preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- ensuring that gambling is conducted in a fair and open way
- protecting children and other vulnerable persons from being harmed or exploited by gambling.

The Applicant has prepared a Local Authority Risk Assessment on behalf of the Applicant which sets out the measures and more, in terms of promoting the licensing objectives of protecting the vulnerable and preventing the premises being connected to crime and/or disorder. The most recent version of the Local Area Risk Assessment is at **Annex A**.

The Local Area Risk Assessment sets out the measures that will be in place to ensure that the Licensing Objectives are promoted.

- (a) Staff are located on the shop floor, at all times, walking around the shop, monitoring customers entering the premises and speaking to customers who are playing the machines.
- (b) There is always a clear line of sight in the shop so that customers can always be seen by staff.
- (c) The Applicant will assess the need for security at the premises and liaise with the local police as required.
- (d) Staff are trained to monitor the entrance for customers entering the shop.
- (e) Automatic locked door policy from dusk to 7am, (This is in excess of that required by the LA proposed condition).
- (f) There will be CCTV cameras at the front entrance monitoring the outside of the premises monitored from inside.
- (g) Training is provided to staff on induction and is refreshed every 3 months.
- (h) Over 18 notices and no alcohol notices prominently displayed at the entrance to the shop.
- (i) A ban on customers wearing hoods, helmets and balaclavas.
- (j) Information posters and leaflets advising customers on where to get help if they need any help with gambling problems
- (k) Staff are trained to interact with customers particularly those displaying signs of problems with gambling.
- (l) Customer interactions are reviewed and assessed weekly for effectiveness
- (m) The Applicant offers customers the opportunity to self-exclude from its premises and participates in the SmartEXCLUSION multi-operator self-exclusion scheme.

- (n) Age verification testing is undertaken via Check Policy on an annual basis by an independent party and the results reported to the Gambling Commission.
- (o) Staff are aware of all education facilities and will ensure that under 18s are not permitted within the premises, whilst the Applicant operates a check 25 policy.

### **The Gambling Act 2005**

The Licensing Act 2003 and Gambling Act 2005 set out different approaches to be taken when deciding whether to grant a Premises Licence. For gambling the approach is set out in section 153 of the Gambling Act 2005:

*“In exercising their functions under this Part, a licensing authority shall aim to permit the use of premises for gambling in so far as the authority thinks it:*

- a) in accordance with any relevant code of practice under section 24*
- b) in accordance with any relevant guidance issued by the Commission under section 25*
- c) reasonably consistent with the licensing objectives (subject to (a) and (b))*
- d) in accordance with the [authority’s statement of licensing policy] (subject to (a) to (c)).”*

The aim to permit in section 153 of the Act is explained in the Gambling Commission’s Guidance to Licensing Authorities as follows:

*1.20 The Act places a legal duty on both the Commission and licensing authorities to aim to permit gambling, in so far as it is considered to be reasonably consistent with the pursuit of the licensing objectives. The effect of this duty is that both the Commission and licensing authorities must approach their functions in a way that seeks to regulate gambling by using their powers, for example, powers to attach conditions to licences, to moderate its impact on the licensing objectives rather than by starting out to prevent it altogether.*

It is important when making a decision to note that

1. The test in section 153 is mandatory: *“a licensing authority **shall** ....”*
2. The obligation to “aim to permit” is set out in the Gambling Commission’s Guidance at paragraph 7.56 and described as **“the licensing authority’s primary obligation”**.
3. The “aim to permit” is also explained in the Patersons Licensing Acts, which states:  
*“... it creates a presumption in favour of granting the premises licence since it is only if the licence is granted that the premises may lawfully be used for gambling. But the duty seems to go further than that. The verb ‘to aim’ is defined by the OED as meaning ‘To calculate one’s course with a view to arrive*

*(at a point); to direct one's course, to make it one's object to attain. Hence fig To have it as an object, to endeavour earnestly..." A person who 'aims' to achieve a result will usually take active steps to bring it about. The provision appears to place a duty upon the licensing authority to exercise their powers so far as is lawfully possible to achieve a position in which they can grant the premises licence and thus permit the premises to be used for gambling."*

4. Any conditions imposed by the licensing authority must be proportionate to the circumstances which they are seeking to address. In particular, licensing authorities should ensure that the premises licence conditions are:
  - relevant to the need to make the proposed building suitable as a gambling facility
  - directly related to the premises (including the locality and any identified local risks) and the type of licence applied for
  - fairly and reasonably related to the scale and type of premises
  - reasonable in all other respects. (para 9.31).
5. Other considerations such as moral or ethical objections to gambling are not a valid reason to reject applications for premises licences.
6. In deciding to reject an application, a licensing authority should rely on reasons that demonstrate that the licensing objectives are not being, or are unlikely to be, met, and such objections do not relate to the licensing objectives.
7. The licensing authority's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve (s182 Guidance on LA 2003)
8. A licensing authority may not have regard to the expected demand for the facilities which it is proposed to provide (s 153 Gambling Act 2005).
9. Licensing authorities should generally consider disorder as activity that is more serious and disruptive than mere nuisance. Factors to consider in determining whether a disturbance was serious enough to constitute disorder would include whether police assistance was required and how threatening the behaviour was to those who could see or hear it.

## Case Law

### **Daniel Thwaites plc v Wirral Borough Magistrates' Court [2008] EWHC 838 (Admin)**

The claimant applied for judicial review of a magistrates' court decision that imposed conditions on a premises licence restricting a hotel's hours of operation. The High Court quashed the decision, holding that the magistrates had failed to take proper account of the changed approach to licensing introduced by the Licensing Act 2003 (LA 2003). The Court held that by proceeding without proper evidence and giving their own views excessive weight, the magistrates had limited the hours of operation without having established that it was necessary to do so to promote the licensing objectives set out in the LA 2003.

### **Future Leisure Limited v London Borough of Haringey Dec 2025 (Magistrates)**

The Claimant appealed the decision of the licensing subcommittee (LSC) to refuse an application to extend the operating hours from 0900-2300 hours, 7 days per week to 24 hours opening, 7 days a week. The DJ found that there was no evidence to demonstrate that the licensing objectives and Statement of Gambling Policy would not or were unlikely to be met and that the LSC had given too much weight to evidence of what might happen rather than proper counterbalancing weight as to the track record of the Claimant throughout its business.

## **Representations**

The objections to the application are based on

1. Preventing Gambling from Being a Source of Crime and Disorder
  - a. Existing High Crime Rates
  - b. Exacerbation of ASB
  - c. Money laundering
2. Protecting Children and Vulnerable Persons
  - a. Proximity to Schools
  - b. Proximity to Services for the Vulnerable
  - c. Proximity to high population of vulnerable people
  - d. Predatory Location Next to Charity Shops
  - e. Clustering/cumulative Impact

The Representations raise generalised and speculative concerns about what effects an additional AGC **may** have, but none have provided any substantiated documented evidence that the Applicant's operations at that particular site will put the licensing objectives at risk. The Brent's Joint Strategic Needs Assessment (JSNA) is frequently referred to. A report based on literature reviews and qualitative research conducted through focus groups individual interviews and open-ended survey questions, it is noted that the qualitative research was limited to only 26 persons in focus groups or individual

interviews and 17 anonymous questionnaires; this is not a representative sample for statistical purposes.

It is also noted that the JSNA expressly recognises that “Gambling is an umbrella term for the activity, but it incorporates a wide range of activities in a variety of settings, each with different levels of risks and harms”. It accepts, that broad assumptions cannot simply be applied across all forms of gambling without distinction. The JSNA draws a clear distinction between AGCs and Betting shops; crucially the fact that AGCs do not and have never operated Fixed Odds Betting Terminals that prior to 2019 had a maximum stake of £100, since reduced to £2. For that reason AGCs cannot and should not be treated in the same way as online gambling platforms, betting shops, or other entirely different gambling sectors.

The JSNA more crucially reports, based on conversations with Brent Licensing Team, that “*no issues have been reported across the 80-odd gambling premises in Brent, in at least the last five years,(so) none have had to face any scrutiny on whether the preventative measures in place have worked to deter crime and protect vulnerable populations*”. It also acknowledges that there are no gambling premises with Stonebridge which is the most deprived area in Brent, despite asserting that gambling premises cluster in more deprived areas.

And it is overwhelmingly clear that the strongest criticisms within the JSNA are directed towards online gambling and digital betting products. They raise concerns surrounding mobile phone gambling, online slots and roulette, unrestricted digital access, social media advertising, football sponsorship, and the ability for individuals to gamble anonymously and continuously from home at any time of day or night.

In response to the particular objections:

1. Concerns have been raised about associated anti-social behaviour, street drinking, drug abuse and begging, an increase in crime such as theft, noise, intimidating behaviour, loitering and public nuisance that the premises will attract and claims it will place an unacceptable additional strain on the community and police resources.
- The Gambling Commission’s Guidance at 5.10 states “*Licensing authorities do not need to investigate the suitability of an applicant for a premises licence, including in relation to crime. The issue of suitability will already have been considered by the Commission, because any applicant (except occupiers of tracks who do not propose to offer gambling themselves) will have to hold an*

*operating licence from the Commission before the premises licence can be issued”.*

- 11.8 of the latest SoGP–“*When considering applications, we will always take the location of the premises into account with regard to the crime and disorder objective*”. The precedent has been set and there are already other gambling premises in the locality.
  - There is no formal evidence locally or nationally that establishes a link between increased crime and the location of gambling premises.
  - There are other gambling premises in the vicinity and yet the Representors have not cited any evidence of loitering and disruptive behaviour associated with the operation of the 2 other AGCs specific to the locality.
  - The Metropolitan Police has made no representations that the operating of the premises will place a burden on their resources or otherwise.
  - The Licensing Team have proposed conditions but made no specific reference to the risk of crime in the locality. The Applicant has already accepted these conditions which are sufficient to address the representations that have been made on this issue.
  - The Applicant has specific mitigations in place within its LARA for dealing with any issue that may arise.
  - Alcohol is not permitted in the premises and the Applicant will take steps to ensure that no one loiters at the front of its premises drinking alcohol.
  - Adult Gaming Centres are normally quiet, calm places where the majority of people who visit, do so to spend part of their leisure time and some of their money on an enjoyable and legitimate pastime playing gaming machines. They may visit for 15 mins or half an hour and then leave. They usually visit alone and do not congregate in large groups outside or inside the Premises. Unlike bars and clubs AGCs are not associated with large crowds or people behaving in an anti-social way.
  - Visitors to AGCs are not to be found out on the streets committing crimes in order to fund that pastime. It is a fact that the majority of people participating in shop lifting, burglary and thefts do so to feed a drug and/or alcohol habit and it is a fact that the majority of people committing violent acts and displaying anti-social behaviour so because they are under the influence of drugs and/or alcohol. These are not the same people visiting Adult Gaming Centres
2. The Applicant is bound by the LCCPs applicable to its Operating Licence that ensure the protection of children and other vulnerable persons. It has policies and procedures in place that comply with the LCCPs and promote all the licensing objectives. Furthermore the Applicant has prepared a LARA that has identified potential risk and stated the mitigations it will put in place to ensure promotion of all the licensing objectives.

- The Applicant's LARA has identified all schools in the vicinity as well as nearby transport hubs used by children and stated the procedures it will take to prevent any children entering its premises.
- 11.17-18 of the latest SoGP - *Protecting children from being harmed or exploited by gambling means:*
  - *preventing children from taking part in gambling and,*
  - *restricting activities such as advertising, so that gambling products are not aimed at or appear attractive to children.*

*To ensure the above we will pay particular attention to licence applications for premises situated near schools or areas where there may be a high concentration of children or families. We will expect applicants to have carefully considered their operation and any potential for exposing children and young people to gambling. Where the Gambling Premises requires a restriction to not admit persons under 18 to the gambling premises or area operators should demonstrate policies and procedures that will prevent children and young people from entering such premises/area or partaking in gambling activities”.*

- A licence precedent has been set in that there are already other gambling premises in the vicinity. Furthermore, the location of schools should not be a reason to refuse to grant a premises where adequate policies and procedures can prevent children and young people from entering such premises/area or partaking in gambling activities locality.
- The Applicant has identified locations providing services to vulnerable people and has robust policies and procedures in place that will ensure staff
  - can identify anyone displaying signs of problem gambling
  - interact with such customers displaying signs of problem gambling, offering a number of self-help options
  - record interactions and any agreed plan with a customer
  - review any interactions a week later and note any changes
  - undertake further interactions and offer alternative options where there is no positive change

The Applicant will initiate an Operator led exclusion where it is clear a customer is not willing to engage and continues to display signs of problem gambling

- The Applicant strongly objects to any suggestion that it is behaving in a predatory manner and/or targeting financially vulnerable individuals. That would be contrary to the licencing objectives, the LCCPs and its own policies and procedures . The Applicant has been subject to numerous site inspections over the years and has not been the subject of any regulatory ort compliance enforcement action.
- The Licensing committee is not permitted to take into account any demand for gambling.

Reference has been made to the case of Royal Amusements v Sheffield City Council (“the Sheffield case”), which as a case at first instance did not set a precedent for any licensing decision. Subsequently the case of Future Leisure Ltd v London Borough of Haringey which considered the Sheffield case, considered concerns raised by Public Health about vulnerable individuals with addictions and other similar issues living in the ward who are at risk from the presence of Premises. DJ Brennan found that there was no actual evidence that those risks could not be met by existing measures and mitigations employed at the Premises; that the applicant operates premises with the same risks at other locations in similar areas in London and managed them; that the decision to refuse the application gave too much weight to evidence as to what might happen, rather than counterbalancing the track record of the applicant.

### **Summary**

The Applicant is closely linked to a competent operator (Golden Slots (Southern) Limited) with extensive previous experience of operating a number of AGCs including in Cricklewood, without any compliance issues or regulatory action.

The Applicant is committed to promoting the Licensing Objectives and supporting Thanet’s Statement of Gambling Principles.

All staff are fully trained and staff training is refreshed every 3 months.

The Metropolitan Police do not object to this application and have raised no concerns over anti-social behaviour or crime and disorder.

The Applicant has already agreed conditions with the Licensing Department some of which duplicate those set by the Gambling Commission in the LCCPs.

ANNEX A – UPDATE LOCAL AREA RISK ASSESSMENT

## LOCAL GAMBLING RISK ASSESSMENT

**Premises: Arcadia Casino, 1 Walm Lane NW2 5SN**

**Operator: Arcadia Casino Limited**

**Operating Licence: 057175-N-332940-001**

**Prepared by: Debbie Bollard**

**Date: 26/3/2026**

### Requirement to Comply

**All non-remote casino, adult gaming centre, bingo, family entertainment centre, betting and remote betting intermediary (trading room only) licences, except non-remote general betting (limited) and betting intermediary licences**

#### **Social responsibility code provision 10.1.1**

**1. Licensees must assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and have policies, procedures and control measures to mitigate those risks. In making risk assessments, licensees must take into account relevant matters identified in the licensing authority's statement of licensing policy.**

**2. Licensees must review (and update as necessary) their local risk assessments.**

- a. to take account of significant changes in local circumstances, including those identified in a licensing authority's statement of licensing policy;**
- b. when there are significant changes at a licensee's premises that may affect their mitigation of local risks;**
- c. when applying for a variation of a premises licence; and**
- d. in any case, undertake a local risk assessment when applying for a new premises licence.**

#### **Ordinary code provision 10.1.2**

**1. Licensees should share their risk assessment with licensing authorities when applying for a premises licence or applying for a variation to existing licensed premises, or otherwise on request.**

## Introduction

This Local Area Risk Assessment (LARA) has been prepared in accordance with:

- Gambling Act 2005
- Gambling Commission Guidance to Licensing Authorities
- Licence Conditions and Codes of Practice (LCCP)
- London Borough of Brent Statement of Gambling Policy (latest version)

This assessment identifies local risks associated with the operation of an Adult Gaming Centre and demonstrates how those risks are mitigated through robust operational controls.

The assessment will be reviewed:

- Annually
- Following any significant local or operational changes
- Prior to any variation or new premises licence application

## Licensing Objectives

The Gambling Act 2005 sets out three licensing objectives:

1. Preventing gambling from being a source of crime or disorder
2. Ensuring gambling is conducted in a fair and open way
3. Protecting children and vulnerable persons from harm or exploitation

This risk assessment has been prepared with these objectives at its core.

## **PREMISES**

The Premises will occupy the ground and basement floors of a 3-story building, previously a bank that is located on the junction of Walm Lane (A407) and High Road, Willesden Green and is sited between a café, and a Pound Store. The High Road support a mixture of retail, hospitality, takeaways, and financial institutions, many of which have residential premises above. Walm Lane is a mixture of residential with retail, hospitality, and takeaways. To the rear of both roads are further residential accommodation, mainly flats and house in multiple occupation, mixed with terrace and semi detached. The nearest gambling premises are an AGC - Royal Casino Slots and a Ladbrokes Betting shop.

### **Suitability of the Premises**

The premises was previously operated as a bank and is located within an established commercial area. The proposed operation as an Adult Gaming Centre:

- Is restricted to persons aged 18 and over
- Does not permit access to alcohol
- Is continuously staffed
- Does not encourage external congregation

As such, the use is considered appropriate for the location and represents a controlled and supervised environment.

### **Local Authority Policy Context**

The premises is located within the London Borough of Brent. The Council's Statement of Gambling Policy requires operators to assess local risks, particularly in relation to deprivation, crime, and proximity to vulnerable groups.

While Brent does not designate formal Gambling Vulnerability Zones in the same way as some boroughs, the area of Willesden Green is recognised as a high footfall urban environment with indicators of deprivation and crime that require enhanced safeguarding measures.

This assessment has been prepared in line with the London Borough of Brent's Statement of Gambling Policy, with particular regard to the protection of vulnerable persons, local deprivation indicators and cumulative impact considerations.

## **DEMOGRAPHICS**

Willesden Green is a Ward in the London Borough of Brent, which has in recent years experienced an increase in gentrification although not all areas. Willesden Green has a population of over 19,000 living in 7,558 households most living in flats and apartments (69.3%). The population is mainly of student and working-class age with nearly 66% in work or economically active (above England average 61%) and 9.5% in full-time education. The area has a large BAME population with only 46% being white, the largest ethnic groups are of Asian and Black origin. Approximately 7.3% of the population do not speak English well or at all. Household deprivation is higher than the England average although the majority are in very good or good health.

## **Vulnerability Considerations**

The relatively high levels of deprivation and economic inactivity in the area are recognised risk factors for gambling-related harm.

The operator has taken this into account by implementing:

- Safer gambling policies
- Staff training to identify vulnerable customers
- Access to support services and self-exclusion schemes

## **Cultural Considerations**

The area has a highly diverse population with a range of languages and cultural backgrounds.

To ensure accessibility and protection:

- Staff are trained in inclusive communication
- Customers are signposted to support services
- Multilingual support resources are made available where appropriate

# Willesden Green

## Population

2024

**19,009**

people

**58,620,101** people in England

Source: ONS - Mid-year estimates

Small area: Output area

## Number of households

2021

**7,558**

households

**23,436,085** households in England

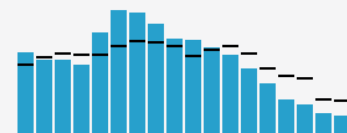
Source: ONS - Census 2021

Small area: Output area

## Age profile

2024

■ Willesden Green — (England)



0 years 85+  
% of all people, 5 year age bands

Source: ONS - Mid-year estimates

Small area: Output area

## Household composition

2021

■ Willesden Green | (England)

One person household **31.7%** (30.1%)

Single family household **52.4%** (63.0%)

Other household types **15.9%** (6.9%)

% of all households

Source: ONS - Census 2021

Small area: Output area

## Household deprivation

2021

■ Willesden Green | (England)

Household is not deprived in any dimension **39.6%** (48.4%)

Household is deprived in one dimension **35.5%** (33.5%)

Household is deprived in two dimensions **18.6%** (14.2%)

Household is deprived in three dimensions **5.8%** (3.7%)

Household is deprived in four dimensions **0.5%** (0.2%)

% of all households

Source: ONS - Census 2021

Small area: Output area

## Ethnic group

2021

■ Willesden Green | (England)

Asian, Asian British or Asian Welsh **20.3%** (9.6%)

Black, Black British, Black Welsh, Caribbean or African **14.9%** (4.2%)

Mixed or Multiple ethnic groups **7.5%** (3.0%)

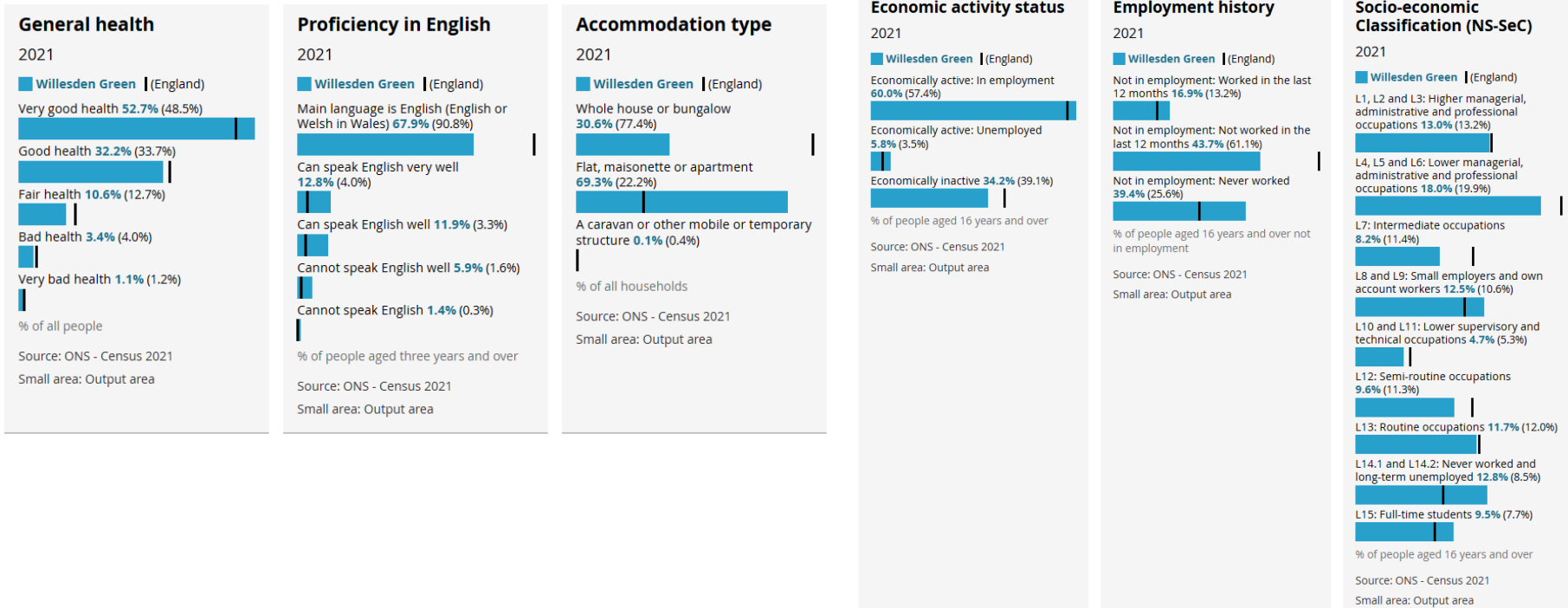
White **45.9%** (81.0%)

Other ethnic group **11.5%** (2.2%)

% of all people

Source: ONS - Census 2021

Small area: Output area



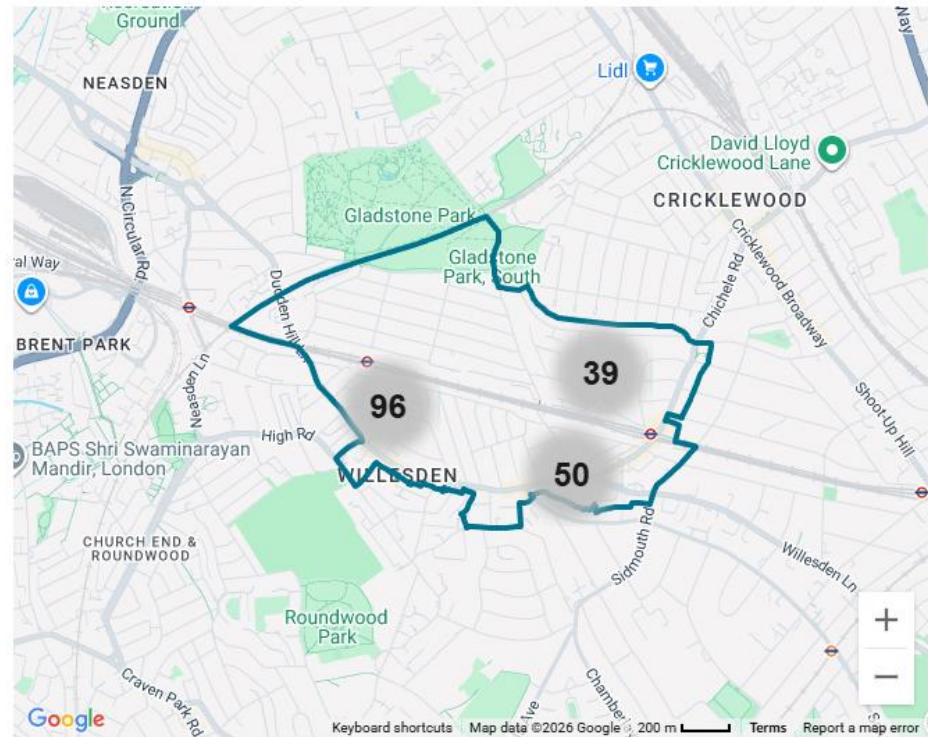
### Crime

According to [CrimeRadar.co.uk](https://www.crimeradars.co.uk), Willesden Green has a safety score of 8 out of 100 (High Crime); there have been 9,575 crimes committed in Willesden Green within the last 12 months which is a 1.6% decrease compared to the 12 months prior. The most common crime in Willesden Green is Anti-Social Behaviour, with 2,662 incidents recorded in the last 12 months — accounting for 27.8% of all reported crimes in the area. . Of those crimes 2,468 violent crimes were recorded in Willesden Green in the last 12 months — representing 25.8% of all reported crimes. Anti-social behaviour accounted for a further 2,662 incidents.

The level and type of crime recorded in the area is consistent with a busy metropolitan high street with high footfall and transport connectivity. There is no direct evidence available to the operator to indicate that gambling premises are a primary driver of crime in the area. However, the operator recognises the elevated baseline risk and has implemented measures including staff supervision, CCTV and incident reporting protocols to mitigate potential impacts.

Brent has a Boroughwide restrictions including

- the consumption of alcohol in public places to cause alarm, distress and harassment
- the use of illegal drugs or psychoactive substances
- public health nuisance including urination, defecation, spitting including paan spitting
- aggressive begging



### Risk Interpretation

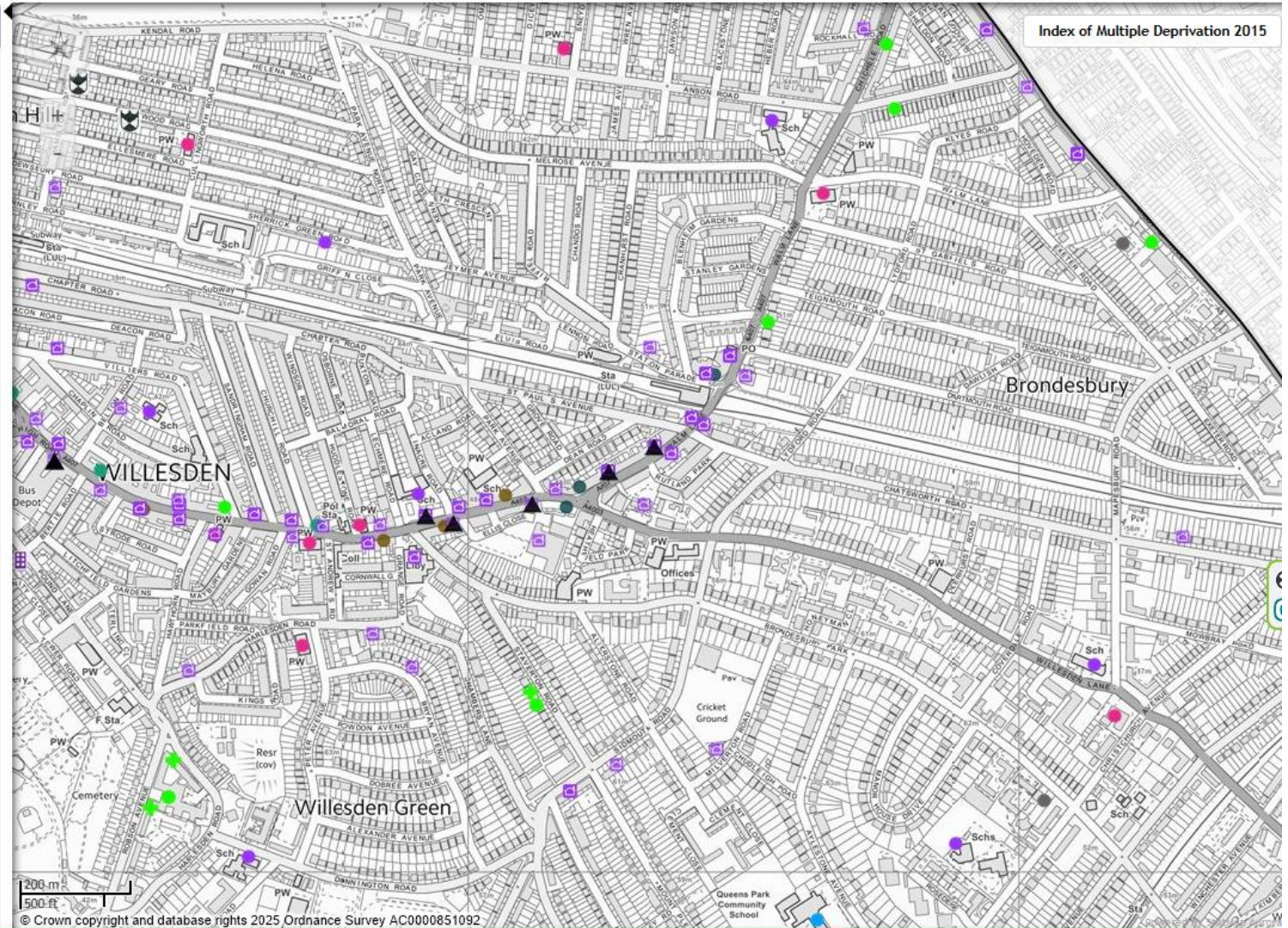
The presence of schools, community facilities, support services and high footfall areas increases the likelihood of:

- Exposure of children to gambling environments
- Interaction with vulnerable individuals
- Increased risk of anti-social behaviour

These risks are typical of busy high street locations and are not caused by gambling premises themselves. However, they require appropriate mitigation through strong operational controls.

**Gambling Principles**

- ▲ Gambling Premises 2023
- ▭ Licensed Premises
- ▲ Job Centres
- ▭ Banks and Building Societies 
  - Bank
  - Building Society
- ▭ Schools 
  - All through
  - Secondary
  - Primary
  - Nursery
  - Not applicable
- ▭ Places of Worship 
  - Church
  - Mosque
  - Temple
  - Other Place of Worship
- ▭ Payday loans 
  - Cash Converter
  - Money Transfer / Courier
  - Pawnbroker
- ▭ Housing 
  - ▭ Supported Accommodation
  - ▭ Emergency Accommodation Properties
- ▭ Health 
  - GP Hubs
  - GP Practices
  - ▭ Brent Drug & Alcohol Recovery services
  - ▭ Public Space Protection Order (PSPO)
- ▭ Ward Boundaries
- ▭ Index of Multiple Deprivation 2015

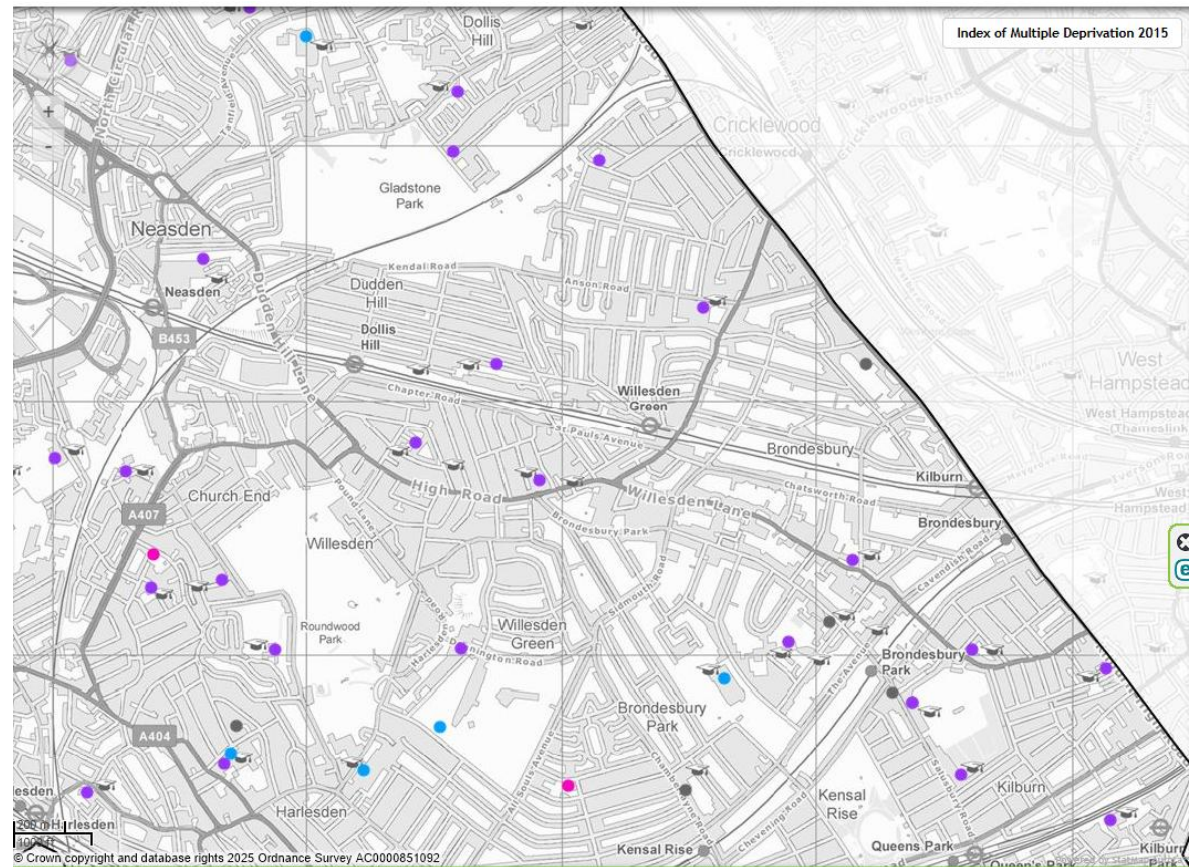


**Primary:**

- Covent of Jesus & Mary School (02084595890) 0.1 miles
- St Mary Magdalen’s RCc Junior School (02084593159) 0.2 miles
- Gladstone Park Primary School (02084521350) 0.6 miles
- Anson Primary School (02084528552) 0.6 miles
- St Andrew & St Francis CofE Primary School, (02084591636) 0.7 miles
- Donnington Primary School (02084510761) 0.8 miles
- Mora Primary and Nursery School (02084522634) 1.0 miles
- Christ Church Primary School (02076244967) 1.0 miles
- Islamia Primary School (02073722532) 1.0 miles
- Salusbury Primary School (02076240311) 1.2 miles
- West Hampstead Primary School (02074358646) 1.3 miles
- Newfield Primary School (02089611566) 1.3 miles
- Northwood Junior and Infant School (02083102722) 1.3 miles
- ARK Franklin Primary School (02089693846) 1.3 miles
- Kingsgate Primary School (02076245379) 1.4 miles
- Childs Hill Primary School (02084524531) 1.4 miles
- St Mary’s C E Primary School (02084510363) 1.4 miles
- Leopold Primary School (02084595654) 1.5 miles
- Claremont Primary School (02084554013) 1.6 miles
- Leopold Gwenneth Rickus Primary School (02089615336) 1.8 miles
- St Mary’s Catholic Primary School (02076241830) 1.8 miles
- Braincroft Primary School (02084522413) 1.8 miles

**Secondary/University/College:**

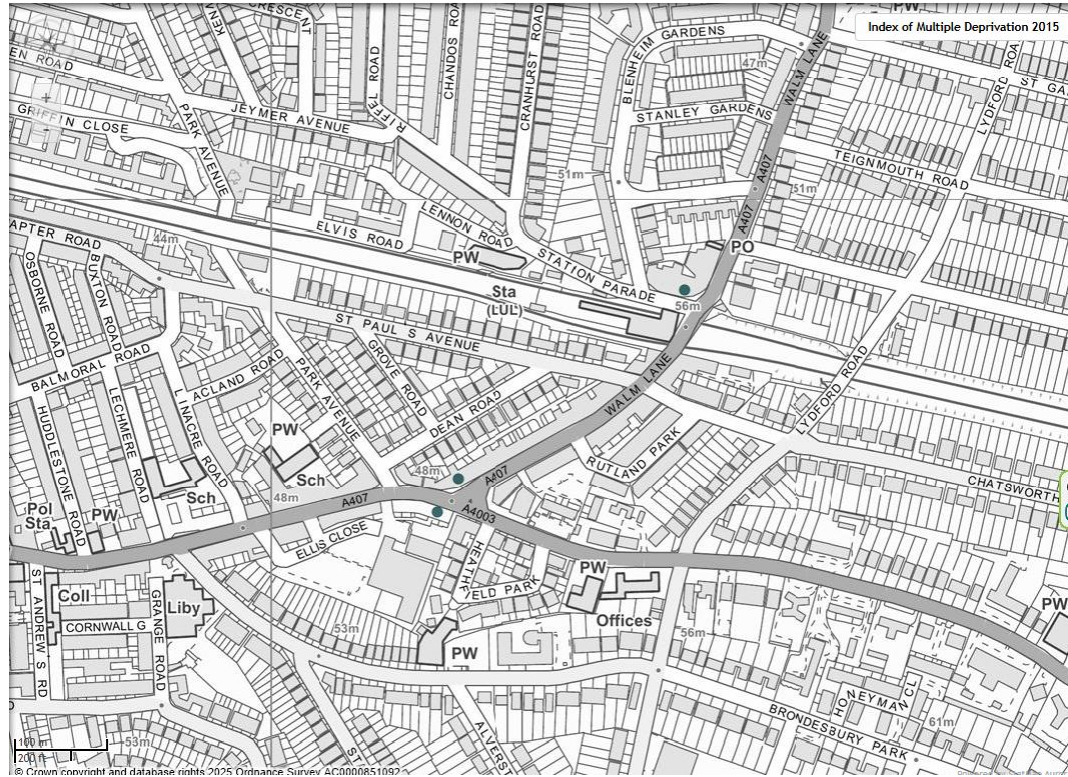
- London Science College Ltd (02038279447) 0.1 miles
- The Islamic College (02084519993) 0.3 miles
- Brondesbury College (02088304522) 0.7 miles
- QPCS (02084381700) 0.7 miles
- College of North-West London (02082085000) 0.9 miles



- Manor School (02089683160) 1.0 miles
- Harris Lowe Academy Willesden (02088388700) 1.0 miles
- ICMP | London, Kilburn (02073280222) 1.1 miles
- Newman Catholic College (02089653947) 1.1 miles
- North Brent School (02083736419) 1.3 miles
- Hampstead School (02077948133) 1.3 miles
- Menorah Girls School (02082080500) 1.4 miles
- The Crest Academy (02084524842) 1.5 miles
- University College School Sports Fields (02074332321) 1.5 miles
- Presidency London College (02037846005) 1.7 miles
- London Professional Training College (02089698560) 1.7 miles
- St Marylebone CE Bridge School (02036934752) 1.7 miles
- Maida Vale School (02045116000) 1.9 miles
- St Augustine's CE High School (02073283434) 2.0 miles

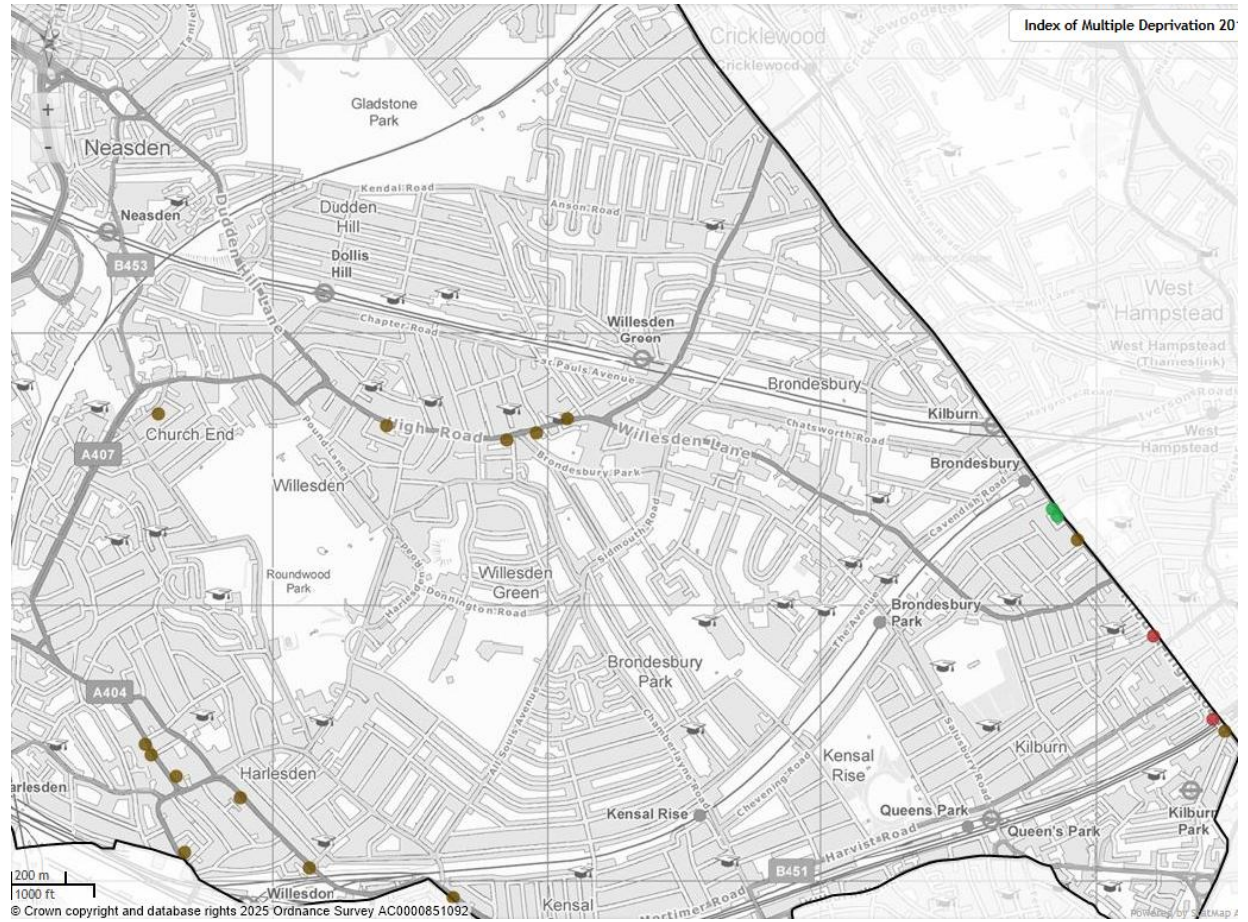
**Banks/ATMs:**

- ATM (Post Office) 0.2 miles
- Sainsbury's Bank ATM 0.3 miles
- Sainsbury's Bank ATM 0.5 miles
- ATM Atlantis Food Centre 0.8 miles
- Santander 0.8 miles
- Tesco Bank ATM 0.9 miles
- Tesco Bank ATM 1.0 miles
- Tesco Bank ATM 1.1 miles
- Sainsbury's Bank ATM 1.2 miles
- Tesco Bank ATM 1.3 miles
- Tesco Bank ATM 1.4 miles
- Santander 1.4 miles
- Halifax 1.4 miles
- Tesco Bank ATM 1.5 miles
- Lloyds Bank 1.6 miles
- Tesco Bank ATM 1.6 miles
- Tesco Bank ATM 2.0 miles



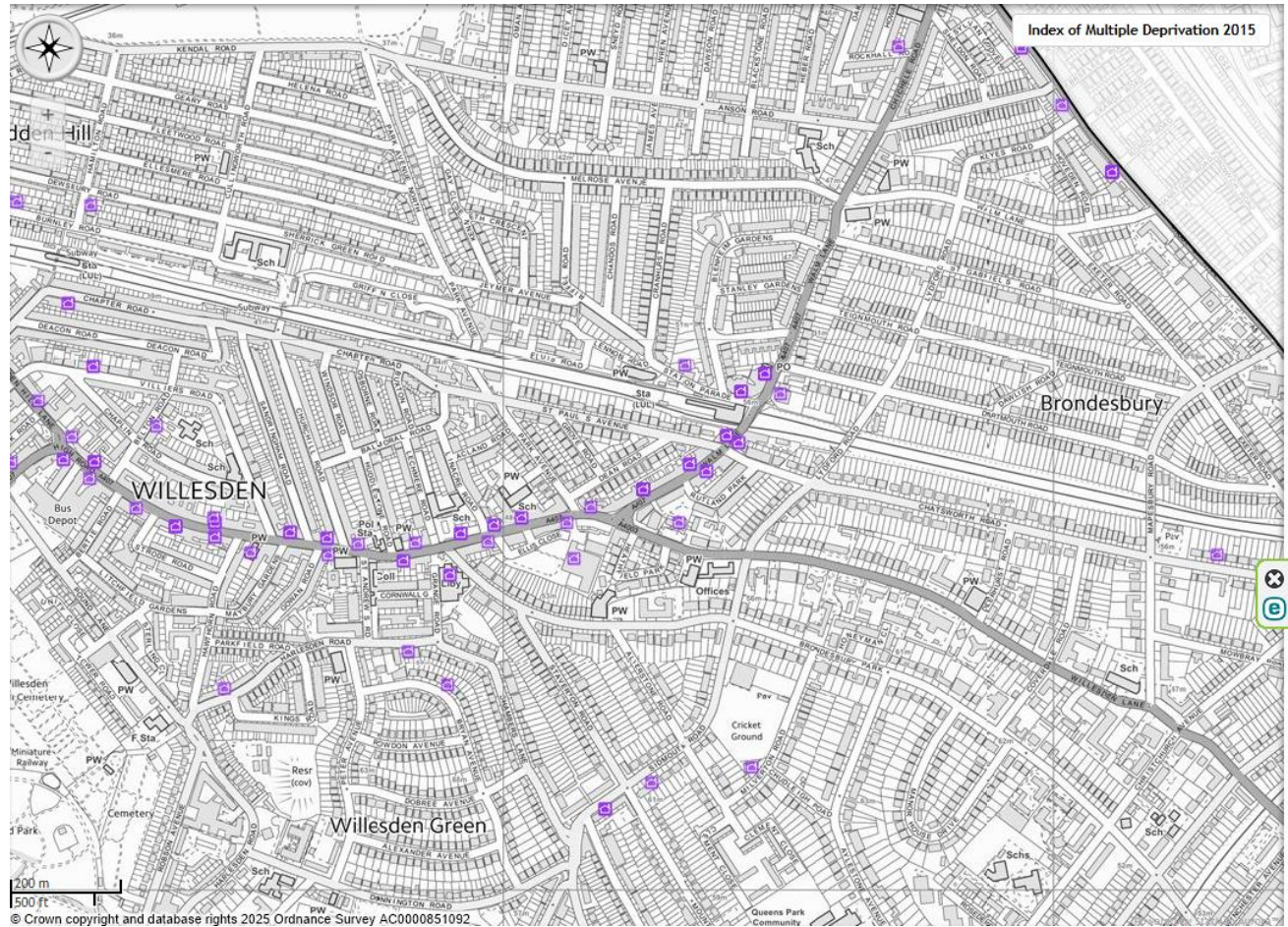
**Pawn Shops/Jewellers:**

- H&T Pawnbrokers Walm Lane >0.1 miles
- Tiba Jewellers >0.1 miles
- Willesden Jewellers 0.2 miles
- H&T Pawnbrokers High Road Harlesden 0.2 miles
- Krys-Max Jewellers 0.3 miles
- Barkat Jewellers 0.8 miles
- Broadway Jewellers – Pawnbrokers 0.8 miles
- Cash Converters Kilburn High Road 1.1 miles
- Cashxchange Kilburn High Road 1.2 miles
- Sam Jewellery 1.2 miles
- Azad Jewellery 1.3 miles
- Ruqyah Jewellery 1.4 miles
- H&T Pawnbrokers High Street Harlesden 1.5 miles
- H&T Pawnbrokers Kilburn High Road 1.5 miles
- Ishtar Jewellery 1.5 miles
- Cash Converters High Street Harlesden 1.6 miles
- H&T Pawnbrokers Kilburn High Road 1.7 miles
- H&T Pawnbrokers Kilburn Bridge 1.7 miles



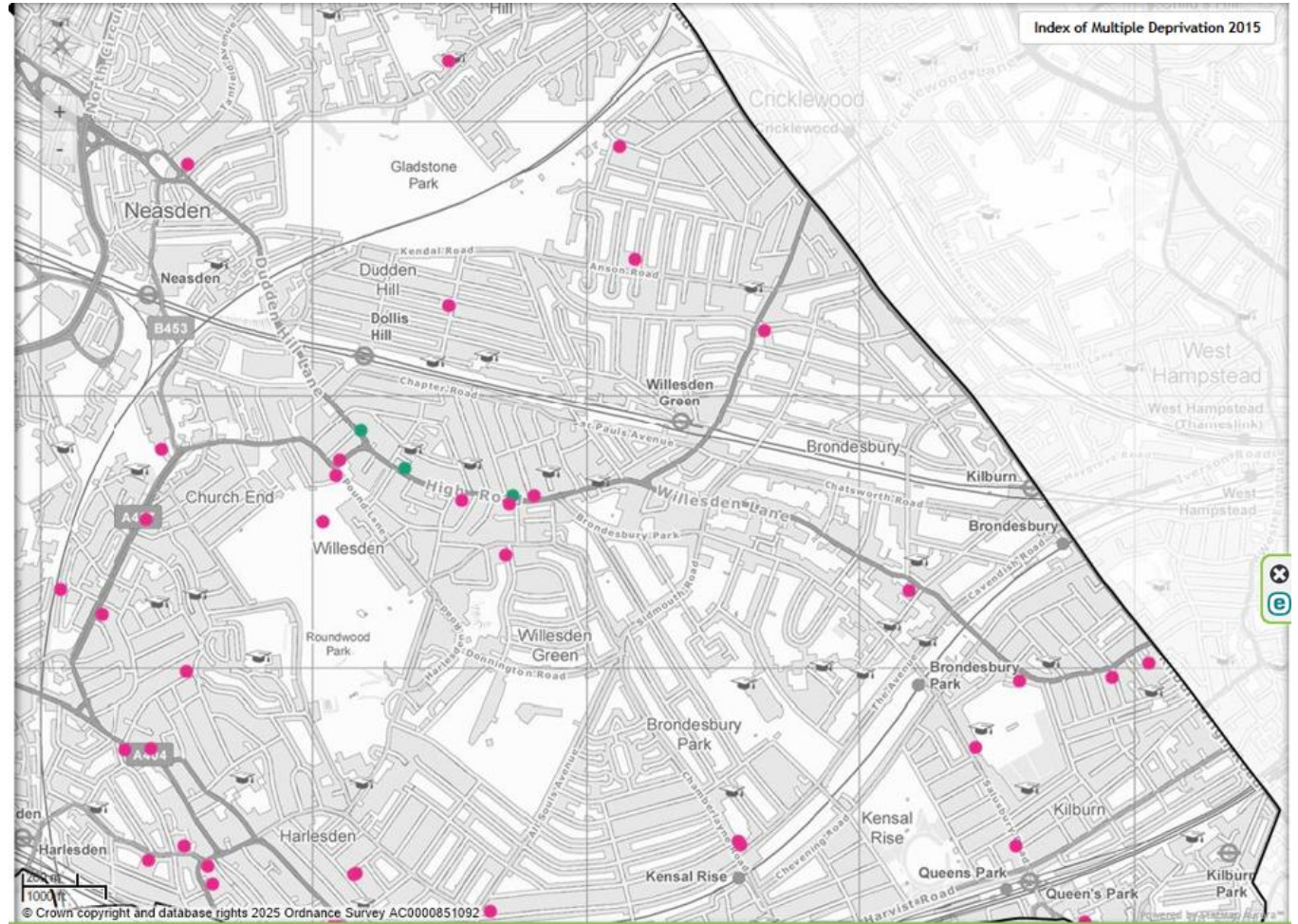
**Pubs and Bars:**

- Angies Bar >0.1 miles
- Cavallino Italian Trattoria >0.1 miles
- Beer + Burger Store 0.2 miles
- Bar Lulas London 0.2 miles
- McGovern's 0.2 miles
- Curly Bar 0.3 miles
- Rising Sun 0.4 miles
- The Beaten Docket London 0.8 miles
- Tony's Bar London 0.8 miles
- The Crown Pub NW2 0.8 miles
- Lucky 7 Irish Bar 0.8 miles
- Moloney's London 0.9 miles
- Barretts Free House 1.0 miles
- The North London Tavern 1.0 miles
- Kilburn Arms 1.0 miles
- Brondes Age 1.1 miles
- The Island 1.2 miles
- Maggie's Bar 1.2 miles
- The Chamberlayne Gastropub 1.2 miles
- Whippet Inn 1.4 miles
- The Old Bell 1.7 miles



**Churches/Religious sites:**

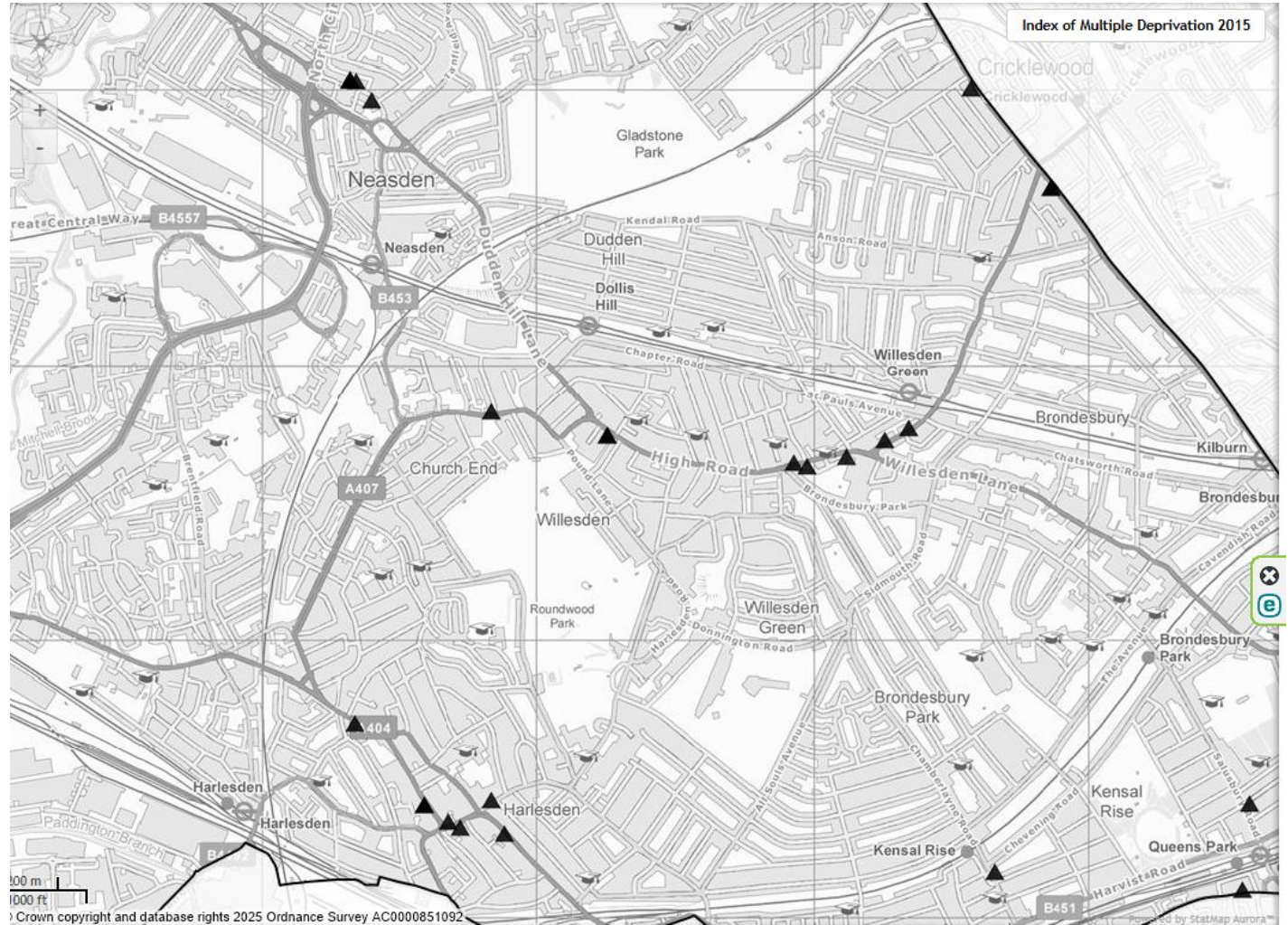
- The Potters House Church Willesden 0.2 miles
- Willesden Green Baptist Church 0.3 miles
- St Andrew's, Willesden Green 0.3 miles
- St Gabriel's Church, Cricklewood 0.4 miles
- Christian Faith Church International 0.4 miles
- Brondesbury United Synagogue 0.4 miles
- Gaudiya Mission UK 0.4 miles
- New Testament Church of God Willesden 0.4 miles
- St Mary Magdalen Church, Willesden Green 0.4 miles
- Shri Paramhans Advait Mat London 0.5 miles
- Shree Swaminarayan Temple – London 0.5 miles
- Dar Al-Islam Centre 0.6 miles
- The Mosque & Islamic Centre of Brent 0.7 miles
- Donnington Evangelical Church 0.7 miles
- Liberal Jewish Cemetery Prayer Hall 0.7 miles
- Cricklewood Muslim Youth Trust 0.8 miles
- Debre – Genet Holy Trinity Church 1.0 miles
- The Church of the Transfiguration 1.1 miles
- Afghan Islamic Cultural Centre 1.1 miles
- St Mary's, Willesden 1.2 miles
- Markaz Darul Hadith Learning Centre 1.2 miles
- St Catherine's Church, Neasden 1.4 miles
- Indonesian Islamic Centre 1.4 miles
- All Saints Church, Child's Hill 1.6 miles
- St Martin's Church, Kensal Rise 1.6 miles
- Sacred Heart Church, West Hampstead 1.6 miles
- Potters House Christian Church Kilburn 1.6 miles
- Shomrei Hadath Synagogue 1.6 miles
- Madina Islamic Centre Masfid 1.6 miles



- UK Albanian Muslim Community & Cultural Centre 1.6 miles
- Islamic Cultural Centre (Neasden) 1.6 miles
- Harlesden Ummah Community & Wellbeing Centre & Mosque 1.6 miles
- Hampstead Synagogue 1.7 miles
- St John the Evangelist, Kensal Green 1.7 miles
- BAPS Shri Swaminarayan Mandir, 1.8 miles
- Islamic Centre of England 1.9 miles
- St Luke's Church, Hampstead 1.9 miles

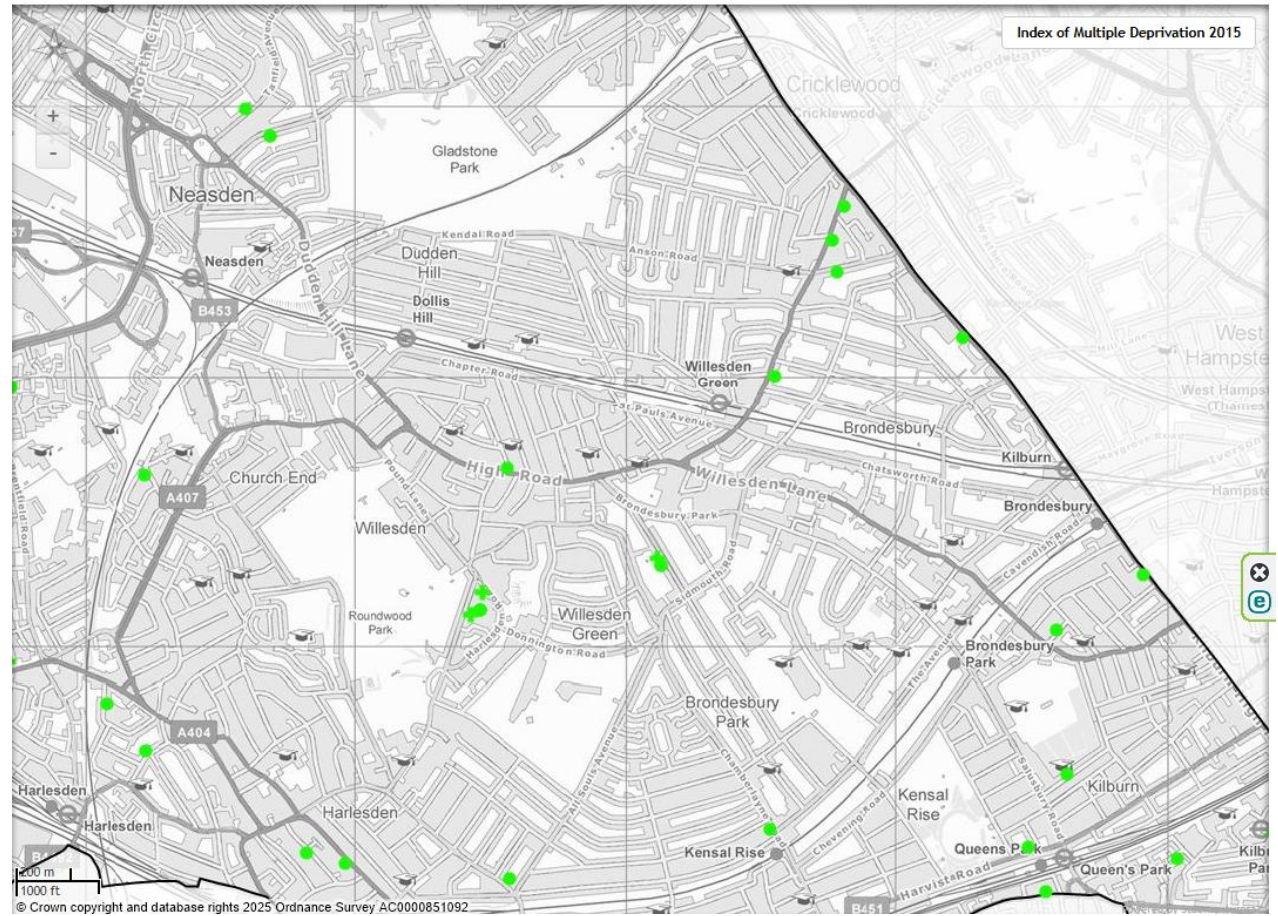
**Other Gambling Premises:**

- Royal Casino Slots 213 ft
- Paddy Power 482 ft
- MERKUR Slots – Willesden 0.1 miles
- Ladbrokes 0.2 miles
- William Hill 0.6 miles
- MACAU Casino Slots 0.8 miles
- Admiral Casino: Cricklewood 0.8 miles
- Coral 0.8 miles
- Star Sports(Closed) 0.8 miles
- Dead heat Racing 0.9 miles
- Buzz Bingo Cricklewood 0.9 miles
- Betfred 1.5 miles
- MERKUR Slots Kilburn 1.5 miles
- MERKUR Slots Harlesden 1.5 miles
- MERKUR Slots Neasden 1.6 miles
- William Hill 1.6 miles
- Game Nation 1.6 miles
- Silver Time 1.6 miles
- Ladbrokes 1.7 miles
- Admiral Casino 1.7 miles



**Medical Centres:**

- Willesden Medical Centre 0.4 miles
- Jai Medical Centre (Brent) Sheldon 0.7 miles
- Lever Medical Centre 0.8 miles
- Cricklewood Health Centre 0.8 miles
- Roundwood Park Medical Centre 0.8 miles
- Mapesbury Medical Group 0.9 miles
- Brondesbury Medical Centre 1.2 miles
- Lonsdale Medical Centre 1.3 miles
- Church End Medical Centre 1.4 miles
- Greenfield Medical Centre 1.4 miles
- West Hampstead Medical Centre 1.5 miles
- Neasden Medical Centre 1.5 miles
- Gladstone Medical Centre 1.5 miles
- Crest Medical Centre 1.6 miles
- Kilburn Park Medical Centre 1.7 miles
- The Abbey Medical Centre 2.0 miles



**Care Homes:**

- Springhill House (08003100394) 0.1 miles
- Voyage Care (08003286091) 0.4 miles
- MHA Lawnfield House – Residential Dementia Care Home 0.6 miles
- Franklin Lodge 0.6 miles
- London Care Ltd – Rosemary House 0.8 miles
- Lansdowne Care Home 1.1 miles
- Candlewood House Care Home 1.4 miles
- Willesden Court – Nursing, Residential & Dementia Care Home 1.4 miles
- Barchester – Magnolia Court Care Home 1.9 miles
- Craven Park Nursing Home 1.9 miles

**Transport Hubs:**Bus Stops:

- Willesden Lane Stop D – 260/266/460 302ft
- Willesden Green Station Stop B – 260/266/460 0.2 miles
- Willesden Green Station Stop A – 260/266 – Jubilee Line 0.2 miles
- Sidmouth Road Stop A – 98/N98 0.2 miles
- Willesden Green Library Stops J, K, L & Q – 52/98/260/460 0.2 miles
- Villiers Road Stop S – 52/98/260/266 0.4 miles
- Willesden Bus Garage Stops WN, & WO 52/96/260/266 0.6 miles
- Willesden Sports Centre Stop A – 6 0.7 miles
- Clare Road Stop HK – 2/226 0.7 miles
- Pound Lane/Willesden Garage Stop WX – 52/98/226/297/460 0.8 miles
- Willesden Magistrates Court – 260/266/297 1 mile

Train Stations:

- Willesden Green 0.2 miles
- Dollis Hill 0.7 miles
- Neasden 1.3 miles
- Willesden Junction 1.7 miles
- Harlesden 2.0 miles

**Vulnerable People:**

- Sallys Counselling – Couple and Individual Psychotherapy 0.1 miles
- UCKG HelpCentre 0.1 miles
- Depaul UK Willesden Hostel 0.2 miles
- The Pakistan Centre 0.4 miles
- Mutual Aid Food Willesden 0.5 miles
- Pound Lodge 0.7 miles
- Ashford Place Community Centre 0.8 miles
- County Private Client Ltd 0.9 miles
- FoodCycle Kilburn 1.1 miles
- Via – New Beginnings – Brent/ B3 (Brent Service User Council) 1.1 miles
- West Hempstead Community Food Hub 1.2 miles
- Brent Foodbank 1.2 miles
- Integrated Camden Drug Service 1.3 miles
- Joy House 1.5 miles
- Crisis Skylight Brent 1.6 miles
- Kilburn Streets Kitchen 1.6 miles
- Child’s Hill Foodbank 1.6 miles
- Yallah Babba 1.6 miles
- St Mungo’s: Chichester Road, Brent 1.9 miles
- Housing Solutions Service Family Centre 1.9 miles

**Areas of interest to children:**

- Brondesbury Park 0.4 miles
- Gladstone Park 0.6 miles
- The London Play Den 0.7 miles
- Willesden Sports Centre 0.8 miles
- Roundwood Park 0.9 miles
- Netherwood Youth & Family Hub 1.2 miles
- Iversan Road Open Space Children’s Play Area 1.3 miles

- Queens Park Children's Farm 1.3 miles
- Kilburn Grange Park Children's Play Area 1.4 miles
- Yaseen Youth Centre 1.7 miles
- Flip Out Brent Cross 1.8 miles
- Diverse Youth Club 1.8 miles

RISKS	RISK LOCATION	EXISTING CONTROL MEASURES	FURTHER CONTROLS ADOPTED
<p>Children entering the site unnoticed or unchallenged particularly after school and during school holidays</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 679</p>	<p><b>Primary Schools</b></p>	<p>The latest gambling participation survey (2024) reports the most common types of gambling activity that young people participated in were legal such as penny pushers or claw grab machines (20%), 4% played on fruit or slot machines and did not feature age restricted products,</p>	<p>All staff will receive compliance training during the initial staff induction and before any shifts take place. Refresher training shall be undertaken at least annually and recorded, which will also include any updated procedures.</p>
	<p>Covenant of Jesus &amp; Mary School 0.1 miles</p>	<p>The site is strictly 18+ and the Operator has a Think 25 policy in place as standard.</p>	<p>Clear visual sight of whole venue from the customer service desk in the middle of premises will help staff monitor all shop activity.</p>
	<p>St Mary Magdalen’s RC Junior School 0.2 miles</p>	<p>Staff age verification training is delivered, with staff receiving training on induction and at least annually.</p>	<p>Over 18s notices will be displayed on the entrance and around the venue. The premises will operate a strict Challenge 25 policy and will refuse entry to persons under the age of 18.</p>
	<p>Gladstone Park Primary School 0.6 miles</p>	<p>There is only one entrance/exit from Walm Lane which is effectively monitored by staff at all times from the customer service desk.</p>	<p>Age verification test purchasing and mystery shopper visits will be carried out by 3<sup>rd</sup> party companies. All failures found will be reviewed by management within 24-48 hours. Remedial action will include full training for staff involved, refresher training for all staff and disciplinary action where necessary.</p>
	<p>Anson Primary School 0.6 miles</p>	<p>The site frontage is designed to obscure the interior so as not to be attractive to children</p>	<p>Age verification refusals will be recorded on the compliance tablet at all times. This recorded information will be readily available for the authorities, upon request.</p>
	<p>St Andrew &amp; St Francis Primary School 0.7 miles</p>	<p>Over 18s notices are clearly displayed at entrance to the Premises</p>	<p>Disciplinary action for any member of staff knowingly allowing access to person unable to prove ID.</p>
	<p>Donnington Primary School 0.8 miles</p>	<p>Age verification checks are carried out on anyone who appears to be under the age of 25 and anyone unable to verify their age is asked to leave immediately.</p>	
	<p>Mora Primary and Nursery School 1.0 miles</p>	<p>Stakes are returned to anyone who has played a machine and unable to verify their age</p>	
	<p>Christ Church Primary School 1.0 miles</p>	<p>Age test purchasing is undertaken at least annually and the results are reported to Gambling Commission. Any failure will be reviewed by senior management and additional training put in place. Further testing will be arranged asap</p>	
	<p>Islamia Primary School 1.0 miles</p>		
	<p>Salisbury Primary School 1.2 miles</p>		
	<p>West Hampstead Primary School 1.3 miles</p>		
	<p>Newfield Primary School 1.3 miles</p>		
	<p>Northwood Junior and Infant School 1.3 miles</p>		
	<p>ARK Franklin Primary School 1.3 miles</p>		
	<p>Kingsgate Primary School 1.4 miles</p>		
	<p>Childs Hill Primary School 1.4 miles</p>		
	<p>St Mary’s C E Primary School 1.4 miles</p>		
	<p>Leopold Primary School 1.5 miles</p>		
	<p>Claremont Primary School 1.6 miles</p>		
<p>Leopold Gwenneth Rickus Primary School 1.8 miles</p>			
<p>St Mary’s Catholic Primary School 1.8 miles</p>			
<p>Braincroft Primary School 1.8 miles</p>			
<p><b>Secondary/University/College:</b></p>			
<p>The Islamic College 0.3 miles</p>			
<p>Brondesbury College 0.7 miles</p>			
<p>QPCS 0.7 miles</p>			
<p>College of North-West London 0.9 miles</p>			
<p>Manor School 1.0 miles</p>			
<p>Harris Lowe Academy Willesden 1.0 miles</p>			
<p>ICMP, Kilburn 1.1 miles</p>			
<p>Newman Catholic College 1.1 miles</p>			

	<p>North Brent School 1.3 miles  Hampstead School 1.3 miles  Menorah Girls School 1.4 miles  The Crest Academy 1.5 miles  Presidency London College 1.7 miles  London Professional Training College 1.7 miles  St Marylebone CE Bridge School 1.7 miles  Maida Vale School 1.9 miles  St Augustine's CE High School 2.0 miles</p> <p><b>Places of interest to children</b></p> <p>Brondesbury Park 0.4 miles  Gladstone Park 0.6 miles  The London Play Den 0.7 miles  Willesden Sports Centre 0.8 miles  Roundwood Park 0.9 miles  Netherwood Youth &amp; Family Hub 1.2 miles  Iversan Road Open Space Childrens Play Area 1.3 miles  Queens Park Children's farm 1.3 miles  Kilburn Grange Park Children's play area 1.4 miles  Yaseen Youth Centre 1.7 miles  Flip Out Brent Cross 1.8 miles  Diverse Youth Club 1.8 miles</p> <p><b>Bus Stops &amp; Trains</b></p> <p>Willesden Lane Stop D 302ft  Willesden Green Station Stop B 0.2 miles  Willesden Green Station Stop A 0.2 miles  Sidmouth Road Stop A 0.2 miles  Willesden Green Library Stops J, K, L, Q 0.2 miles  Villiers Road Stop S 0.4 miles  Willesden Bus Garage Stops WN &amp; WO 0.6 miles  Willesden Sports Centre Stop A 0.7 miles  Clare Road Stop HK 0.7 miles  Pound Lane/Willesden Garage Stop WX 0.8 miles</p>	<p>Clear and prominent premises signage and machine labelling at all points of the premises. Gamcare and staying in control leaflets also available in customer toilet for any individual wishing to seek help in private.</p> <p>The proximity of these facilities presents the following potential risks in relation to the licensing objectives:</p> <p>Exposure of children and young persons to the presence of a gambling premises when travelling to and from recreational areas. Increased footfall of families and young people, particularly during school holidays and weekends. Potential for attempted underage access, especially during peak recreational periods. Increased general footfall during events, potentially leading to higher levels of anti-social behaviour in the wider area.</p>	<p>A member of staff to remain positioned by the entrance during peak periods to ensure effective supervision.</p> <p>Intercom camera entry to ensure strict procedures to monitor footfall and reduce any risk of underage entry or vulnerable individuals.</p> <p>Clear and prominent gambling harm signage will be internally displayed in multiple languages reflective of the locality. To ensure that there are no communications barriers to understand all information available and company rules.</p> <p>We take the licence conditions and codes of practice as our foundational responsibility, and it is our standard operating policy to always ensure young people are not exposed to any potential harm. This also includes mothers with babies who think it is reasonable to bring in a baby in a pushchair etc. Our Age challenge policy is underscored on the premise that if there is any doubt regarding age, refusal is always the measure implemented, where the person in question will not be allowed entry unless our staff are fully satisfied with the documentation they supply clarifies they are old enough to enter.</p>
--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	Willesden Magistrates Court	1 mile		
Out of control gambling by other vulnerable people and failure to recognise signs associated with problem gambling or substantial changes in gambling behaviour	H&T Pawnbrokers Walm Lane	>0.1 miles	The Operator has a robust customer interaction policy & procedure	Staff to identify signs associated with problem gambling and people who may be at risk of gambling related harm. Staff must continuously monitor customer behavioural traits to reduce any potential risks and intervene where necessary recording any interactions.  Advanced staff training on these behavioural traits to recognise any potential red flags. Intensive focus on customers sessional play accessible via TITO system site controller, to identify duration and stake of play to assist in proactive engagement, regarding their time spent within the venue.  Our premises will participate in all applicable self-exclusion schemes. Staff will maintain and administer the self-exclusion process, including any breaches at any time during this period. All statistics reported to the gambling commission in operators regulatory returns submitted in quarterly periods.  Self-excluded customers to be removed from any promotional database that could potentially encourage impulse gambling in order to comply with all rules and regulations.  'Gamble Responsibly' posters and leaflets containing the GamCare helpline number are located in prominent locations within the premises and private areas, such as customer toilets. All staff are responsible for ensuring significant levels of leaflets are in place during their shifts.
	Tiba Jewellers	>0.1 miles		
	Willesden Jewellers	0.2 miles	Staff receive training on induction and at least annually on how to identify customers who are or may be at risk of harm from gambling and how to interact with them.	
	H&T Pawnbrokers, Harlesden	0.2 miles	Customers are offered a number of self-help tools including timers, time outs and self-exclusion.	
	Krys-Max Jewellers	0.3 miles	Customer interactions are reviewed and assessed weekly to ensure compliance and effectiveness. Where appropriate further and alternative interactions are used to monitor behavioural changes	
	Barkat Jewellers	0.8 miles		
	Broadway Jewellers, Pawnbrokers	0.8 miles		
	Cash Converters Kilburn High Road	1.1 miles	Operator led exclusions are used as a last resort where a customer displaying problems refuses to engage in customer interactions and continues to display signs of extreme problem gambling	
	Cashxchange Kilburn High Road	1.2 miles		
	Sam Jewellery	1.2 miles		
	Azad Jewellery	1.3 miles		
	Ruqyah Jewellery	1.4 miles		
	H&T Pawnbrokers, High Street Harlesden	1.5 miles	The site is designed to have effective monitoring of all customers at all times	
	H&T Pawnbrokers Kilburn High Road	1.5 miles		
	Ishtar Jewellery	1.5 miles		
	Cash Converters High Street Harlesden	1.6 miles		
	H&T Pawnbrokers Kilburn High Road	1.7 miles		
	H&T Pawnbrokers Kilburn Bridge	1.7 miles		
	<b>Pubs and Bars</b>			
Angies Bar	>0.1 miles	The results of all customer interactions are recorded on SmartEXCLUSION tablet and reported to the Gambling Commission as per our regulatory duties.		
Cavallino Italian Trattoria	>0.1 miles			
Beer + Burger Store	0.2 miles			
Bar Lulas London	0.2 miles	All company marketing and advertising will fully comply with the LCCPs, the CAP and BCAP standards and will ensure that we prohibit any material deemed to entice young or vulnerable people towards our venue.		
McGoverns	0.2 miles			
Curly Bar	0.3 miles			
Rising Sun	0.4 miles			
The Beaten Docket London	0.8 miles			
Tony's Bar London	0.8 miles			
The Crown Pub NW2	0.8 miles			
Lucky 7 Irish Bar	0.8 miles			

	<p>Moloney's London 0.9 miles  Barretts Free House 1.0 miles  The North London Tavern 1.0 miles  Kilburn Arms 1.0 miles  Brondes Age 1.1 miles  The Island 1.2 miles  Maggies Bar 1.2 miles  The Chamberlayne Gastropub 1.2 miles  Whippet Inn 1.4 miles  The Old Bell 1.7 miles</p> <p><b>Other Gambling Premises</b></p> <p>Royal Casino Slots 213 ft  Paddy Power 482 ft  MERKUR Slots – Willesden 0.1 miles  Ladbrokes 0.2 miles  William Hill 0.6 miles  MACAU Casino Slots 0.8 miles  Admiral Casino: Cricklewood 0.8 miles  Coral 0.8 miles  Star Sports (Closed) 0.8 miles  Dead heat Racing 0.9 miles  Buzz Bingo Cricklewood 0.9 miles  Betfred 1.5 miles  MERKUR Slots Kilburn 1.5 miles  MERKUR Slots Harlesden 1.5 miles  MERKUR Slots Neasden 1.6 miles  William Hill 1.6 miles  Game Nation 1.6 miles  Silver Time 1.6 miles  Ladbrokes 1.7 miles  Admiral Casino: Kilburn 1.7 miles</p> <p><b>Medical Centres</b></p> <p>Willesden Medical Centre 0.4 miles  Jai Medical Centre Sheldon 0.7 miles  Lever Medical Centre 0.8 miles  Cricklewood Health Centre 0.8 miles</p>	<p>Numerous alcohol and restaurant bars in the immediate vicinity of the venue. Potential for both anti-social behaviour events and or vulnerable persons under the influence of alcohol trying to enter. External audio CCTV to prevent entry to vulnerable people. Extra staff on duty and training methods in place to identify customers showing potential risk.</p> <p>The venue is located within a small pool of existed gambling premises within half a mile. Two betting shops and two adult gaming centres already situated in Willesden Green. Potential risks associated with customers not known to the venue.</p>	<p>Use of audio CCTV to support staff with any interactions and regular floor patrolling to monitor customer activity within the premises.</p> <p>Any images used on marketing or advertising material will go through a robust internal screening process to prohibit any attraction including seasonal periods to young or vulnerable individuals.</p> <p>No alcohol or drugs shall be sold, supplied or consumed within or directly outside the premises at any time. The company will operate a zero-tolerance attitude to any person trying to enter our premises that is identified as being under the influence of alcohol or drugs. There are no exceptions to this, and all members of staff are fully trained to identify and prohibit such events to occur. Any failure on their part would be dealt with either by further training or disciplinary measures if required. Customers identified will be barred and refused entry this procedure will discourage loitering and anti-social behaviour.</p> <p>Safeguarding and responsible gaming measures always applies and adhered to. Staff to pay more attention to self-excluded customers from nearby venues on multi operator self-exclusion schemes, and share information to be more aware of individuals attendance.</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Roundwood Park Medical Centre 0.8 miles  Mapesbury Medical Group 0.9 miles  Brondebury Medical Centre 1.2 miles  Lonsdale Medical Centre 1.3 miles  Church End Medical Centre 1.4 miles  Greenfield Medical Centre 1.4 miles  West Hampstead Medical Centre 1.5 miles  Neasden Medical Centre 1.5 miles  Gladstone Medical Centre 1.5 miles  Crest Medical Centre 1.6 miles  Kilburn Park Medical Centre 1.7 miles  The Abbey Medical Centre 2.0 miles</p> <p><b>Addiction services</b>  Via – New Beginnings/ B3 (Brent Service User Council) 1.1 miles  Addaction 1.1 miles  Integrated Camden Drug Service 1.3 miles  We Are With You ( Online &amp; Outreach )  Turning Point ( Online &amp; Outreach )  Alcoholics Anonymous ( Various points )  Be Gamble Aware ( Online &amp; Phone )  DrugFAM National ( remote access</p> <p><b>Care Homes</b>  Springhill House 0.1 miles  Voyage Care 0.4 miles  MHA Lawnfield House – Residential Dementia  Care Home 0.6 miles  Franklin Lodge 0.6 miles  London Care Ltd, Rosemary House 0.8 mile  Lansdowne Care Home 1.1 miles  Candlewood House Care Home 1.4 miles  Willesden Court – Nursing, Residential &amp; Dementia Care Home 1.4 miles  Barchester – Magnolia Court Care Home 1.9 miles</p>	<p>The premises is located within close proximity (approximately 1.3 miles) of specialist addiction support services, including Via – New Beginnings Brent, alongside access to a range of national support organisations such as We Are With You, Turning Point and Be Gamble Aware. These services provide accessible pathways for individuals experiencing vulnerability, including substance misuse and gambling-related harm, and form part of the local safeguarding framework</p> <p>The premises is located within close proximity (approximately 0.2–2 miles) of multiple homeless shelters and foodbanks and community food services, including Brent Foodbank, Kilburn Streets Kitchen and Mutual Aid Food Willesden. These services provide access to emergency food provision and community support, demonstrating the presence of</p>	<p>We further identify that people visit medical centres for various reasons , and we will monitor all customer who proceed to enter to ensure they are not under the influence of medication or alcohol which will seriously impair their ability to make an informed decision to play. We have a no tolerance attitude to this and always will refuse entry.</p> <p>We recognise that vulnerable people can be exposed to harm if allowed entry. Through robust interaction upon entry we will identify said people , and if we think they fall into this category , we will refuse entry and log in on our compliance tablet system.</p> <p>We acknowledge further regarding the care homes situated closely to our venue, and although we will not discriminate against people of age, we will ensure that they are fully capable of making any choice to enter our</p>
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Craven Park Nursing Home 1.9 miles</p> <p><b>Facilities for the Homeless/Foodbanks</b></p> <p>Depaul UK Willesden Hostel 0.2 miles</p> <p>Mutual Aid Food Willesden 0.5 miles</p> <p>Pound Lodge (Shelter) 0.7 miles</p> <p>New Horizons Centre (Foodbank) 0.8 miles</p> <p>FoodCycle Kilburn 1.1 miles</p> <p>West Hempstead Community Food Hub 1.2 miles</p> <p>Brent Foodbank 1.2 miles</p> <p>Barnet Foyer, Safe Start House 1.2 miles</p> <p>West Hempstead Community Food Hub 1.2 miles</p> <p>Innisfree Housing Association 1.4 miles</p> <p>Joy House 1.5 miles</p> <p>Crisis Skylight Brent (Homeless) 1.6 miles</p> <p>Kilburn Streets Kitchen 1.6 miles</p> <p>Child's Hill Foodbank 1.6 miles</p> <p>Yallah Babba Foodbank 1.6 miles</p> <p>St Mungo's: Brent 1.9 miles</p> <p>Housing Solutions Service Family Centre 1.9 miles</p> <p><b>Advice Centres</b></p> <p>Bosnia and Herzegovina Community Advice Centre 0.3 miles</p> <p>The Pakistan Centre 0.4 miles</p> <p>Ashford Place Community Centre (support) 0.8 miles</p> <p>New Horizons Centre advice 0.8 miles</p> <p>Somali Advice and Forum on Information 0.9 miles</p> <p>Free the Forgotten Charity 1.1 miles</p> <p>Citizens Advice Centre, Brondesbury Medical Centre 1.2 miles</p> <p>Red Sea Community Programme 1.5 miles</p>	<p>established support mechanisms for individuals experiencing financial hardship or vulnerability. We recognise that these are potential risk centres and adopted our policies with this in mind.</p> <p>The premises is located within close proximity (0.2–1.5 miles) of multiple family service and community centres, including Citizens Advice, Ashford Place Community Centre and New Horizons Advice Centre. These facilities provide access to social support, family services and community engagement opportunities, which contribute to mitigating risks associated with vulnerability</p> <p>The premises is located within immediate a mile of employment support services, that provide accessible pathways into employment and support services, which mitigate risks associated with economic vulnerability</p>	<p>premises for the purpose of playing a machine. We will assess this on a case-by-case basis to ensure they are not a vulnerable person and as such not capable of making an informed choice on gambling.</p> <p>Staff are trained to manage situations with homeless people seeking refuge.</p> <p>Staff are trained to deal with vulnerable people in a sympathetic manner, any difficult cases are referred to the management team for review, advice and resolution.</p> <p>All staff to be aware during benefit payment periods, engage where necessary to reduce any mitigating factors where problem gambling identified.</p> <p>We understand the local employment agencies are accessible to persons with special needs</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p><b>Job Centres</b></p> <p>Work Rights Centre 0.8 miles  Mantra Recruitment 0.8 miles  Brent Job Centre 1.4 miles  Harlesden Job Centre 1.6 miles</p> <p><b>Places of Worship</b></p> <p>The Potters House Church Willesden 0.2 miles  Willesden Green Baptist Church 0.3 miles  St Andrew’s, Willesden Green 0.3 miles  St Gabriel’s Church, Cricklewood 0.4 miles  Christian Faith Church International 0.4 miles  Brondesbury United Synagogue 0.4 miles  Gaudiya Mission UK 0.4 miles  New Testament Church of God 0.4 miles  St Mary Magdalen Church, 0.4 miles  Shri Paramhans Advait Mat 0.5 miles  Shree Swaminarayan Temple 0.5 miles  Dar Al-Islam Centre 0.6 miles  The Mosque &amp; Islamic Centre of Brent 0.7 miles  Donnington Evangelical Church 0.7 miles  Liberal Jewish Cemetery Prayer Hall 0.7 miles  Cricklewood Muslim Youth Trust 0.8 miles  Debre – Genet Holy Trinity Church 1.0 miles  The Church of the Transfiguration 1.1 miles  Afghan Islamic Cultural Centre 1.1 miles  St Mary’s, Willesden 1.2 miles  Markaz Darul Hadith Learning Centre 1.2 miles  St Catherine’s Church, Neasden 1.4 miles  Indonesian Islamic Centre 1.4 miles  All Saints Church, Child’s Hill 1.6 miles  St Martin’s Church, Kensal Rise 1.6 miles  Sacred Heart Church, West Hampstead 1.6 miles  Potters House Christian Church Kilburn 1.6 miles  Shomrei Hadath Synagogue 1.6 miles  Madina Islamic Centre Masfid 1.6 miles</p>	<p>The premises is located within close proximity (approximately 0.2–2 miles) of a wide range of places of worship, including The Potters House Church, Christian Faith Church and Dar Al-Islam Centre. These facilities reflect the diverse religious composition of the area and contribute to regular community activity and footfall throughout the day and week. Our policy of operating a neutral frontage will help mitigate any risk factors.</p>	<p>and potential vulnerable people who can still work within communities. Our strict entry system and interactions measures will help mitigate this risk.</p> <p>Staff to be fully aware of any religious event occurring, highlights further risks potentially associated within the locality. Entry and exits shall be controlled to reduce potential noise and disturbance in and out of the venue.</p>
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>UK Albanian Muslim Community &amp; Cultural Centre 1.6 miles</p> <p>Islamic Cultural Centre (Neasden) 1.6 miles</p> <p>Harlesden Ummah Community &amp; Wellbeing Centre &amp; Mosque 1.6 miles</p> <p>Hampstead Synagogue 1.7 miles</p> <p>St John the Evangelist, Kensal Green 1.7 miles</p> <p>BAPS Shri Swaminarayan Mandir 1.8 miles</p> <p>Islamic Centre of England 1.9 miles</p> <p>St Luke's Church, Hampstead 1.9 miles</p>		
<p>Failure to provide information on responsible gambling to players</p>	Low	<p>The Operator has stay in control posters displayed prominently</p> <p>The Cat B gaming machines display safer gambling messages and are programmed with reality checks</p> <p>Stay in control leaflets are made available in racks &amp; discreet locations</p>	<p>Regular audit of poster &amp; leaflets to maintain stock levels</p> <p>Information and further advice on social responsible gambling provided.</p>
<p>Failure to properly administer the self-exclusion process &amp; maintain its effectiveness, including breaches &amp; reinstatements</p>	Low	<p>Site layout permits effective monitoring of customers entering premises</p> <p>CCTV at entrance to aid identification of known excluders</p> <p>Use of on-site &amp; SmartEXCLUSION self-exclusion schemes</p> <p>Staff review the self-exclusion data before starting each shift</p>	<p>Use of group WhatsApp to notify staff of customers attempting to, or actual breaches of self-exclusions</p> <p>Staff to check compliance table at the start of shifts and regular intervals during their working hours.</p>
<p>Failure to deal with customers making complaints</p>	Moderate	<p>All gaming machines are sourced from licensed suppliers only</p>	<p>To provide a clear customer complaint's policy within the premises and also available upon request.</p>

<p>about the gaming machines</p>		<p>All gaming machines are regularly maintained and switched off immediately where the outcome of a gambling fault is identified.</p> <p>Terms and conditions displayed at premises provide details of how to make a complaint.</p> <p>Paper copies of complaints procedure and complaints form are available.</p> <p>Staff are trained on induction on how to deal with customer disputes, including referrals to the ADR provider.</p>	<p>Customer service email address also to be provided upon request.</p> <p>Staff are trained and encouraged to use effective conflict resolution to resolve customer complaints within the premises.</p> <p>Pegasus is the company's designated alternative dispute resolution.</p>
<p>Failure to identify attempts by third parties to launder money through the business</p>	<p>Low</p>	<p>There are a number of pawn shops identified in the local vicinity</p> <p>Effective monitoring of customers' behaviour by good line of sight from customer service desk and CCTV</p> <p>Staff are regularly trained to identify counterfeit money</p> <p>Change machines &amp; note takers regularly inspected</p> <p>Incidents of concern including money lending are reported through the SmartEXCLUSION system and to the MLRO</p>	<p>TITO system flags suspicious transactions and staff will need to manually authorise transaction and ask for ID and record information.</p> <p>Staff to seek ID on any suspicious transactions flagged and report to MLRO officer.</p> <p>Staff to monitor sessional play via duration, stakes and net spend.</p>
<p>Poor security increasing vulnerability to crime</p>	<p>Low</p>	<p>Liaison with local police teams as appropriate</p> <p>Effective CCTV with data stored for 30 days</p> <p>Toughened glass windows and doors with mag-lock fitted and in operation during quiet hours</p> <p>Safe on site for cash and keys</p>	<p>CCTV monitor at entrance.</p> <p>Venue will be minimum doubled staffed at all times. In addition a third employee of the company either venue manager or engineer will be on site.</p> <p>All staff will have to carry a portable panic alarm as mandatory throughout the duration of their shift.</p>

		<p>All incidents recorded in incident log and reported to the Gambling Commission</p> <p>Intruder alarm installed and regularly serviced</p>	
<p>Anti-social behaviour outside the premises</p>	<p>Medium</p>	<p>The Operator acknowledges its public responsibility to ensure its Premises are not a source that public nuisance and disorder. It will work closely with the police and other local partnerships to reduce the risk of any impact.</p> <p>Staff are trained to monitor the external area around the entrance for any anti-social behaviour and to take appropriate steps. Where an incident appears to be escalating the staff with use the mag-lock and engage with local partnerships to minimise the risk</p>	<p>No loitering permitted on premises.</p> <p>Customers will be barred for any displays of antisocial behaviour.</p> <p>Customers who are under the influence of drugs or alcohol will be refused entry.</p> <p>Reasonable steps to prevent nuisance directly outside the premises.</p> <p>Staff are trained to be extra vigilant where there is clear evidence of continued antisocial behaviour occurring in the vicinity and partnership with local authorities and police.</p>

## Risk Assessment

The operator acknowledges that Brent's policy states "The council will pay particular attention to the protection of children and vulnerable people from being harmed or exploited by gambling, as well as issues of crime and disorder."<sup>1</sup> Considering this, the operator applies a structured approach to assessing local risks, in line with both the LCCP and Brent's Statement of Licensing Policy. This approach involves the following steps:

1. Identify the level of risk that exists before any mitigation is applied (as identified in the table above)
2. Evaluate the likelihood of the risk and the impact of the risk
3. Set out the existing control measures
4. Determine any additional controls that may be introduced to deal with higher risk circumstances

Key factors influencing the determination of **likelihood** and **impact** of risk were drawn from crime data for the local area and the wider borough, the proximity of the premises to services and facilities used by vulnerable individuals and the level of deprivation within the area.

The operator has established customer interaction protocols that all staff are required to follow. These procedures have been developed in line with the formal guidance set out, and are regularly reviewed to reflect staff experience and customer behaviour. This ensures the operator maintains an accurate understanding of its customer base and remains aware of emerging risks, helping to minimise the potential for gambling related harm.

The policies in place set out measures to address vulnerability including: Combating gambling harm, Access to gambling by children and young people, Information on how to gamble responsibly and help for problem gamblers, Customer interaction, Self-exclusion and Employment of children and young people.

## Enhanced Safeguarding Measures

The operator has implemented the following key controls:

- Think 25 age verification policy
  - Staff training (induction + annual refreshers)
  - Self-exclusion schemes
  - Customer interaction logs
  - CCTV monitoring
  - Refusal procedures
-

- Signposting to gambling support services

These measures are designed to mitigate risks identified within the local area.

Risk Rating Key

Likelihood		Impact	
Low	There is a possibility but unlikely to occur in normal operation	Low	Consequences are limited and manageable
Medium	Reasonably possible and may occur	Medium	Consequences may be significant but controllable with active management
High	Likely or expected to occur	High	Consequences are serious and directly undermine licensing objectives

Below is the current approach to risk assessment for this premises. This is a live assessment and is subject to change if additional risks are encountered in the course of operation.

Risk	Likelihood & Impact of Risk	Control measures	Added controls
The premises is located within walking distance of several educational facilities  <b>Creates a risk that under-18s may pass the premises and be exposed to gambling</b>	<b>Likelihood</b> <i>Moderate</i> due to the concentration of schools in the area  <b>Impact</b> <i>High</i> as protecting children from being harmed or exploited by gambling is a key licensing objective	<ul style="list-style-type: none"> <li>• Strict 18+ Entry</li> <li>• Challenge 25</li> <li>• Staffed Entry</li> <li>• CCTV</li> <li>• Refusals Log</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing staff training on identifying under-18s (the process of which will be subject to review)</li> <li>• Continual monitoring of the entrance to the premises (particularly at school start/finish times)</li> <li>• Maintaining a refusals log and reviewing any patterns of refusal</li> <li>• Ensuring the frontage remains neutral and would not serve to appeal to children</li> </ul>
There are a small number of support services for homeless or vulnerable individuals nearby	<b>Likelihood</b> <i>Moderate</i> as only a small number of these premises are in the area and there is no evidence of congregation	<ul style="list-style-type: none"> <li>• Staff-led interaction</li> <li>• Safer-gambling framework</li> <li>• Payday/benefit awareness</li> </ul>	<ul style="list-style-type: none"> <li>• All staff receive documented training in gambling-harm awareness and in identifying vulnerability</li> </ul>

<ul style="list-style-type: none"> <li>• Risk that these attract individuals with heightened vulnerability into the immediate vicinity of the premises</li> <li>• Such vulnerable persons may be more susceptible to gambling harm or may attempt to enter the premises in search of shelter or distraction</li> </ul>	<p><b>Impact</b>  <i>High</i> as the protection of vulnerable people forms a key licensing objective and the potential for gambling harm is significant for such individuals</p>	<ul style="list-style-type: none"> <li>• Support pathways</li> </ul>	<ul style="list-style-type: none"> <li>• Only fully trained and assessed staff (on customer interaction and intervention) are permitted to work unsupervised</li> <li>• Annual refresher training is mandatory, recorded and reviewed</li> <li>• Management and staff apply heightened vigilance during recognised payday and benefit payment periods (increasing interactions where necessary)</li> </ul>
<p>A small number of care homes operate in the surrounding area</p> <ul style="list-style-type: none"> <li>• Such facilities accommodate adults who may be isolated or may have physical or mental difficulty, making them more vulnerable</li> <li>• The proximity to the premises creates a risk that such individuals may attempt to enter, especially if they are confused or lonely</li> </ul>	<p><b>Likelihood</b>  <i>Low</i> as only a limited number of care homes are located nearby</p> <p><b>Impact</b>  <i>High</i> as the protection of vulnerable people is a core licensing objective</p>	<ul style="list-style-type: none"> <li>• Controlled entry and egress</li> <li>• Intervention protocols</li> <li>• Refusals log</li> </ul>	<ul style="list-style-type: none"> <li>• Refusal of entry to individuals displaying signs of such vulnerability including confusion or distress</li> <li>• Staff to actively monitor AGC frontage</li> <li>• Multilingual harm signage as well as support signposting</li> <li>• Obscured internal views</li> </ul>
<p>Jobcentre operating in the wider area</p> <p><b>Risk that financially vulnerable individuals may pass the premises and attempt to enter</b></p>	<p><b>Likelihood</b>  <i>Low</i> as only one Jobcentre is located nearby</p> <p><b>Impact</b>  <i>High</i> as, if a financially vulnerable individual were to enter and gamble, the potential for harm is significant</p>	<ul style="list-style-type: none"> <li>• Payday/benefit-cycle awareness</li> <li>• Support pathways</li> <li>• Staff-led interaction</li> <li>• Supervised entry</li> </ul>	<ul style="list-style-type: none"> <li>• Heightened awareness and vigilance during benefit payment periods</li> <li>• Staff trained fully in interacting and intervening when they identify vulnerable individuals attempting to enter the premises</li> <li>• Staff trained to provide safer gambling materials to vulnerable people where appropriate (provided onsite)</li> </ul>

<p>There are family Service Centres/Community Centres</p> <p><b>Such facilities are used by a wide variety of persons including families with children and those seeking support</b></p>	<p><b>Likelihood</b> <i>Moderate</i> as many different groups of people may be frequenting these premises, increasing the general footfall and therefore increasing the chances of them passing the AGC</p> <p><b>Impact</b> <i>High</i> as these centres may be used by vulnerable individuals or families - the protection of children and vulnerable persons form key licensing objectives</p>	<ul style="list-style-type: none"> <li>• Continuous Staffing</li> <li>• CCTV</li> <li>• Incident Logging</li> <li>• External Area Management</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained to identify vulnerability and intervene appropriately</li> <li>• Neutral frontage to avoid attracting vulnerable individuals or families</li> <li>• Active supervision of the AGC frontage to prevent loitering</li> </ul>
<p>There are several parks, play grounds and sports/leisure facilities</p> <p><b>Risk of areas where children will gather</b></p>	<p><b>Likelihood</b> <i>Moderate</i> as children and young people frequently use these facilities so may pass the premises</p> <p><b>Impact</b> <i>High</i> as under-18s must not be exposed to gambling</p>	<ul style="list-style-type: none"> <li>• Strict 18+ Entry</li> <li>• Challenge 25</li> <li>• Staffed Entry</li> <li>• CCTV</li> <li>• Refusals Log</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained to identify under-18s and intervene early</li> <li>• Neutral frontage with obscured internal views</li> <li>• Continual surveillance of the entrance during peak school times/school holidays</li> <li>• Review of refusals log to identify patterns</li> </ul>
<p>There are a number of variable entertainment venues</p> <p><b>Places in which children and young people will typically frequent</b></p>	<p><b>Likelihood</b> <i>Moderate</i> as these venues attract families and young people</p> <p><b>Impact</b> <i>High</i> as exposure of under-18s to gambling premises is a key licensing objective</p>	<ul style="list-style-type: none"> <li>• Refusals Log</li> <li>• Strict 18+ entry</li> <li>• CCTV</li> <li>• Challenge 25</li> <li>• Staffed entry</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained to identify and refuse under-18s confidently</li> <li>• Neutral frontage with no advertising that may appeal to children</li> <li>• Staff supervision of the entrance during peak periods (e.g. School holidays)</li> <li>• Review of refusals and incident logs</li> </ul>
<p>There are several vulnerable/addiction support centres</p>	<p><b>Likelihood</b></p>	<ul style="list-style-type: none"> <li>• Staff-led interaction</li> <li>• Safer-gambling framework</li> </ul>	<ul style="list-style-type: none"> <li>• Refusal of entry where vulnerability is identified</li> </ul>

<ul style="list-style-type: none"> <li>• <b>Risk that individuals experiencing addiction or crisis may pass the premises</b></li> <li>• <b>Such individuals may be more susceptible to gambling harm</b></li> </ul>	<p><i>Moderate</i> as these services may bring vulnerable individuals into the vicinity of the AGC</p> <p><b>Impact</b> <i>High</i> as the potential for gambling harm is significant for individuals experiencing addiction</p>	<ul style="list-style-type: none"> <li>• Support pathways</li> <li>• CCTV and supervised entry</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained in awareness and safe intervention</li> <li>• Multilingual signposting to support services</li> </ul>
<p>There are Foodbanks within the vicinity of the premises</p> <p><b>Risk that financially vulnerable individuals may pass the premises</b></p>	<p><b>Likelihood</b> <i>Low</i> to <i>Moderate</i> as footfall from the Foodbank will be limited but may include individuals experiencing financial difficulty.</p> <p><b>Impact</b> <i>Moderate</i> as financial vulnerability is a recognised risk factor for gambling harm</p>	<ul style="list-style-type: none"> <li>• Staff-led interaction</li> <li>• CCTV</li> <li>• Supervised entry</li> <li>• Support pathways</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of Foodbank distribution times</li> <li>• Staff trained to provide safer-gambling materials</li> <li>• Refusal of entry to individuals displaying signs of distress</li> <li>• Neutral frontage</li> </ul>
<p>There are a large number of both Medical Centres and Mental Health facilities</p> <ul style="list-style-type: none"> <li>• <b>These services are used by individuals who are likely experiencing vulnerability</b></li> <li>• <b>Such individuals may be more susceptible to gambling harm if they pass the premises</b></li> </ul>	<p><b>Likelihood</b> <i>Moderate</i> as the concentration of these centres increases the chance of a vulnerable person passing the AGC</p> <p><b>Impact</b> <i>High</i> due to the licensing objective to protect vulnerable persons</p>	<ul style="list-style-type: none"> <li>• Staff-led interaction</li> <li>• Safer-gambling framework</li> <li>• Support pathways</li> <li>• CCTV and supervised entry</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained in mental health awareness</li> <li>• Refusal of entry where appropriate</li> <li>• Multilingual support materials</li> <li>• Supervising the AGC frontage to prevent loitering</li> </ul>
<p>There are several Pawnbrokers and Pay day loan shops</p>	<p><b>Likelihood</b></p>	<ul style="list-style-type: none"> <li>• Payday/benefit-cycle awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Staff trained to identify financial vulnerability</li> </ul>

<p><b>Risk that financially stressed individuals may be drawn to gambling</b></p>	<p><i>Moderate</i> as these premises attract individuals experiencing financial distress</p> <p><b>Impact</b> <i>Moderate</i> as financial vulnerability is a recognised risk factor for gambling harm</p>	<ul style="list-style-type: none"> <li>• Staff-led interaction</li> <li>• Support pathways</li> <li>• CCTV</li> </ul>	<ul style="list-style-type: none"> <li>• Early intervention protocols</li> <li>• Neutral frontage</li> <li>• Monitoring patterns in customer behaviour</li> </ul>
<p>There are a number of nearby Gambling premises</p> <p><b>Gambling Vulnerability area</b></p>	<p><b>Likelihood</b> <i>High</i> due to high concentration of gambling outlets which increases exposure</p> <p><b>Impact</b> <i>High</i> as greater risk of gambling harm</p>	<ul style="list-style-type: none"> <li>• Safer-gambling framework</li> <li>• Staff-led interaction</li> <li>• Self-exclusion procedures</li> <li>• CCTV and supervised entry</li> </ul>	<ul style="list-style-type: none"> <li>• Checking for customers hopping between venues</li> <li>• Staff trained to identify signs of extended or harmful play</li> <li>• Liaison with other operators where appropriate</li> <li>• Review of incident logs for patterns</li> </ul>
<p>There are a number of Bus stops and other transport links</p> <p><b>Risk that children congregate at bus stops</b></p>	<p><b>Likelihood</b> <i>Moderate</i> as bus stops generate higher footfall including young people</p> <p><b>Impact</b> <i>High</i> as exposure of under-18s to gambling premises is a key licensing objective</p>	<ul style="list-style-type: none"> <li>• Strict 18+ entry</li> <li>• Challenge 25</li> <li>• Staffed entry</li> <li>• CCTV</li> <li>• Refusals log</li> </ul>	<ul style="list-style-type: none"> <li>• Supervising the entrance during school travel times</li> <li>• Neutral frontage to avoid attracting young people</li> <li>• Review of refusals log to identify patterns</li> <li>• Staff trained to intervene early</li> </ul>
<p>There is a spread of Public houses and Alcohol licensed premises</p> <p><b>Risk that intoxicated individuals may attempt to enter</b></p>	<p><b>Likelihood</b> <i>Moderate</i> as alcohol consumption increases impulsivity</p> <p><b>Impact</b></p>	<ul style="list-style-type: none"> <li>• Alcohol-free operation</li> <li>• Controlled entry</li> <li>• CCTV</li> <li>• Incident logging</li> </ul>	<ul style="list-style-type: none"> <li>• Refusal of entry to intoxicated individuals</li> <li>• Staff trained to identify signs of intoxication</li> <li>• Staffed frontage</li> </ul>

	<i>Moderate</i> as intoxicated individuals are at higher risk of harm or disorder		<ul style="list-style-type: none"> <li>No external seating or congregation areas</li> </ul>
There is a variation of Places of worship within half a mile  <b>Sensitive locations that may be adversely affected by the gambling premises</b>	<p><b>Likelihood</b> <i>Low</i> to <i>Moderate</i> as those who attend may pass the premises but are not typically high risk groups</p> <p><b>Impact</b> <i>Low</i> as places of worship are sensitive locations so there may be community concern</p>	<ul style="list-style-type: none"> <li>Neutral frontage</li> <li>Obscured internal views</li> <li>No inducement advertising</li> <li>Continuous staffing</li> </ul>	<ul style="list-style-type: none"> <li>Supervision of shopfront</li> <li>Multilingual support pathways</li> <li>No external promotional material</li> </ul>
There are a number of ATMs and Banks  <b>Risk that individuals withdrawing cash may be tempted to gamble impulsively</b>	<p><b>Likelihood</b> <i>Moderate</i> as added convenience through easy access to cash</p> <p><b>Impact</b> <i>High</i> as financial harm is a key licensing objective concern</p>	<ul style="list-style-type: none"> <li>Staff-led interaction</li> <li>Safer-gambling framework</li> <li>CCTV</li> <li>Support pathways</li> </ul>	<ul style="list-style-type: none"> <li>Staff trained to identify signs of financial distress</li> <li>Monitoring of customers returning repeatedly after cash withdrawals</li> <li>Early intervention where concerns arise</li> <li>Neutral frontage (to avoid impulse entry)</li> </ul>

### Potential exposure to children

A repeated issue identified in the above risk assessment is the opportunities for children to pass the premises. The operator has carefully considered this risk and has set out measures to ensure that the premises operates safely within this area and that the licensing objective of protecting children from being harmed or exploited by gambling is upheld. Specific measures will include staff supervising the entrance to the premises at school start and finish times to ensure that flows of school children who may pass the premises do not attempt to enter. If children attempt to enter, a strict 18+ entry policy is in place and staff receive refresher training so that they remain fully aware on how to identify under 18s and the early intervention measures required should they try to enter.

### Potential exposure to vulnerable persons

Another key consideration is the potential exposure to vulnerable people. In a similar approach to preventing children entering the premises, the operator has developed measures to ensure that vulnerable persons are protected from any risk of gambling harm and that the licensing objective of preventing

harm to vulnerable people is promoted. Staff are trained on how to identify vulnerable people and how to act accordingly, ensuring that staff members do not put themselves at risk in the process. Management will also assess any interactions that have taken place to determine the efficacy of these policies and identify where protocols may need amending.

### **Gambling Cluster**

The operator has paid particular attention to the presence of 11 other gambling premises within a mile radius by and has factored into the above risk assessment and the measures set out in response have been specifically tailored to address the risks associated with cumulative gambling exposure.

Gambling facilities around the premises are primarily made up of high street betting shops, plus 4 Adult gaming centres and a Bingo premise. These premises are concentrated along main shopping streets, making them easily accessible to local residents. They contribute to the evening economy by remaining open later than many retail uses but overall, gambling activity in the area is visible but limited in scale, embedded within the everyday high street environment rather than operating as a major leisure draw.

Nevertheless, the operator recognises that clustering, when combined with local deprivation, vulnerability and the presence of individuals experiencing addiction or other health challenges, can increase the potential for gambling-related harm. Accordingly, strict policies have been implemented to mitigate these risks, including customer interaction protocols, self-exclusion policies, continued staffing and supervision of customer behaviour.

The operator will also engage with the other gambling operators in the surrounding area and share information in order to identify behaviour patterns and to determine any further necessary measures to mitigate gambling harm and to ensure that area is not detrimentally affected by the AGC.

## **Operator Summary**

This local area risk assessment recognises that the premises sits within an area of high vulnerability, with a concentration of gambling venues, clear indicators of deprivation and financial pressure and a significant number of schools and community services. The operator recognises each of these risk factors as incredibly important considerations and has considered each risk in depth as part of this assessment.

In response to these local risks, the operator has committed to a set of safeguards that consider the likelihood and impact of each risk in accordance with the licensing objectives. These include detailed staff training, continuous on-site supervision, strict age-verification procedures, multilingual safeguarding materials, staff supervision of customer behaviour and clear controls on advertising and external appearance. With these measures in place, the premises will operate in a way that minimises harm as much as possible.

Taking all factors together, this assessment provides that, when operated under these controls, the premises will not contribute to cumulative harm within the Willesden Green area. The operator fully accepts that this is a sensitive location and is prepared for heightened scrutiny, ongoing engagement with the Licensing Authority and regular review of all safeguards to ensure that the licensing objectives continue to be upheld.

**All data sources used in this LARA come from credible third-party platforms including the Office for National Statistics (ONS), Brent Local Crime Data (Metropolitan Police) and Crystal Roof. These statistics are drawn from data sets and are not reliant on any subjective assessment by the operator.**

## Conclusion

This Local Area Risk Assessment demonstrates that the premises is suitable for its location and that all relevant risks have been identified and appropriately mitigated.

The operator has implemented robust policies, procedures and control measures to ensure compliance with the licensing objectives and to protect children and vulnerable persons.

The premises will continue to review and update this assessment in line with regulatory requirements.

ANNEX B – THE APPLICANTS POLICIES AND PROCEDURES

**ARCADIA CASINO LIMITED**  
**POLICIES & PROCEDURES**

<b>Version</b>	<b>Date</b>	<b>Drafted/Reviewed by</b>
1	May 2020	Debbie Bollard
2	April 2025	Debbie Bollard

## **GAMBLING REGULATORY COMPLIANCE**

### **Introduction**

The Company is licensed to operate AGC premises

The Director and Company acknowledge their obligations to uphold the licensing objectives set out in the Gambling Act 2005 and the requirement to comply with the Licensing Codes and Conditions of Practice (LCCPs) as amended from time to time. The Company will comply with any relevant social responsibility provision of a code of practice issued by the Gambling Commission.

If it became clear that the Company was unable to fulfil its responsibilities under the Operating Licence the Director would notify the Gambling Commission immediately and comply with any requirements of the Gambling Commission

### ***Licensing Objectives***

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
- Ensuring that gambling is conducted in a fair and open way.
- Protecting children and other vulnerable persons from being harmed or exploited by gambling.

### ***Licensing Conditions and Codes of Practice***

The latest version of the LCCPs can be found online at

<https://www.gamblingcommission.gov.uk/licensees-and-businesses/lccp/online>

Compliance with the *Social Responsibility Codes* is a condition of the Company's Operating Licence, and any breach may lead the Commission to review an Operator's Licence with a view to suspension, revocation or the imposition of a financial penalty. This could also expose the Company to the risk of prosecution.

*Ordinary Code Provisions* do not have the status of Operator Licence conditions but set out good practice. The Company can adopt alternative approaches provided it considers the ordinary code provision and can demonstrate that an alternative approach is reasonable in the circumstances; or that by taking an alternative approach it is acting in a similarly effective manner. Ordinary codes of practice are admissible in evidence in criminal or civil proceedings and must be taken into account in any case in which the court or tribunal think them relevant, and by the Commission in the exercise of its functions; any departure from ordinary code provisions by the Company may be taken into account by the Commission on a licence review but cannot lead to imposition of a financial penalty.

## **REPORTING REQUIREMENTS**

The Company will disclose to the Commission anything that is likely to have a material impact on its business or ability to conduct licensed activities compliantly. In particular it will report any of the Key Events listed in the Licence Condition 15.2.

**A key event** is an event that could have a significant impact on the nature or structure of an Operator's

business. Operators are required to notify the Commission of the occurrence of key events as soon as reasonably practicable and in any event within five working days of becoming aware of the event's occurrence.

Operators must as soon as reasonably practicable, provide the Commission with any information that they know relates to or suspects may relate to the commission of an offence under the Gambling Act 2005, including any breaches of the Licence Conditions and Codes of Practice.

Full details of notifiable key events can be found in the Licence Conditions and Codes of Practice at condition 15.2 and include the following:

- The Company becoming insolvent;
- Any change in key personnel;
- Any disciplinary sanction, including dismissal, against the holder of a personal licence;
- Submission of a suspicious activity report (SAR) to the NCA pursuant to the Proceeds of Crime Act 2002 or Terrorism act 2000;
- Any breach of the Company's information security that adversely affects the confidentiality of customer data; and
- Any change of the Company's alternative dispute resolution (ADR) provider

The Company acknowledges its duty as set out in Licence Code 15.3.1 to, and will, provide the Gambling Commission with any information it requests in Regulatory Returns or otherwise relating to operations including the type of gambling activities provided, the numbers of staff employed and the policies in relation to, and the experience of, problem gambling.

## **RESPONSIBILITY FOR THIRD PARTIES**

The Company will be responsible for any third parties that it contracts with relating to the operation of its premises or the supply of gaming machines and will require any third party to act in accordance with the LCCPs. It will require any third party to provide any information that it may need to comply with its information reporting and other obligations to the Gambling Commission. Any contract with such a third party will include a provision to terminate the contract if in the Company's opinion the third party is in breach of its obligations.

## **ACCESS TO PREMISES**

The Company acknowledges its obligation to ensure that staff co-operate with the Gambling Commission's Enforcement Officers, the Police and the Authorised Officers of the Local Authority in the proper performance of their compliance functions and that they are made aware of those officers' rights of entry to premises contained under Part 15 (S.303 to S.326) of the Gambling Act 2005 (refer to page 2 of this policy) and that:

- The Company must provide the Gambling Commission or Police with any information that it suspects may relate to the commission of an offence under the Gambling Act 2005, including

an offence resulting from a breach of an operating licence condition or a code of practice provision having the effect of a licence condition.

- The Company must provide the Gambling Commission with such information as the Commission may require from time to time including the range of gambling activities provided by the licensee and the licensee's policies in relation to, and experience of, problem gambling.
- The Company must submit a Regulatory Return to the Gambling Commission containing such information as the Commission may require from time to time and provide evidence that the terms on which gambling is offered are not unfair under the Unfair Terms in Consumer Contracts Regulations 1999 and, where applicable, complies with the Consumer Rights Act 2015.
- Staff will co-operate with Enforcement Officers and Police in the proper performance of their compliance functions; senior management will ask the visiting officer for a written report of the inspection.

Staff are trained on induction and during refresher training on this policy and the rights of entry to premises by the Gambling Commission's Enforcement Officers, the Police or an Authorised Officer of the Local Authority.

- Suspected Offence - A constable or enforcement officer can enter a premises if he reasonably suspects that an offence may be being committed or is about to be committed.
- Inspection of Gambling - A constable, enforcement officer or authorised person may enter premises if they reasonable suspect that unlawful facilities for gambling (other than private and non-commercial gaming) or better may be being provided, may be about to be provided or have been provided.
- Inspection of Operating Licence Condition Compliance - A constable or enforcement officer may enter premises that they reasonably believe to be used by the holder of an operating licence in connection with licensable activities, to determine whether the licensed activities are being carried out in accordance with the conditions of the operating licence.
- Licensed Premises - A constable, enforcement officer or authorised person may enter a premises where an application for a premises licence has been made to assess the likely effects of activity carried on under a premises licence.

## **ANTI-MONEY LAUNDERING RISK ASSESSMENT POLICY & PROCEDURES**

### **LICENCE REQUIREMENTS**

Under LCCP 12.1.1 in order to prevent money laundering and terrorist financing, licensees must:

- Conduct an assessment of the risks of their business being used for money laundering or terrorist financing;
- Review the risk assessment at least annually;
- Have appropriate policies, procedures and controls in place to prevent money laundering; and
- Implement those policies effectively taking into account learning or guidelines published by the Gambling Commission.

The appropriate guidance from the Gambling Commission can be found at:

<https://www.gamblingcommission.gov.uk/manual/duties-and-responsibilities-under-the-proceeds-of-crime-act-2002>

The Company is licensed for non-remote Bingo, AGC and the supply maintenance and repair of gaming machines and is therefore not within the regulated sector under the Money Laundering (Information on the Payer) Regulations 2017 (as amended). However, the Company must comply with its obligations to prevent commission of offences under the Proceeds of Crime Act 2002 (POCA) and also comply with the LCCP.

### **MONEY LAUNDERING**

Money laundering is a term referring to offences involving the proceeds of crime or terrorism funds. Criminals attempt to launder money by disguising the source and/or changing the form of the funds or moving them to a place where they are less likely to attract attention.

The following are acts of money laundering:

- Concealing, disguising, converting, transferring criminal property, or removing from the UK (section 327 of the Proceeds of Crime Act (POCA) 2002).
- To enter into or become concerned in an arrangement which you know, or suspect will assist the acquisition, retention, use or control of criminal property or on behalf of another person (POCA section 328).
- Acquiring, using, or possessing criminal property.

### **ANTI-MONEY LAUNDERING**

Anti-money laundering (AML) is a term used to describe the legal controls that require financial institutions and other regulated entities to prevent, detect, and report money laundering activities.

An effective AML program requires:

- The criminalisation of money laundering with powers given to regulators and the police to investigate and prosecute;
- Financial institutions to identify their customers, establish risk-based controls, keep records and report suspicious activities;
- The ability to share information with other jurisdictions as appropriate.

## REGULATION

Employees working in the gambling industry are required to make a report in respect of any information that comes to them in the course of their business:

- when they know
- when they suspect
- when they have reasonable grounds for knowing or suspecting that a person is engaged in money laundering or terrorist financing, including criminal spend.

These obligations are collectively referred to as grounds for knowledge or suspicion. The Company must be able to demonstrate, with supporting evidence, that a risk assessment is and has been undertaken prior to entering into business relationships with customers and that adequate customer due diligence is conducted in order to ensure that customers' transactions are consistent with the level of risk presented.

The Company must also be able to demonstrate the extent of ongoing monitoring which is conducted on a risk-sensitive basis and retained any records necessary to reflect this, with risk profiles being properly maintained. This policy identifies additional measures that will be applied to carry out risk monitoring and when it will be necessary to obtain a declaration as to the source of funds from customers in situations which present a high risk with the potential for money laundering.

The Company and its Directors are committed to ensuring that compliance is embedded in all aspects of the business.

## AML RISK ASSESSMENT

### COUNTRY/GEOGRAPHIC RISK

#### Risks

- Residents of some countries can pose an inherently elevated risk of money laundering; the Financial Action Task Force has identified several High-Risk Jurisdictions on their Black List and a number of countries that are under increased monitoring on their Grey List <https://www.fatf-gafi.org/en/countries/black-and-grey-lists.html>
- Customers can present a higher risk as a result of their citizenship, business or residency.

#### Risk assessment

- There is a possibility that customers may originate from countries on the FAFT list.
- The majority of customers will be known to staff working in the premises through everyday customer interactions
- Staff are trained to be alert to any suspicious activity and to report suspicions to their line manager.
- Where the Company has suspicion that an unknown customer may come from a country on the Blacklist they will be asked to provide proof of residency and the Company will undertake further monitoring for any suspicious activity.
- Where the Company has suspicion that an unknown customer may originate from a country on the Grey List the Company may undertake further monitoring for any suspicious activity.

**Risk assessment = LOW**

**CUSTOMER RISK****Risks**

- Unknown or anonymous customers
- High spenders
- Disproportionate spenders
- Casual or regular customers
- Forged or stolen identities,
- From jurisdictions on the Blacklist or the Grey List or on sanctions lists.

**Risk assessment**

- The majority of customers will be known to staff through everyday customer interactions.
- Staff are trained to be aware of any suspicious activity and to report suspicions to their line manager.
- Where there is any doubt about the identity of a customer, they will be asked to verify their identity against their passport or driving licence photo.

**Risk assessment = LOW**

**TRANSACTION RISK (INCLUDING MEANS OF PAYMENT)****Risks**

- Money used to bet/gamble may be the proceeds of crime.
- Cash may be used that is difficult to trace and is associated with criminal activity.
- Customers may deposit criminal proceeds into gaming machines and then withdraw the funds with no gambling activity.

**Risk assessment**

- Staff are trained to be aware of any suspicious activity and to report suspicions to their line manager.
- The maximum stake on gaming machines is £2.
- Wins over £300 in value are paid out from the counter where no TITO so staff can interact with the customer and identify any suspicious activity.

**Risk assessment = LOW**

**PRODUCT RISK****Risks**

- Some gambling products such as gaming machines, and automated ticket redemption machines can pose a higher risk of money laundering.

**Risk assessment**

- The Company offers low-stake gaming machines with a maximum stake of £2 and maximum prize of £500.
- Wins over £300 in value are paid out from the counter where no TITO so staff can interact with the customer and identify any suspicious activity.

**Risk assessment = MED.**

**RISK ASSESSMENT - OVERALL**

- The Company has assessed its risk of being used to launder criminal proceeds to be **LOW/MED** overall.
- Its business is offering low stake gaming machines and bingo with a limit of £2 maximum stake.

- Winnings of over £300 are paid out by staff where no TITO instead of from the gaming machine to help identify suspicious activity
- Any stakes credited to a machine and then withdrawn with no gambling activity are flagged as suspicious to the MLRO.

The Company assesses that its risk of money laundering is LOW.

The Company acknowledges that higher value gambling activity carries a higher risk of money laundering and staff are trained to be alert to any such activity and to report it to their line manager.

**Updated May 2025**

### **CRIME & DISORDER AND AML POLICY**

This policy is based on the following principles and practises:

- The development of systems and controls that are appropriate for the business and comply with all legal and regulatory requirements;
- The assessment of any money laundering risks to the business at least annually and the adoption a risk-based approach that is flexible, effective, proportionate and cost effective;
- A commitment from, and responsibility resting with, the senior management;
- Regular assessment of the systems and controls in place;
- The maintenance of transactions records that meet the needs of law enforcement investigations tackling money laundering and terrorist financing;
- Initial and ongoing training for all relevant employees;
- Providing the nominated Money Laundering Reporting Officer (MLRO) with the resources and authority to operate objectively and independently.

### **RISK MANAGEMENT**

The Company has a policy and procedures in place in relation to risk assessment and management, as required under the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (the Regulations). This risk-based approach involves a number of discrete steps in assessing the most proportionate way to manage and mitigate the money laundering and terrorist financing risks:

- Identifying any money laundering and terrorist financing risks that are relevant to its business;
- Designing and implementing policies and procedures to manage and mitigate these assessed risks;
- Monitoring and improving the effective operation of these controls; and
- Recording what has been done, and why.

This risk-based approach focuses the effort where it is most needed and will have most impact. It requires the full commitment and support of senior management, and the active co-operation of all employees. The Company has conducted an assessment of its risk exposure to money laundering, which considers the threat, and its impact.

### **MLRO**

The designated Money Laundering Reporting Officer (Harpreet Chattha) takes responsibility for SARs in respect of the prevention and detection of money laundering, counter terrorism financing and the Company's obligations under the Proceeds of Crime Act 2000

The MLRO has responsibility for:

- Deciding whether to establish or continue a business relationship with a customer;
- Suspending or terminating a business relationship;
- Deciding whether the Company has any knowledge or suspicion of money laundering in relation to a customer's betting activity; and
- Submitting a Suspicious Activity Report (SAR) to the National Crime Agency (NCA) using [www.nationalcrimeagency.gov.uk](http://www.nationalcrimeagency.gov.uk).
- Seeking a defence (where appropriate); and
- Keeping a record of the decision-making process and all SARs submitted to the NCA.

The MLRO has the authority to act independently in carrying out their responsibilities and has access to sufficient resources to carry out their duties.

### **SUSPICIOUS ACTIVITY**

Suspicious activity includes any suspicious transactions, extreme customer profiles, and where deposits contradict the circumstances. Where the Company identifies a customer that requires additional risk monitoring it will conduct enhanced due diligence checks and may ask them to provide the following as evidence of identity:

- Passport or ID card.
- Utility bill.
- Bank statement.
- Other proof of identity.

Enhanced Due Diligence Checks are based on a customers' profile and the risk they pose to the Company's business. Where it is determined that a customer may be a risk the Company will conduct risk monitoring which will include checks of where the customer lives and works, and the value of their home and whether its comparable to the level of customer spending.

### **SUSPICIOUS ACTIVITY REPORTS (SARS)**

The law imposes a duty on businesses to make a Suspicious Activity Report (SAR) about any actual or suspected money laundering or terrorist funding. Any employee who has any information that comes to them in the course of working for the Company that they know, suspect, or have reasonable grounds to know or suspect a money laundering activity is occurring should report their suspicions promptly to the MLRO using the form below. Any employee failing to do so, will be subject to disciplinary action and is liable to criminal prosecution.

No further enquiries should be made about the suspected money laundering after reporting to the MLRO and no further steps in any transaction relating to the suspected money laundering should be made without authorisation from the MLRO.

An employee must not, under any circumstances, disclose or discuss any AML concern with the person or persons subject to an investigation, or any other person for that matter. Disclosure (also known as "tipping off") is strictly prohibited and carries with it serious legal penalties.

Furthermore, and in order to keep ourselves protected as much as possible, no remark should ever be left on an account that would give any indication that money laundering is suspected, a customer being

entitled, at any point in time, to request the full notes/remarks on their account.

## **EMPLOYEES**

The Directors are fully committed to and responsible for the implementation of this policy. They understand their individual personal liability for consenting to or contributing to the commission of offences under the Regulations, or where such offence is attributable to any neglect on their part.

### **Staff training**

All staff will receive training on their obligations to report any knowledge or suspicions of money laundering to the MLRO and are aware of the procedures in place for doing so. Relevant employees will receive training on how to follow Company procedures for:

- Client due diligence (CDD), including enhanced requirements for high-risk clients,
- reporting suspicious activity to the MLRO and seeking appropriate consent to payout winnings where applicable.

## **RECORD KEEPING**

The Company will ensure that there is an audit trail to assist in any financial investigation by a law enforcement body. Its record keeping policy and procedure covers records in the following areas:

- Details of how compliance has been monitored by the MLRO;
- Delegation of AML tasks by the MLRO;
- MLRO reports to senior management;
- Information not acted upon by the MLRO including an explanation as to why no further action was taken;
- Customer identification and verification information;
- Supporting records in respect of business relationships or occasional transactions;
- Employee training records;
- Internal and external SARs;
- Contact between the MLRO and police or the NCA, including records connected to appropriate consent.

## **OFFENCES**

All employees are made aware of their risk of committing the following related offences.

- Failing to report suspicious activity under POCA and the Terrorism Act
- Failing to make a disclosure to the MLRO as soon as they are in receipt of information giving rise to the knowledge or suspicion.
- Failing, as the MLRO to make a disclosure to NCA of information giving rise to the knowledge or suspicion.
- Disclosing information that a SAR has been submitted and that is likely to prejudice an investigation,
- Disclosing information that an investigation into allegations that an offence under POCA or the Terrorism Act has been committed, and that is likely to prejudice the investigation.
- Falsifying, concealing, destroying, or disposing of any documents that re relevant to an investigation into an offence under POCA or the Terrorism Act

### **VETTING PROCEDURES FOR NEW EMPLOYEES**

The Company undertakes a number of vetting procedures when staff are employed through proper identification checks and verifies the identity and credentials of employees using at least two independent references. It will also seek to verify any further personal information or background information.

### **PROTECTING EQUIPMENT FROM INTERNAL CRIME AND CRIMINAL MISUSE**

The Company understands that a keyway to combat fraud is to first identify where its most valuable assets are. Processes and controls have been built into the routine business of the Company to minimise the risk of any of the gaming machines being misused.

### **ENSURING OTHER COMPANIES ARE TRUSTWORTHY AND REPUTABLE**

The Company is committed to promoting strong principles of business and professional ethics at every level.

All new suppliers will be subject to a rigorous approvals process and all information supplied by them will be verified and assessed to consider the risks associated with the supplier. The company also ensures that any third parties it contracts with understand the compliance obligations under the relevant customer jurisdictions.

### **RESPONSIBILITIES UNDER THE PROCEEDS OF CRIME ACT (POCA)**

The Company is fully aware of its obligations set out in the Proceeds of Crime Act 2002 and has appropriate policies and procedures in place.

### **INTERNAL RECORD KEEPING**

- Records of all customer transactions will be retained for a minimum of 6 years after the transaction has taken place.
- Records of customer details, regardless of their value state or open/blocked status, will be kept for a minimum of 6 years after the relationship with the customer was terminated.
- Records of money laundering investigations and suspicious activity reports will be kept for 6 years after the investigation was completed.

### **FURTHER INFORMATION**

Further information can be obtained from the following sources:

- National Crime Agency (NCA) <https://www.nationalcrimeagency.gov.uk/>
- National Crime Agency (NCA) - Suspicious Activity Reports (SARs): <https://sarsreporting.nationalcrimeagency.gov.uk>
- National Crime Agency (NCA) - Guidance on submitting better quality Suspicious Activity Reports (SARs) <https://www.nationalcrimeagency.gov.uk/who-we-are/publications/650-guidance-on-submitting-better-quality-suspicious-activity-reports-sars-v9-0/file>
- Money Laundering Regulations: report suspicious activities: <https://www.gov.uk/guidance/money-laundering-regulations-report-suspicious-activities>
- Gambling Commission - Anti-money laundering hub: <https://www.gamblingcommission.gov.uk/licensees-and-businesses/aml>

**For completion by the employee suspicious of activity**

CONFIDENTIAL

From: \_\_\_\_\_

[insert name of employee]

**Details of suspected offence:**

<p><b>Names(s) and address(es) of person(s) involved:</b>          [if a company/public body please include details of nature of business]</p>
<p><b>Nature, value and timing of activity involved:</b>          [Please include full details e.g., what, when, where, how. Continue on a separate sheet if necessary]</p>
<p><b>Nature of suspicions regarding such activity:</b>          [Please continue on a separate sheet if necessary]</p>

**Has any investigation been undertaken (as far as you are aware)?** (Please tick the relevant box)

Yes  No

**If yes, please include details below:**

**Have you discussed your suspicions with anyone else?**

(Please tick the relevant box)       Yes    No

**If yes, please specify below, explaining why such discussion was necessary:**

**Signed:** \_\_\_\_\_ **Dated:** \_\_\_\_\_

**Please do not discuss the content of this report with anyone you believe to be involved in the suspected money laundering activity described. To do so may constitute a tipping off offence, which carries a maximum penalty of five years' imprisonment.**

**For completion by the Money Laundering Reporting Officer (MLRO)**

**THE FOLLOWING PART OF THIS FORM IS FOR COMPLETION BY THE MLRO**

**Date report received:** \_\_\_\_\_

**Date receipt of report acknowledged:** \_\_\_\_\_

**CONSIDERATION OF DISCLOSURE:**

**Action plan:**

**OUTCOME OF CONSIDERATION OF DISCLOSURE:**

**Are there reasonable grounds for suspecting money laundering activity?**

**If there are reasonable grounds for suspicion, will a report be made to NCA?** [Please tick the relevant box]  Yes  No

**If yes, please confirm date of report to NCA: \_\_\_\_\_ and complete the box below:**

**Details of liaison with NCA regarding the report:**

**Notice period:** \_\_\_\_\_ to \_\_\_\_\_

**Moratorium Period:** \_\_\_\_\_ to \_\_\_\_\_

**Is consent required from NCA to any ongoing or imminent transactions which would otherwise be prohibited acts? [Please tick the relevant box]**       Yes  No

**If yes, please confirm full details in the box below:**

**Date consent received from NCA:** \_\_\_\_\_

**Date consent given by you to employee:** \_\_\_\_\_

**If there are reasonable grounds to suspect money laundering, but you do not intend to report the matter to NCA, please set out below the reason(s) for non-disclosure:**

[Please set out any reasonable excuse for non-disclosure]

**Date consent given by you to employee for any prohibited act transactions to proceed:**

\_\_\_\_\_

**Other relevant information:**

**Signed:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**THIS REPORT TO BE RETAINED FOR AT LEAST FIVE YEARS**

## **PROTECTION OF BUSINESS FROM BEING A SOURCE OF CRIME OR DISORDER**

### **CASH HANDLING POLICY**

#### **Licensing Requirements**

- LCCP Condition 5.1.1 requires Operators to implement appropriate policies and procedures concerning the usage of cash and cash equivalents (by customers, designed to minimise the risk of crimes such as money laundering, to avoid the giving of illicit credit to customers and to provide assurance that gambling activities are being conducted in a manner which promotes the licensing objectives.
- LCCP Condition 15.3.1 requires Operators to report their gross gambling yield from each category of gaming machine within 28 days of the end of each quarterly period.

The Company acknowledges that there is a risk of internal and external crime including the theft of monies from its premises and the use of the business to launder money and/ or finance terrorism. The Company has there put in place the following cash handling policy for all its premises.

#### **Principles:**

- The receipt of money from gaming machines must be properly accounted for in all circumstances.
- Any concerns about money laundering should be immediately reported to senior management and the Money Laundering Reporting Officer and documented.
- All cash collections must be carried out by appropriately trained individuals.
- All cash collected must be securely stored and banked.
- Full records of all gaming machine collections must be maintained, including
  - the meter readings for each machine;
  - the category of gaming machine;
  - the location of the gaming machine.

#### **Procedures:**

- Gaming machines are emptied by the senior management and meter readings are recorded.
- All money is immediately taken to the site office where it is counted and the details together with the meter readings are recorded electronically to ensure that the same correspond.
- The Directors and senior managers are solely responsible for issuing refloats after the machines have been emptied and all floats are recorded and signed for at the time.
- The Directors and senior managers are responsible for banking;
- Any cash is kept stored securely in the safe in the site office until it is banked

#### **Credit & Money lending**

The Company does not permit the use of credit cards for gambling in its premises whatsoever.

The Company does not provide credit in connection with gambling nor participate in, arrange, permit, or knowingly facilitate the giving of credit in connection with gambling. Staff are trained to be alert to and to prevent collusion between customers. Disciplinary action will be taken against any member of staff involved.

The Company does not permit customers to lend money to one another and staff are trained to be alert to and identify any attempts and to report instances of substantial lending to a director. Customers will be asked to cease the practice and in certain circumstances they may be excluded from the premises if the behaviour continues.

### **Internal crime**

The Company acknowledges that there is a risk of internal crime in the form of theft or money laundering by employees. Although this is assessed as being low, to mitigate the risk, the Company has adopted the following policy.

- The Premises are constantly monitored by CCTV which is recorded and available to download and review at any time.
- Only senior management are responsible for emptying and refloating the machines and which is conducted on a weekly basis at which time meter readings are taken and recorded; these are then checked to ensure that the same correspond.
- Any cash is kept stored securely in the safe in the office together with the keys to all the gaming machines with access by senior management only.
- Staff and their family are not permitted to use the gaming machines or electronic bingo terminals in its premises.

The Company can make the following gaming machines available for use in its Premises:-

- Category B3– max stake £2 max prize £500
- Category B4 – max stake £2 max prize £400
- Category C – max stake £1 max prize £100
- Category D – max stake 10p max prize £5

The Company will ensure that on its Premises it only operates 1 category B3/4 machine for every 4 category C/D machine unless it has premises with grandfather rights when it can operate a maximum of 4 category B3/4 machines. Where applicable, to maintain the 20% rule staff are trained to switch off a category B3/4 machine if a category C/D machine becomes unserviceable.

### **External Crime**

The Company maintains an asset register recording:

- Details of its gaming machines including serial numbers
- The location of each gaming machine and the relevant authorisation for its operations
- Details of any maintenance including software updates
- Details of disposal

The Company ensures that all gaming machines operated and supplied by the Company have:

- Independent metering to monitor activity.
- Coin and note acceptors that reduce the risk of counterfeit monies being used in the machines.
- Security locks with access to keys limited to the Company and authorised staff.
- Alarms and programs designed to shut the machine down in the event of an attempt tamper with them.

The Company audits transactions and accounts and makes regular checks for any unusual or suspicious activities.

The Company uses CCTV and has staff monitoring its equipment to prevent crime and criminal misuse.

The Company carries out due diligence checks on other businesses that it deals with to ensure they are trustworthy and reputable and comply with any industry regulations and standards. This includes where appropriate that a supplier holds a valid Operating Licence. If there are any concerns about the conduct of a third party that the Company does business with he will, where appropriate, terminate any contract immediately.

The Company only sources gaming equipment supplied by other businesses that hold Operating Licences and regularly checks to ensure that the equipment complies with the Gambling Commission's technical standards.

## **ENSURING THAT GAMBLING IS CONDUCTED IN A FAIR AND OPEN WAY**

The Company recognises its responsibility and obligations to ensure that the gambling facilities provided are operated in a fair and open way as is required by the licensing objectives and the LCCPs.

The Company offers gambling on fair and open terms; none of the terms on which gambling is offered are unfair terms within the meaning of the Consumer Rights Act 2015 and, where applicable, meets the reasonableness test under the Unfair Contracts Act 1977. Terms of play are benchmarked against these legal requirements.

Staff are trained on induction, that it is essential that the Company is seen to be operating in a fair and open way and that any queries should be immediately referred to the management. Staff are trained on how to deal with the complaints, and which includes logging all complaints in the log at the Premises. All records and reports, including the outcome of each dispute, are submitted annually to the Gambling Commission.

The Terms and Conditions of use of the facilities in Premises are clearly displayed at the Premises and include details of how to self-exclude and make a complaint. Paper copies of the terms and conditions and the complaints procedures are made available for customers to take away. Any changes will be notified to customers through additional signage prior to any change taking place.

Where the Company offers customers free or discounted alcoholic drinks for consumption in its Bingo premises, such promotions will not be linked to whether, or when, the customer begins, or continues, to gamble. Furthermore, the Company will not make unsolicited offers of free alcoholic drinks for immediate consumption by customers at a time when they are participating in gambling activities.

The Company carries sufficient float in its safe on its Premises to cover all gambling transactions and financial obligations.

The Company acknowledges its responsibility for third parties that it contracts with linked to its licensed activities and will ensure that the terms of any such contracts: -

- require a third party to act in accordance with the LCCPs applicable to any activities conducted on behalf of the Company.
- require a third party to provide all information that the Company may need to comply with its information reporting and other obligations to the Gambling Commission
- permit the Company to terminate the contract if in its reasonable opinion a third party is in breach of contract particularly relating to terms pertaining to the LCCPs and licensing objectives.

The Company will ensure that there are sufficient facilities for playing Bingo through Electronic Bingo Terminals so that Bingo remains the Primary activity on the Premises. The layout and design of the Premises are such that anyone entering will be able to identify that they are in a Premises licensed to offer Bingo.

## ARCADIA CASINO LIMITED - TERMS AND CONDITIONS

### Who we are and our contractual relationship

1. These Premises are operated by Arcadia Casino Limited (“us” or “we”) under the authority of an AGC Operating Licence (57175) granted by the Gambling Commission.
2. When you use the gambling facilities on our premises you are entering into a legal contract with us, the terms of which are set out here (the “Terms”). As soon as we provide or display amended Terms then the amended Terms will apply from that point onwards unless we make any material changes in which case, we will display a notice in our premises informing customers of the changes to Terms before they come into effect.
3. When you are on our premises, we expect you to treat our staff and other customers with courtesy. We may ask you to leave if, in our opinion, your behaviour is rude, threatening, or abusive; or you are under the influence of alcohol or other substances. We may refuse admission to our premises at any time without giving reasons.

### Underage gambling

4. Entry to our Premises is only for those aged 18 years and older. Our staff are required to check your age if you appear to be under the age of 25. You may be asked to show ID proving your age.
5. We will only accept a valid, legible, and current form of ID that is an original not a copy and which contains a photograph capable of identifying you and which must also state your date of birth. Any ID’s which show signs of tampering will be rejected. Acceptable forms of ID include any identification carrying the PASS logo (for example Citizencard or Validate), a military identification card, a driving licence (including a provisional licence) with photocard, or a passport.
6. We may refuse you entry and/or remove you from our Premises if you appear to be under-age and cannot or will not produce an acceptable form of ID.
7. If we discover that a child (under 16 years) or young person (16 or 17 years) has gambled on any gaming machine (other than a Category D (i.e. stake of no more than 10p and maximum prize of £5 cash), then we will return the payment to play, and no prize winnings will be paid out.
8. If you are over 18 and are accompanied by a person who is under the age of 18 then we will refuse both of you entry to our Premises. If you enter or try to enter more than once when accompanied by a person who is under the age of 18 years, then we may exclude you from our premises permanently (even if not accompanied by a child or young person).

### Responsible gambling and self-exclusion

9. You agree that we may approach and speak to you where we believe you may have an issue with your gambling and that we may refer you to sources of help with problem gambling. We may record those discussions with you and may also give details of our concern to the Gambling Commission – this will be in general terms and no personal data will be shared with the Gambling Commission. You may want to contact GAMCARE which provides information, advice and counselling to individuals, their family and friends who have concerns about problem gambling. The Helpline number for GamCare is 0808 802 0133. We are a member of the Boomerang SmartEXCLUSION national self-exclusion scheme.
10. This means that you may exclude yourself from gambling with us and from other participating premises for an initial minimum period of between 6 and 12 months. Please inform a member of staff if you wish to discuss self-exclusion. Where possible we will try to discuss this with you in private.
11. In order to self-exclude, you will be expected to sign a paper or digital self-exclusion form accepting the terms and conditions of your self-exclusion and provide us with personal information such as your name, address and contact details, as well as photo identification and any other personal details we reasonably consider necessary to implement this self-exclusion. You do not have to enter our premises to do this and may communicate with us in writing. You agree that we may share the information you provide and the fact of your self-exclusion with IHL who operate the self-exclusion scheme and other local AGC premises. More details will be provided by our staff if you choose to self-exclude.
12. If you have self-excluded yourself from our venue, then we will try to make sure that you are not allowed to enter our premises. If we find you inside our premises, then we will ensure that you leave as quickly as possible. **However, if you still manage to gamble during a period of self-exclusion then we will not be responsible for your gambling losses, nor will we have to refund any monies lost.** We will record any attempt by you to breach your self-exclusion agreement.
13. At the end of the period chosen by you, the self-exclusion will remain in place for a further 6 months unless you take positive action in order to gamble again by requesting a member of staff to allow you to do so. If you reinstate yourself to gambling in this way you will not be able to gamble for a further 24 hours – this is called a cooling off period and is required by Gambling Commission Regulations. You may also request a renewal of the self-exclusion when it expires by contacting a member of our staff.
14. If you do not renew your self-exclusion, nor request to be re-instated to gambling then your self-exclusion

will automatically continue for a further six months. After this time, you will no longer be self-excluded.

15. We reserve the right to exclude you from the premises without your consent if you we consider that you are unable to control your gambling or are abusive to staff, are disruptive or fail to comply with any other terms of entry.

#### **Credit and loans**

16. We do not permit the use of credit cards in our Premises

17. We do not provide any form of credit in connection with gambling.

17. We do not permit any loans or other arrangements on our premises where credit is given to another person for any gambling activities. We will ask anyone to leave our premises and will exclude from entry in the future anyone who we discover is making loans on our premises on a commercial or organised basis.

#### **Promotions and reward schemes**

18. Any promotions, loyalty, or other reward schemes we offer will be subject to separate terms and conditions.

#### **Refunds**

19. If any gaming or other machine fails to work or work properly then, at the discretion of the venue, you will be entitled to is a refund of the stake you wagered. If we believe a machine is operating incorrectly, we may stop any further play on it. Any wins from a faulty machine will be void and you will not be entitled to collect any winnings accrued on a faulty machine.

#### **Complaints and disputes**

20. In this section, a "complaint" means a complaint about any aspect of our operation of our licensed gaming activities. A "dispute" is any complaint which is not resolved at the first stage of our complaints process. A copy of our complaints and disputes procedure is available on request.

21. If you have any complaints about any of the facilities for gambling that we provide, you should raise it as soon as possible with the Manager. If your complaint is not resolved to your satisfaction by the Manager, please put your complaint in writing, setting out the circumstances and send with any supporting information to Harpreet Chattha, Arcadia Casino Limited, 15-17 Upper George Street Luton LU1 2RD within 21 days.

22. We aim to respond in writing to your complaint within 14 days of receiving your written complaint.

23. If your complaint remains unresolved after receiving a written response from us, then we treat it as a dispute, and you have the option to refer it to the independent alternative dispute resolution ("ADR") entity that we use. This entity is called CEDR and can be contacted via its website <https://www.cedr.com>

4. There is no charge or cost to you in referring your complaint to CEDR, but it will not deal with your complaint until you have been through our complaint's procedure. In referring a dispute to ADR, you accept that any determination is binding on you and us.

#### **Cheating and advantage play**

25. If you are found cheating or if it is determined by us that you have employed or made use of a system (including any apparatus) designed to gain an advantage over the random operation of any gaming machine, you will not be paid out any prizes and will be barred from entering the premises in the future.

#### **Data protection and privacy**

26. We operate CCTV facilities at our premises for the purposes of detection and prevention of crime, and to ensure that our staff are able to work in a safe environment. CCTV recordings may be disclosed to the police or used in dealing with any complaints.

27. If you have opted into the self-exclusion scheme then your personal data will be made available to our staff, and the Boomerang as well as other participating AGC and Bingo sites.

28. In order to fulfil our regulatory obligations, we may undertake various checks of your identity, residence, income and wealth and may require you to supply us with information or documents in this regard.

## TECHNICAL STANDARDS

### GAMING MACHINE TECHNICAL STANDARDS

LCCP 2.3.1 requires Operators to comply with the Commission's technical standards and with requirements set by the Commission relating to the timing and procedures for testing.

The Gambling Commission's technical standards can be found at:

<https://www.gamblingcommission.gov.uk/licensees-and-businesses/page/gaming-machine-technical-standards>

The Company acknowledges that its Operating Licence permits it to operate the following gaming machines:-

- Cat B2 - max stake £2 max prize £500 to Casinos & Betting shops
- Cat B3 – max stake £2 max prize £500 to the above Bingo sites and AGCs
- Cat B3A – max stake 32 max prize £500 to members clubs etc
- Cat B4 – max stake £2 max prize £400 to all the above
- Cat C – max stake £1 max prize £100 to all the above FECs, pubs and commercial clubs
- Cat D AWP – max stake 10p max prize £5 to all above & uFECs
- Cat D non-money - max stake 30p max prize value £8 to all above
- Cat D Prize – max stake £1 max prize value £50 to all above
- Cat D crane – max stake 10p max prize £8 to all above
- Cat D combined money & non-money max stake 20p max prize £20 to all above
- Cat D coin pushers and penny falls to all of the above

Gaming machines operated by the Company are either manufactured or supplied by Operators licensed by the Gambling Commission. The Company will, where appropriate, seek assurances from its suppliers that the gaming machines and parts supplied comply with the latest technical standards.

Gaming machines operated by the Company that are manufactured after September 2007 are fully compliant with the Gambling Commission's technical standards.

Gaming machines operated by the Company that are manufactured after September 2007 contain meters which record information on the games played and this information will be the basis for dispute resolution.

Gaming machines operated by the Company declare if they are 'random' or 'compensating'.

- If it is a random machine it will state on the machine that 'This machine is random'
- If it is a compensating machine it will state on the machine that 'this game is compensated and may be influenced by previous play'
- If it is a compensating machine which has a feature which may invite a player to make a choice which may offer a low chance of success (e.g. a Hi/Low or gamble button) the machine will state 'this game is compensated and may be influenced by previous play and offer the player a choice where there is little chance of success'.

Gaming machines operated by the Company display the percentage payout. This is calculated over a very long run, normally 100,000 plays.

- If the game does not depend on player strategy the machine will display the following notice 'this machine has an average percentage payout of at least [insert value] %'.
- If the payout depends on player strategy the machine will state 'the return to player based on best strategy is [insert value] %'
- If the payout, for example of a feature, does not reflect the true odds the machine will display the following message 'the outcome of any game of feature is not necessarily that shown by the odds displayed'.

Gaming machines operated by the Company state whether a malfunction will either void a game or voids all pay-outs and games.

Gaming machines operated by the Company state when a machine has a minimum payout level and will also state if it is not possible to have certain winning combinations available in every game.

## MARKETING POLICY

In accordance with Social Responsibility Code 5.1, where the Company offers any customer or potential customer an incentive or reward it will ensure that the scheme makes clear:

- the circumstances in which, and conditions subject to which, the benefit is available are clearly set out and readily accessible to the customers to whom it is offered;
- that neither the receipt nor the value or amount of the benefit is dependent on the customer gambling for a pre-determined length of time or with a pre-determined frequency; or altered or increased if the qualifying activity or spend is reached within a shorter time than the whole period over which the benefit is offered;
- that if the value of the benefit increases with the amount the customer spends it does so at a rate no greater than that at which the amount spent increases;

The Company will ensure that all marketing is undertaken in a socially responsible manner and complies with the advertising codes of practice issued by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) as applicable.

The Company will also ensure that any marketing communications, advertisements, and invitations to purchase (within the meaning of the Consumer Protection from Unfair Trading Regulations 2008) do not amount to or involve misleading actions or misleading omissions within the meaning of those Regulations; that all significant conditions which apply to any marketing incentives are provided transparently and prominently to consumers and that significant conditions are displayed at the point of sale for any promotion, and on any advertising in any medium for that marketing incentive. Where limitations of space make this impossible information about the significant conditions will be included to the extent that it is possible to do so, and the advertising will clearly indicate that significant conditions apply with a link to a webpage where the significant conditions are displayed in full. Such terms will be made available for the full duration of the promotion.

The Company will not send direct electronic marketing to consumers without their informed and specific consent and will cease sending such marketing if consent is withdrawn.

## COMPLAINTS AND PLAYER DISPUTE RESOLUTION

Under SR Code provision 6.1.1 licensees must:

- put into effect appropriate policies and procedures for accepting and handling customer complaints and disputes in a timely, fair, open and transparent manner.
- ensure that they have arrangements in place for customers to be able to refer any dispute to an ADR entity in a timely manner if not resolved to the customer's satisfaction by use of their complaints procedure within eight weeks of receiving the complaint, and where the customer cooperates with the complaints process in a timely manner. The services of any such ADR entity must be free of charge to the customer.
- not use or introduce terms which restrict, or purport to restrict, the customer's right to bring proceedings against the licensee in any court of competent jurisdiction. Such terms may, however, provide for a resolution of a dispute agreed by the customer (arrived at with the assistance of the ADR entity) to be binding on both parties.
- Have complaints handling policies and procedures that include procedures to provide customers with clear and accessible information on how to make a complaint, the complaint procedures, timescales for responding, and escalation procedures.
- ensure that complaints policies and procedures are implemented effectively, kept under review and revised appropriately to ensure that they remain effective, and take into account any applicable learning or guidance published by the Gambling Commission from time to time.
- keep records of customer complaints and disputes and make them available to the Commission on request.

## POLICY AND PROCEDURE FOR INVESTIGATING A CUSTOMER COMPLAINT

Where a customer raises a complaint about the use of a gambling product provided by the Company it will invoke its complaints procedure as follows:-

- In the first instance the member of staff receiving the complaint will assess whether it can be solved immediately without further intervention from the Company and the matter will be recorded in the Premises complaints' log - **Stage 1**
- If a member of staff is unable to resolve the matter immediately the matter will be referred to the Manager who will try to resolve it - **Stage 2**
- Where the Manager is unable to resolve the matter within 48 hours one of the Directors will review the complaint and provide an acknowledgement to the customer within 3 days, by any reasonable communication method requested - **Stage 3**
- If the complaint cannot be resolved to both parties' satisfaction within 8 weeks the customer will be advised to refer the complaint to CEDR ADR Service and provided with contact details
- The Company will provide CEDR with any additional information it requires to investigate the complaint within 10 working days of a request,
- A record of the referral and its outcome will be reported to the Gambling Commission.

**The Company will ensure that:**

- Its terms and conditions include information about how to make a complaint;
- Information about how to make a complaint is readily accessible to customers and in a paper format that can be taken away;
- The information includes: -
  - details of how to make a complaint and the contact details of the person who will handle the complaint;
  - CEDR's contact details for referring any disputes that cannot be resolved within 8 weeks by the Company;
- Customers are provided with a copy of the complaints policy and procedure on request or when making a complaint
- All complaints are handled in accordance with the procedure;
- A record of all complaints is kept in its complaints log and a copy of the outcome and any decision of a referral to CEDR.
- Its complaints policy and procedure are implemented with effective staff training, kept under review to ensure that they remain effective and comply with the requirements of LCCP 6.1.1 and take into account any applicable learning or guidance published by the Gambling Commission from time to time.
- It notifies the Gambling Commission about any change to its ADR provider.

## **ARCADIA CASINO INFORMATION**

Arcadia Casino Limited tries to provide a high-quality service to its customers and members of staff are trained how to deal with complaints at the initial stage. However, if you believe that things have gone wrong, and your complaint was not resolved to your satisfaction then please inform us as we take such reports seriously. We will review your complaint and will be dealt with by:

- Harpreet Chattha who is a director
- Email Address: [harcadia@gmail.com](mailto:harcadia@gmail.com)
- Tel: 07957005316

### **How to make a complaint**

- Complaints, which we will deal with confidentially, should be submitted in writing, or e-mail.
- The attached form should be used to record and submit complaints.
- Give as much detail as possible and any other relevant information to assist us in the investigative process.
- Complaints should be raised within 6 months of the incident.

### **What happens next?**

We will acknowledge receipt of your complaint in writing within 3 days, we will investigate and provide a full explanation of what we have done within 8 weeks of receiving a complaint. If this is not possible, for example because of a delay in you providing additional information we have requested, we will give a date by which a full response can be expected, and which will only take into account any such delays. Should your complaint not be resolved between us we will provide you with a 'deadlock' or final outcome letter that you will need to submit if you go to Alternative Dispute Resolution (ADR).

### **If you are not satisfied with our response**

If you are still not satisfied with our response to the complaint, you may consider contacting CEDR, the ADR entity this company is registered with, and request that the matter be reviewed. You should submit all previous correspondence relating to your complaint, including the 'deadlock' letter referred to above.

CEDR will acknowledge receipt of your correspondence without undue delay and, after a review, inform you of its findings and recommendation usually within a maximum of 90 days. The review process is thorough and based upon the information that both parties and other independent sources provide.

CEDR's ADR Service contact details are as follows:

- Email Address: [applications@cedr.com](mailto:applications@cedr.com)
- Website: [www.cedr.com/consumer/lotteries-gambling/gambling/](http://www.cedr.com/consumer/lotteries-gambling/gambling/)
- Telephone: 020 7536 6000
- Postal Address: 100 St. Paul's Churchyard, London EC4M 8BU

It is recommended that you visit CEDR's website so that you are fully aware of the procedural rules and other related information

## Complaint Form - CUSTOMER

Name: .....

Address: .....

.....

Postcode .....

Daytime Telephone No.....

E-mail address: .....

Signature: ..... Date: .....

Is this an initial complaint or a follow up to a previous incident?

.....

.....

.....

Name of staff member that you initially raised your complaint with:

.....

Date of Incident: .....

Time of Incident: .....

A clear and comprehensive account of the complaint and what you are seeking as redress to resolve the matter:

.....

.....

.....

.....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Please use continuation sheet(s) if required.

Signed..... (Complainant)

Date: .....

For Office Use Only

Director dealing with complaint: .....

Complaint Acknowledged (Y/N): Date: .....

Details of action to resolve taken by Company:

.....  
.....  
.....

If complaint still unresolved by Company

Complainant referred to ADR Entity (Y/N); Date.....

.....

Company Complaint Policy & Procedure Document given to Complainant (Y/N): Date.....

## **PROTECTION OF CHILDREN AND VULNERABLE PEOPLE POLICY**

The Company recognises its responsibility and obligation to protect children and other vulnerable persons from being harmed or exploited by gambling as is required by the licensing objectives and the LCCPs.

### **Access To Gambling by Children and Young Persons**

#### ***Licence Requirements***

- Under s.46 Gambling Act 2005 it is an offence to permit a person under 18 to gamble.
- Under SR Code 3.2.5 licensees must:
  - Have and put into effect policies and procedures designed to prevent underage gambling.
  - Policies must include verifying the age of a customer.
  - Warn customers that underage gambling is an offence.
- Under SR Code provision 3.2.5 policies must also include:
  - checking the age of apparently underage customers
  - refusing entry to an adult only area to anyone unable to produce an acceptable form of identification.
  - taking action when there are unlawful attempts to enter the adult-only areas.

### **POLICY AND PROCEDURE TO PREVENT UNDERAGE GAMBLING**

All the Company promotional material makes it clear that under 18's are not permitted to enter its Premises.

The Company has a think 25 policy, and anyone entering its Premises that is suspected of being underage or believed to be under 25 is asked to produce valid photographic ID as proof of age which includes their date of birth and has no visible signs of tampering or reproduction. The Company will accept the following as evidence of proof of age:

- A passport; or
- A driving licence; or
- An Armed Forces identity card

Anyone found to be or unable to prove their age will be asked to leave the Premises or refused admission. Forged ID may be retained and handed to the police.

Staff are trained as part of their induction that they are under no circumstances to permit access to Premises by anyone who appears to be under the age of 25 and who cannot prove that they are over the age of 18. Notices are displayed at the entry to the Premises stating that no one under the age of 18 is permitted to enter or gamble.

The Company ensures that it does not offer gambling in a style that is intended to or likely to appeal to anyone under 18.

If a person under 18 repeatedly attempts to gamble at Company premises staff will offer that person information on problem gambling and issue an oral warning that further attempts will be reported to the police. If the said person continues to try to enter the premises for the purpose of gambling the

incident will be reported to the police, recorded in the incident log, and recorded in the Company's annual regulatory return.

If the Company identifies an adult who is complicit in encouraging or assisting someone under the age of 18 to enter and gamble in the premises a director will issue a warning and may consider excluding the adult from Company premises on a temporary or permanent basis.

An entry of any incident will be recorded in the incident log kept at the Premises and reported to the Gambling Commission on an annual basis.

The Company participates in a collective test purchasing scheme as part of its underage gambling prevention strategy with testing undertaken a minimum of once a year. The results of any test purchase will be recorded in the Company's logs as 'challenge before gambling activity', 'challenge during gambling activity', 'challenge after gambling activity', or 'unchallenged' and reported to the Gambling Commission. Where a premises fails a test purchase a further test purchase will be arranged and the results recorded.

### **Employment of children and young people**

Employment of children and young people

- Under s.51 of the Gambling Act 2005 it is an offence to employ anyone under 18 to provide facilities for gambling
- Under s.54 of the Gambling Act 2005 it is an offence to employ anyone under 18 to work on gaming machines that are sited in gambling premises
- Under s.55 it is an offence to employ anyone under 18 in an AGC unless closed
- Under Ordinary Code Provision 3.6.2 Licensees should have policies and procedures in effect designed to ensure that
  - Children and young people are not asked to provide facilities for gambling.
  - All staff are instructed on the laws relating to access to gambling by children and young people.

The Company does not employ anyone under the age of 18 to work in its Premises. All staff have been trained about the laws relating to access to gambling by anyone under the age of 18 and which forms part of the induction training for all staff. It is strict Company policy that no gambling facilities are made available for use at the Company's Premises if anyone under the age of 18 is working on the premises outside the hours when the premises are open for business.

## SOCIAL RESPONSIBILITY POLICY AND PROCEDURES

### Licence Requirements

- Under SR Code 3.1.1 licensees must:
  - Have and put into effect policies and procedures to promote socially responsible gambling;
  - Make an annual financial contribution to organisations to prevent and treat gambling related harms.
- Under SR Code 3.3.1 licensees must:
  - Make information readily available to customers on how to gamble responsibly and how to access information about problem gambling (e.g., monitoring or controlling gambling by duration or money spent, timers, self-exclusion options or further advice or information)
- Under SR Code 3.4.1 licensees must:
  - Interact with customers by (a) identifying customers who may be at risk or experiencing gambling harm (b) interacting with those customers and (c) understanding the impact of the interaction;
  - Take into account the Commission's guidance on customer interaction <https://www.gamblingcommission.gov.uk/licensees-and-businesses/guide/customer-interaction-formal-guidance-for-premises-based-operators?msclkid=8e1bb2c1b4f411ec9bf242e2b502fe58>
- Under SR Code 3.5.1 licensees must:
  - Have and put into effect procedures for self-exclusion and take all reasonable steps to refuse service or to otherwise prevent an individual who has entered a self-exclusion agreement from participating in gambling.
  - Signpost individuals that self-exclude to counselling and support services.
- Under SR Code 3.5.6 licensees must:
  - Offer customers entering into a self-exclusion agreement at their Premises the ability to self-exclude from other similar local Premises operated by other licensees, by participating in a multi-operator self-exclusion schemes.

### SR Triggers

The Company will use the following trigger points that it can monitor to identify those at risk of problem gambling: -

- An increase in the time spent gambling;
- An increase in the amount of money spent on gambling;
- Chasing losses;
- Complaints made by the customer about not winning or talking about the negative impact of their gambling;
- Signs of distress, agitation or other changes that might indicate that gambling is having a negative impact on the customers wellbeing;
- Threatening self-harm or suicide;
- A customer's known vulnerability.

### SR Procedures

The Company makes an annual financial contribution to an organisation approved by the Gambling Commission to prevent and treat gambling related harms. A decision as to the recipient is made on

an annual basis.

As a result of the triggers set out above, where the Company becomes aware that a customer may be at risk of problem gambling, staff will provide the customer with responsible gambling information including the option to have a time-out from gambling or to self-exclude, or other options.

The Company's procedure includes staff monitoring customer activity and interacting early and quickly to minimise the risk of customers experiencing harm associated with gambling. This takes into account the following 3 key outcomes:

- **Identifying** anyone who appears to be gambling beyond their means or displays behaviour such as agitation distress intimidation or aggression that may indicate problem gambling. Staff are trained to know the
- **Interacting** with anyone displaying signs of problem gambling by first asking them if they are open to a discussion about their behaviour and offering the following:
  - Taking a break from gambling;
  - Setting a limit on the time spent gambling;
  - Setting a limit on the amount that they spend on gambling;
  - Suggesting they play on a lower stake machine;
  - Self-exclusion;
  - Stay in Control Leaflet';
  - The use of a play diary to monitor their gambling;
  - Use of a Gambling Management App such as Gamblewise and Playright;
  - Information on how to contact to Gamcare for further help;
  - Taking a 'Time Out'.
- **Evaluating** the outcome of the interaction by monitoring the customer's behaviour/gambling activity to see if the advice has been followed and whether there has been a positive change. This should normally be done monthly and after a self-excluder opts to start gambling again. Where there are any further concerns about irresponsible gambling (even if triggers are not hit) further interaction will take place.

The Company acknowledges that staff have an important role in reducing the risk of customers suffering harm associated with gambling. The Company's training includes providing staff with the necessary tools, skills, and support to monitor customer activity and behaviour and interact at the earliest opportunity. Staff are trained to know regular customers' gambling habits and to recognise any changes that might indicate a problem. Staff are also trained to observe new customers for any signs of problem gambling.

The Company recognises that customers should be always protected and monitors footfall to ensure that adequate staffing is available to cover busier periods.

### **Record Keeping**

The Company will maintain records of all customer interactions through its paper/electronic logs, including details of when an interaction was considered and ruled out and if an interaction took

place later. Details will include: -

- the behaviour or activity before the interaction;
- the change in behaviour or prompt for the interaction
- what form the interaction took including any advice or suggestions;
- the outcome of the interaction.

Customers will be encouraged to provide their name and any other information considered necessary to provide further help and support and identify previous interactions. Personal data held by the Company will be in accordance with the requirements of the Data Protection Act 2018.

### **Training**

Staff will receive training on the Company's Social Responsibility Policy and Procedures on induction and then at least annually on how to identify customers at risk, how to interact with customers, depending on the circumstances and to evaluate whether the interaction has been effective. Training will either be provided in-house by senior management.

Staff will be monitored to ensure that they have understood the training and implemented the procedures. Additional training and remedial training will be provided when considered necessary.

### **Responsible Gambling Information**

The Company provides information to its customers through prominently posters and leaflets, on how to gamble responsibly including how to monitor and control gambling such as: -

- restricting the amount of time spent gambling;
- restricting the amount of money they can spend;
- self-exclusion.

The Company provides information to its customers through prominently posters and leaflets, on how to access further help and advice for problem gambling. The information is: -

- displayed in all places where gambling facilities are provided and adjacent to any ATMs;
- available in a form that can be taken away;
- located where customers can obtain it discreetly;

### **Self-exclusion**

The Company understands that whilst most customers can enjoy and control their gambling, it has a duty of care to those who cannot. The Company therefore provides a self-exclusion facility for customers on request.

Self-exclusion is a last resort for customers looking to address their needs around problem gambling. Staff will engage in the customer interaction process where it may be deemed necessary to self-exclude. Sufficient information should be provided so that the consequences of the process are fully understood.

Self-exclusion is for a fixed period, that lasts for a minimum of six months; customers can request extensions to their self-exclusion for one or more periods of six months.

The Company will make arrangements for customers to self-exclude without entering its Premises but require a face-to-face meeting with the customer. Customers are given an explanation, where possible in private, about the consequences of the self-exclusion. The Company will take into account any specific requests from customers such as where they live, work and travel to gamble and encourage customers to self-exclude from other local sites.

Customers are given the opportunity to self-exclude immediately and informed that the Company does not permit a cooling off period. If the customer wishes to consider self-exclusion further, they may return to initiate self-exclusion later.

Customers are informed that self-exclusion has an immediate effect once initiated and lasts a minimum of 6 months; customers can extend a period of self-exclusion on request by periods of a minimum of 6 months.

A Self-Exclusion Request form will be completed, and the customer asked to assist by providing an up-to-date photograph showing a good likeness. A copy of the self-exclusion form will be given to the customer together with information on counselling and support services; a copy will be retained on site for the duration of the exclusion and a further 6 months.

The Company is enrolled in and a participant of the IHL SmartExclusion multi-operator self-exclusion scheme and customers self-excluding from the Premises will also be informed of the scheme and encouraged to participate.

An entry of the self-exclusion is made in the self-exclusion log and recorded on the Company's next annual regulatory return. The customer's details will be removed from any marketing database to ensure that no marketing materials are sent to the customer during the period of self-exclusion.

The Company has taken into account its structure and layout to prevent access by self-excluders, monitoring of the entrance by staff and using CCTV. Self-excluders will be removed if found gambling or attempting to gamble at the premises and staff are informed of breach alerts on site and at other locations through MOSES.

Staff are also trained to be alert to a self-excluder asking a third party to gamble on their behalf although it is acknowledged that this is often difficult to identify.

At the end of the self-exclusion period the exclusion will remain in place for a further 6 months unless the customer takes positive action to gamble again. This process is known as reinstatement and will normally take place in person. The Company is not required to make an assessment as to whether a reinstatement should take place, but staff are required to check that the person has considered the implication of their return to gambling.

Where a customer chooses to reinstate and return to gambling, they are subject of a 24hr cooling-off period. The self-exclusion will only end at the end of 'cooling off' period and staff are trained not to permit entry to the Premises to anyone during their self-exclusion period and to immediately remove any self-excluded customer.

### **Assessment of Social Responsibility Policy and Procedure**

The Company assesses customer interactions to evaluate the effectiveness of its policy and procedures. Indicators of an effective policy will include:

- Customer retention
- Reduction in complaints
- Increased staff awareness
- An increase in the number of interactions recorded and the quality of the records.

Managers are required to monitor and assess staff interactions and provide additional training where it is deemed appropriate. Managers are also required to regularly check the Customer Interaction log to ensure that staff are recording all interactions and take appropriate steps to reinforce the need for all interactions to be recorded.

The Company will regularly review this policy and procedures and where it identifies areas for improvement changes will be made and implemented. These will be backed up by additional staff training and monitoring to ensure the changes have been embedded.

### **Staff Gambling Policy**

It is the Company's policy that no member of staff is permitted to gamble on the Premises. This is to protect both the Company and employees against any issues that can arise from the effect of problem gambling.

Should the Company become aware of any staff member breaching these rules, the staff will be dealt with under the Company's disciplinary procedure, which may result in sanctions including dismissal.

The Company is committed to protecting staff in the event of any gambling issues brought to its attention by an employee or a member of their close family. If the Company directors become aware of a member of staff with a gambling problem, they will suggest the staff member seek help through GamCare on 0808 8020 133 and will offer the same support by way of leaflets and contact numbers that is provided to customers.

### **Local Area Risk Assessment**

The Company understands its obligation under SR Code 10.1.1 to and will conduct a local risk assessment for each premise that it operates. Such local risk assessment will be reviewed from time to time if the Company identifies any changes in circumstances. The Company will also share its local risk assessment with the local authority when applying for a new premises licence or when applying to vary or transfer an existing premises licence.

## **IMPLEMENTING, REVIEWING AND ASSESSING POLICIES AND PROCEDURES**

The Company will keep up to date with the gambling industry and changes to LCCPs via regular visits to the Gambling Commission website and will subscribe to the Gambling Commission's fortnightly E-Bulletin.

The Company will ensure that all policies are implemented and undertake regular checks to ensure that they are still adhered to. Staff are given training by senior members of the team on induction as to the Company's policies and they are asked to sign a log to confirm their understanding.

Training includes information on the contents of these policies including:

- The protection of the business from being a source of crime and disorder;
- Anti-money laundering;
- Ensuring fair and open gambling;
- Protection of children and vulnerable people;
- Ensuring the promotion of Social Responsibility in gambling.

Existing staff are required to review and re-familiarise themselves with the current policies and procedures at least once every six months. Staff will be constantly monitored to ensure they have understood the training. Further individual training is given if there has been a breach of any policy and/or when felt necessary to ensure staff are kept up to date with legislation and regulatory requirements.

Where changes to LCCPs are implemented, the Company will review the existing policies to ensure that they are still compliant and meet with the current LCCPs. Where changes are necessary these will be made as soon as is reasonably practicable and additional staff training will take place where necessary.

The Company will review the policies at any time that there is found to have been a breach of compliance and will put in place any necessary measures to prevent a further breach and will arrange for any further staff training necessary.

ANNEX C THE LICENCE CONDITIONS AND CODES OF PRACTICE  
APPLICABLE TO THE ARCADE SECTOR

# **Extract of Licence Conditions and Codes of Practice (LCCP) for Arcades**

**Version effective from 6 April 2026**

## 1.1.1 - Qualified persons – qualifying position

### Applies to:

All operating licences, except ancillary remote licences, issued to small-scale operators.

1. In this condition the terms ‘small-scale operator’, ‘qualifying position’ and ‘qualified person’ have the meanings respectively ascribed to them by the Gambling Act 2005 (Definition of Small-scale Operator) Regulations 2006<sup>1</sup>.
2. Schedule X<sup>2</sup> lists those individuals notified to the Commission as qualified persons.
3. If, whilst the licensee remains a small-scale operator, an individual begins or ceases to occupy a qualifying position in relation to the licensee, the licensee must within 28 days apply to the Commission under section 104(1)(b) of the Act<sup>3</sup> for amendment of the details of the licence set out in Schedule X.
4. An application for amendment under section 104(1)(b) of the Act may be made in advance of an individual beginning or ceasing to occupy a qualifying position provided it specifies the date from which the change to which it relates is to be effective.
5. In this condition ‘qualified person’ has the same meaning as in the Gambling Act 2005(Definition of Small-scale Operator) Regulations 2006.

---

<sup>1</sup> [Gambling Act 2005 \(Definition of Small-scale Operator\) Regulations 2006](#)(opens in new tab)

<sup>2</sup> The schedules mentioned here will be attached to individual licences.

<sup>3</sup> [Section 104\(1\)\(b\) of the Act](#) (opens in new tab)

## 4.2.1 - Disclosure to customers

### Applies to:

All operating licences, except gaming machine technical, gambling software, host ancillary, remote bingo, and ancillary remote casino licences. Paragraph 3 does not apply to any lottery licences except where the holder of which provides facilities for participation in instant win<sup>1</sup> or high frequency<sup>2</sup> lotteries.

1. Licensees who hold customer funds must set out clearly in the terms and conditions under which they provide facilities for gambling information about whether customer funds are protected in the event of insolvency, the level of such protection and the method by which this is achieved.
2. Such information must be according to such rating system and in such form the Commission may from time to time specify. It must be provided in writing to each customer, in a manner which requires the customer to acknowledge receipt of the information and does not permit the customer to utilise the funds for gambling until they have done so, both on the first occasion on which the customer deposits funds and on the occasion of any subsequent deposit which is the first since a change in the licensee's terms in relation to protection of such funds.
3. Where the licensee has selected a 'not protected' rating (as set out in the rating system specified by the Commission), it must remind the customer, once every six months, that their funds are not protected in the event of insolvency. The reminder must refer to the value of funds held for the customer. The licensee must require the customer to acknowledge receipt of the information and must not permit the customer to utilise the funds for gambling until they have done so.
4. In this condition 'customer funds' means the aggregate value of funds held to the credit of customers including, without limitation:
  - a. cleared funds deposited with the licensee by customers to provide stakes in, or to meet participation fees in respect of, future gambling;
  - b. winnings or prizes which the customer has chosen to leave on deposit with the licensee or for which the licensee has yet to account to the customer; and

c. any crystallised but as yet unpaid loyalty or other bonuses, in each case irrespective of whether the licensee is a party to the gambling contract.

<sup>1</sup> An instant win lottery is defined as "A lottery in which every draw takes place either before, or at the point of, purchase of tickets by participants in the lottery" (RTS).

<sup>2</sup> A high frequency lottery is defined as "A lottery in which any draw takes place less than one hour after a draw in a previous lottery promoted on behalf of the same non-commercial society or local authority or as part of the same multiple lottery scheme." (Remote gambling and software technical standards (RTS)).

### 5.1.1 - Cash and cash equivalents

#### Applies to:

All operating licences except gaming machine technical, gambling software and host licences.

1. Licensees, as part of their internal controls and financial accounting systems, must implement appropriate policies and procedures concerning the usage of cash and cash equivalents (for example, bankers drafts, cheques and debit cards and digital currencies) by customers, designed to minimise the risk of crimes such as money laundering, to avoid the giving of illicit credit to customers and to provide assurance that gambling activities are being conducted in a manner which promotes the licensing objectives.
2. Licensees must ensure that such policies and procedures are implemented effectively, kept under review, and revised appropriately to ensure that they remain effective, and take into account any applicable learning or guidelines published by the Gambling Commission from time to time.

## 6.1.1 - Provision of credit

### Applies to:

All gaming machine general operating licences for adult gaming centres and family entertainment centres.

1. Licensees must neither:
  - a. provide credit themselves in connection with gambling; nor
  - b. participate in, arrange, permit or knowingly facilitate the giving of credit in connection with gambling.

## 7.1.1 - Fair and transparent terms and practices

### Applies to:

All operating licences except gaming machine technical and gambling software licences.

1. Licensees must ensure that the terms on which gambling is offered, and any consumer notices relating to gambling activity, are not unfair within the meaning of the Consumer Rights Act 2015<sup>1</sup>. Licensees must comply with those terms.
2. The contractual terms on which gambling is offered and any consumer notices relating to gambling activity must be transparent within the meaning of the Consumer Rights Act 2015. The contractual terms on which gambling is offered must be made available to customers in an easily accessible way.
3. Licensees must ensure that changes to customer contract terms comply with the fairness and transparency requirements under the Consumer Rights Act 2015. Customers must be notified of material changes to terms before they come into effect.
4. Licensees must ensure that they do not commit any unfair commercial practices within the meaning of the Digital Markets, Competition and Consumers Act 2024<sup>2</sup> at any stage of their interactions with consumers.

---

<sup>1</sup> [Consumer Rights Act 2015 \(opens in new tab\)](#).

<sup>2</sup> [Digital Markets, Competition and Consumers Act 2024 \(opens in new tab\)](#)

## 12.1.1 - Anti-money laundering - Prevention of money laundering and terrorist financing

### Applies to:

All operating licences except gaming machine technical and gambling software licences.

1. Licensees must conduct an assessment of the risks of their business being used for money laundering and terrorist financing. Such risk assessment must be appropriate and must be reviewed as necessary in the light of any changes of circumstances, including the introduction of new products or technology, new methods of payment by customers, changes in the customer demographic or any other material changes, and in any event reviewed at least annually.
2. Following completion of and having regard to the risk assessment, and any review of the assessment, licensees must ensure they have appropriate policies, procedures and controls to prevent money laundering and terrorist financing.
3. Licensees must ensure that such policies, procedures and controls are implemented effectively, kept under review, revised appropriately to ensure that they remain effective, and take into account any applicable learning or guidelines published by the Gambling Commission<sup>1</sup> from time to time.

---

<sup>1</sup> [Guidelines on the prevention of money laundering and combating the financing of terrorism \(opens in new tab\)](#)

## 14.1.1 - Access to premises

### Applies to:

All operating licences.

1. Licensees must have and put into effect policies and procedures (including staff training programmes) designed to ensure that their staff co-operate with the Commission's enforcement officers in the proper performance of their compliance functions and are made aware of those officers' rights of entry to premises contained in Part 15 of the Act<sup>1</sup>.

---

<sup>1</sup> [Part 15 of the Gambling Act 2005 \(opens in new tab\)](#)

## 15.1.1 - Reporting suspicion of offences etc – non-betting licences

### Applies to:

All operating licences except betting, betting intermediary, ancillary remote betting, betting host and remote betting intermediary (trading rooms only) licences.

1. Licensees must as soon as reasonably practicable, in such a form or manner as the Commission may from time to time specify, provide the Commission with any information that they know relates to or suspect may relate to the commission of an offence under the Act, including an offence resulting from a breach of a licence condition or a code provision having the effect of a licence condition.<sup>1</sup>

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> These matters are to be reported to us online via our [‘eServices’](#) digital service on our website

### 15.1.3 - Reporting of systematic or organised money lending

**Applies to:**

All non-remote casino, non-remote bingo, general betting, adult gaming centre, family entertainment centre and remote betting intermediary (trading rooms only) licences.

1. Licensees must as soon as reasonably practicable, in such form or manner as the Commission may from time to time specify, provide the Commission with any information relating to cases where they encounter systematic, organised or substantial money lending between customers on their premises, in accordance with the ordinary code provisions on money lending between customers.<sup>1</sup>

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> These matters are to be reported to us online via our [‘eServices’](#) digital service on our website

## 15.2.1 - Reporting key events

### Applies to:

All operating licences.

A key event is an event that could have a significant impact on the nature or structure of a licensee's business. Licensees must notify the Commission, in such form or manner as the Commission may from time to time specify, of the occurrence of any of the following key events as soon as reasonably practicable and in any event within five working days of the licensee becoming aware of the event's occurrence<sup>1</sup>.

### Operator status

1. Any of the following applying to a licensee, any person holding a key position for a licensee, a group company or a shareholder or member (holding 5% or more of the issued share capital of the licensee or its holding company):
  - o presenting of a petition for winding up
  - o making of a winding up order
  - o entering into administration or receivership
  - o bankruptcy (applying to individuals only)
  - o sequestration (applicable in Scotland), or
  - o an individual voluntary arrangement.

### Relevant persons and positions

2. In the case of licensees who are companies, bodies corporate or other legal entities (but excluding society lottery licensees where stated), the name and address of any person or entity who (whether or not already a shareholder):
  - a. becomes a shareholder holding 5 percent or more of the issued share capital of the licensee or its holding company; or
  - b. controls 5 percent or more of the voting rights of the licensee or its holding company, excluding society lottery licensees; or

- c. is entitled to 5 percent or more of the dividends or profits of the licensee, excluding society lottery licensees.
3. The taking of any loan by the licensee, or by a group company who then makes an equivalent loan to the licensee, from any person not authorised by the Financial Conduct Authority: a copy of the loan agreement, if any, must be supplied.
4. The appointment of a person to, or a person ceasing to occupy, a 'key position' (including leaving one position to take up another). A 'key position' in relation to a licensee is:
  - a. in the case of a small-scale operator, a 'qualifying position' as defined in the Gambling Act 2005 (Definition of Small-scale Operator) Regulations 2006<sup>2</sup>
  - b. in the case of an operator which is not a small-scale operator, a 'specified management office' as set out in (current) LCCP licence condition 1.2
  - c. a position where the holder of which has overall responsibility for the licensee's anti-money laundering and/or terrorist financing compliance, and/or for the reporting of known or suspected money laundering or terrorist financing activity.
  - d. any other position for the time being designated by the Commission as a 'key position'. (Notification is required whether or not the person concerned is required to hold a personal management licence and whether or not the event notified requires the licensee to apply for a variation to amend a detail of their licence.)

#### Financial events

5. Any material change in the licensee's banking arrangements, in particular the termination of such arrangements or a particular facility and whether by the licensee or the provider of the arrangements.
6. Any breach of a covenant given to a bank or other lender.
7. Any default by the licensee or, where the licensee is a body corporate, by a group company in making repayment of the whole or any part of a loan on its due date.
8. Any change in the licensee's arrangements as to the methods by which, and/or the payment processors through which, the licensee accepts payment from customers using their gambling facilities (this key event applies to remote casino, bingo and betting operating licences, except ancillary and remote betting intermediary (trading room only) licences).

#### Legal or regulatory proceedings or reports

9. The grant, withdrawal or refusal of any application for a licence or other permission made by the licensee, or in the case of a licensee which is a body corporate, any group company of theirs, to a gambling regulator in another jurisdiction. In the case of a withdrawal or refusal of the application, the licensee must also notify the reasons for such withdrawal or refusal. (This condition does not apply to applications for licences or other permissions to carry on activities which would fall outside the scope of a Gambling Commission operating licence if carried out in Britain or with customers in Great Britain.)
10. Any investigation by a professional, statutory, regulatory or government body (in whatever jurisdiction) into the licensee's activities, or the activities of a person in a 'key position', where such an investigation could result in the imposition of a sanction or penalty which could reasonably be expected to raise doubts about the licensee's continued suitability to hold a Gambling Commission licence.
11. Any criminal investigation by a law enforcement agency in any jurisdiction in which the licensee, or a person in a 'key position' related to the licensee, is involved and where the Commission might have cause to question whether the licensee's measures to keep crime out of gambling had failed.
12. The referral to the licensee's Board, or persons performing the function of an audit or risk committee, of material concerns raised by a third party (such as an auditor, or a professional, statutory or other regulatory or government body (in whatever jurisdiction)) about the provision of facilities for gambling: a summary of the nature of the concerns must be provided.
13. The imposition by the licensee of a disciplinary sanction, including dismissal, against the holder of a personal licence or a person occupying a qualifying position for gross misconduct; or the resignation of a personal licence holder or person occupying a qualifying position following commencement of disciplinary proceedings in respect of gross misconduct against that person.
14. The commencement (in whatever jurisdiction) of any material litigation against the licensee or, where the licensee is a body corporate, a group company: the licensee must also notify the outcome of such litigation.
15. The making of a disclosure pursuant to section 330, 331, 332 or 338 of the Proceeds of Crime Act 2002<sup>3</sup> or section 19, 20, 21, 21ZA, 21ZB or 21A of the Terrorism Act 2000<sup>4</sup> (a suspicious activity report): the licensee should inform the Commission of the unique reference number issued by the United Kingdom Financial Intelligence Unit of the National Crime Agency<sup>5</sup> in respect of each disclosure and for the purposes of this key event the five working day period

referred to above runs from the licensee's receipt of the unique reference number. The licensee should also indicate whether the customer relationship has been discontinued at the time of the submission.

### Gambling facilities

16. Any security breach to the licensee's environment that adversely affects the confidentiality of customer data; or prevents the licensee's customers, staff, or legitimate users from accessing their accounts for longer than 12 hours.
17. Where a gaming system fault has resulted in under or overpayments to a player (this includes instances where a fault causes an incorrect prize/win value to be displayed).
18. In the case of remote gambling, the commencement or cessation of trading on website domains (including mobile sites or mobile device applications) or broadcast media through which the licensee provides gambling facilities (including domains covered by 'white label' arrangements). In this condition: 'body corporate' has the meaning ascribed to that term by section 1173 of the Companies Act 2006<sup>6</sup> or any statutory modification or re-enactment thereof
  - a. in respect of a company, 'holding company' and 'subsidiary' have the meaning ascribed to that term by section 1159 of the Companies Act 2006<sup>7</sup> or any statutory modification or re-enactment thereof
  - b. a 'group company' is any subsidiary or holding company of the licensee and any subsidiary of such holding company.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> Key events are to be reported to us online via the ['eServices' \(opens in new tab\)](#) digital service on our website.

<sup>2</sup> [Gambling Act 2005 \(Definition of Small-scale Operator\) Regulations 2006 \(opens in new tab\)](#)

<sup>3</sup> [Proceeds of Crime Act 2002 \(opens in new tab\)](#)

<sup>4</sup> [Terrorism Act 2000 \(opens in new tab\)](#)

<sup>5</sup> [United Kingdom Financial Intelligence Unit of the National Crime Agency \(opens in new tab\)](#)

<sup>6</sup> [Section 1173 of the Companies Act 2006 \(opens in new tab\)](#).

<sup>7</sup> [Section 1159 of the Companies Act 2006 \(opens in new tab\)](#).

## 15.2.2 - Other reportable events

### Applies to:

All operating licences.

1. Licensees must also notify the Commission in such form or manner as the Commission may from time to time specify, as soon as reasonably practicable of the occurrence of any of the following events<sup>1</sup>:
  - a. any material change in the licensee's arrangements for the protection of customer funds in accordance with licence condition 4 (protection of customer funds) (where applicable)
  - b. any change in the identity of the ADR entity or entities for the handling of customer disputes, as required by the social responsibility code provision on complaints and disputes.
  - c. their becoming aware that a group company which is not a Commission licensee is advertising remote gambling facilities to those residing in a jurisdiction in or to which it has not previously advertised, or their becoming aware of a sustained or meaningful generation of 3% or 10% of group Gross Gambling Yield being exceeded by the group in that jurisdiction.
  - d. any actual or potential breaches by the licensee of the requirements imposed by or under Parts 7 or 8 of the Proceeds of Crime Act 2002<sup>2</sup>, or Part III of the Terrorism Act 2000<sup>3</sup>, or any UK law by which those statutes are amended or superseded.
2. The licensee must notify the Commission, as soon as reasonably practicable, if it knows or has reasonable cause to suspect that a person who has gambled with it has died by suicide, whether or not such suicide is known or suspected to be associated with gambling. Such notification must include the person's name and date of birth, and a summary of their gambling activity, if that information is available to the licensee.

In this condition:

- a. 'group company' has the same meaning as in condition 15.2.1; and

b. without prejudice to section 327 of the Gambling Act 2005<sup>4</sup>, 'advertising' includes: having a home page directed towards a jurisdiction and written in, or in one of, that jurisdiction's official language(s), having arrangements enabling that jurisdiction's currency to be selected for gambling or the use of payment methods available only in that jurisdiction, and providing a specific customer service facility referable to that jurisdiction.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> Key events are to be reported to us online via the ['eServices' \(opens in new tab\)](#) digital service on our website.

<sup>2</sup> [Proceeds of Crime Act 2002 \(opens in new tab\)](#)

<sup>3</sup> [Part III of the Terrorism Act 2000 \(opens in new tab\)](#)

<sup>4</sup> [Section 327 of the Gambling Act 2005 \(opens in new tab\)](#)

## 15.3.1 - General and regulatory returns

### Applies to:

All operating licences.

On request, licensees must provide the Commission with such information as the Commission may require, in such a form or manner as the Commission may from time-to-time specify, about the use made of facilities provided in accordance with this licence and the manner in which gambling authorised by this licence and the licensee's business in relation to that gambling are carried on.

In particular within 28 days of the end of each quarterly period licensees must submit an accurate Regulatory Return to the Commission containing such information as the Commission may from time to time specify.

---

<sup>1</sup>Regulatory returns are to be submitted to us online via the ['eServices'](#) digital service on our website.

### Ordinary code

These do not have the status of operator licence conditions but set out good practice. Operators may adopt alternative approaches to those set out in ordinary code provisions if they have actively taken account of the ordinary code provision and can demonstrate that an alternative approach is reasonable in the operator's particular circumstances; or that to take an alternative approach would be acting in a similarly effective manner.

Ordinary codes of practice are admissible in evidence in criminal or civil proceedings and must be taken into account in any case in which the court or tribunal think them relevant, and by the Commission in the exercise of its functions; any departure from ordinary code provisions by an operator may be taken into account by the Commission on a licence review, but cannot lead to imposition of a financial penalty.

## Social responsibility code

Compliance with these is a condition of licences; therefore any breach of them by an operator may lead the Commission to review the operator's licence with a view to suspension, revocation or the imposition of a financial penalty and would also expose the operator to the risk of prosecution.

### 1.1.1 - Cooperation with the Commission

#### Ordinary code

##### Applies to:

All licences.

1. As made plain in its Statement of principles for licensing and regulation<sup>1</sup>, the Commission expects licensees to conduct their gambling operations in a way that does not put the licensing objectives at risk, to work with the Commission in an open and cooperative way and to disclose anything which the Commission would reasonably need to be aware of in exercising its regulatory functions. This includes, in particular, anything that is likely to have a material impact on the licensee's business or on the licensee's ability to conduct licensed activities compliantly. Licensees should have this principle in mind in their approach to, and when considering their compliance with, their obligations under the conditions attached to their licence and in relation to the following provisions of this code.

---

<sup>1</sup> [Statement of principles for licensing and regulation \(opens in new tab\)](#)

## 1.1.2 - Responsibility for third parties – all licences

### Social responsibility code

#### Applies to:

All licences.

1. Licensees are responsible for the actions of third parties with whom they contract for the provision of any aspect of the licensee's business related to the licensed activities.
2. Licensees must ensure that the terms on which they contract with such third parties:
  - a. require the third party to conduct themselves in so far as they carry out activities on behalf of the licensee as if they were bound by the same licence conditions and subject to the same codes of practice as the licensee
  - b. oblige the third party to provide such information to the licensee as they may reasonably require in order to enable the licensee to comply with their information reporting and other obligations to the Commission
  - c. enable the licensee, subject to compliance with any dispute resolution provisions of such contract, to terminate the third party's contract promptly if, in the licensee's reasonable opinion, the third party is in breach of contract (including in particular terms included pursuant to this code provision) or has otherwise acted in a manner which is inconsistent with the licensing objectives, including for affiliates where they have breached a relevant advertising code of practice.

## 1.1.3 - Responsibility for third parties – remote

### Social responsibility code

#### Applies to:

All remote licences.

1. Remote licensees must ensure in particular:
  - a. that third parties who provide user interfaces enabling customers to access their remote gambling facilities:
    - i. include a term that any such user interface complies with the Commission's technical standards for remote gambling systems<sup>1</sup>; and
    - ii. enable them, subject to compliance with any dispute resolution provisions of such contract, to terminate the third party's contract promptly if, in the licensee's reasonable opinion, the third party is in breach of that term.

---

<sup>1</sup> [Remote gambling and software technical standards \(opens in new tab\)](#)

## 2.1.2 - Anti-money laundering – other than casino

### Ordinary code

#### Applies to:

All licences except casino licences.

1. As part of their procedures for compliance with the requirements in respect to the prevention and detection of money laundering in the Proceeds of Crime Act 2002<sup>1</sup> and the Terrorism Act 2000<sup>2</sup>, licensees should take into account the Commission's advice on the Proceeds of Crime Act 2002, \*Duties and responsibilities under the Proceeds of Crime Act 2002 – Advice for operators<sup>3</sup> (excluding casino operators). \*

---

<sup>1</sup> [Proceeds of Crime Act 2002 \(opens in new tab\)](#)

<sup>2</sup> [Terrorism Act 2000 \(opens in new tab\)](#)

<sup>3</sup> [Proceeds of Crime Act 2002 – Advice for operators \(opens in new tab\)](#)

### 3.1.1 - Combating problem gambling

#### Social responsibility code

#### Applies to:

All licences.

1. Licensees must have and put into effect policies and procedures intended to promote socially responsible gambling including the specific policies and procedures required by the provisions of section 3 of this code.

### 3.2.3 - AGC SR code

#### Social responsibility code

#### Applies to:

All adult gaming centre licences.

1. Licensees must have and put into effect policies and procedures designed to prevent underage gambling, and monitor the effectiveness of these.
2. This must include procedures for:
  - a. checking the age of apparently underage customers
  - b. removing anyone who appears to be under age and cannot produce an acceptable form of identification
  - c. taking action when there are attempts by under-18s to enter the premises.
3. Licensees must ensure that their policies and procedures take account of the structure and layout of their gambling premises.
4. Licensees must not deliberately provide facilities for gambling in such a way as to appeal particularly to children or young people, for example by reflecting or being associated with youth culture.
5. In premises restricted to adults, service must be refused in any circumstances where any adult is accompanied by a child or young person.
6. Licensees must take all reasonable steps to ensure that all staff understand their responsibilities for preventing underage gambling. This must include appropriate training which must cover all relevant prohibitions against inviting children or young persons to gamble or to enter gambling premises, and the legal requirements on returning stakes and not paying prizes to underage customers.
7. Licensees must only accept identification which:

- a. contains a photograph from which the individual can be identified
  - b. states the individual's date of birth
  - c. is valid
  - d. is legible and has no visible signs of tampering or reproduction.
8. All licensees must conduct test purchasing or take part in collective test purchasing programmes, as a means of providing reasonable assurance that they have effective policies and procedures to prevent underage gambling, and must provide their test purchase results to the Gambling Commission, in such a form or manner as the Commission may from time to time specify.

Read additional [guidance on the information requirements](#) contained within this section.

## 3.2.4 - AGC ordinary code

### Ordinary code

#### Applies to:

All adult gaming centre licences.

1. The Commission considers acceptable forms of identification to include any identification carrying the PASS logo (for example Citizencard or Validate); a military identification card; a driving licence (including a provisional licence) with photocard; or a passport.
2. Licensees should put into effect procedures that require their staff to check the age of any customer who appears to them to be under 25.
3. Licensees should consider permanent exclusion from premises for any adult accompanied by a child or young person on more than one occasion to premises restricted to adults, or if there is reason to believe the offence was committed knowingly or recklessly.
4. Procedures should be put into effect for dealing with cases where a child or young person repeatedly attempts to gamble on premises restricted to adults, including oral warnings, reporting the offence to the Gambling Commission<sup>1</sup> and the police, and making available information on problem gambling.
5. In providing training to staff on their responsibilities for preventing underage gambling, licensees should have, as a minimum, policies for induction training and refresher training.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> These matters are to be reported to us online via our [‘eServices’](#) digital service on our website.

## 3.2.5 - Bingo and FEC SR code

### Social responsibility code

#### Applies to:

All non-remote bingo and family entertainment centre licences.

1. Licensees must have and put into effect policies and procedures designed to prevent underage gambling, and monitor the effectiveness of these.
2. This must include procedures for:
  - a. checking the age of apparently underage customers
  - b. refusing entry to any adult-only areas to anyone unable to produce an acceptable form of identification
  - c. taking action when there are unlawful attempts to enter the adult-only areas.
3. Licensees must ensure that their policies and procedures take account of the structure and layout of their gambling premises.
4. Licensees must not permit children or young people to gamble in the adults-only areas of premises to which they have access. If there is a 'no under-18s' premises policy, licensees must pay particular attention to the procedures they use at the entrance to the premises to check customers' ages.
5. Licensees must take all reasonable steps to ensure that all staff understand their responsibilities for preventing underage gambling. This must include appropriate training which must cover:
  - a. all relevant prohibitions against inviting children or young persons to gamble on age-restricted products or to enter age-restricted areas;
  - b. the legal requirements on returning stakes and not paying prizes to underage customers; and
  - c. procedures for challenging any adult who may be complicit in allowing a child or young person to gamble.

6. Licensees must only accept identification which:

- a. contains a photograph from which the individual can be identified
- b. states the individual's date of birth
- c. is valid
- d. is legible and has no visible signs of tampering or reproduction.

7. All licensees must conduct test purchasing or take part in collective test purchasing programmes, as a means of providing reasonable assurance that they have effective policies and procedures to prevent underage gambling, and must provide their test purchase results to the Commission, in such a form or manner as the Commission may from time to time specify.

Read additional [guidance on the information requirements](#) contained within this section.

## 3.2.6 - Bingo and FEC ordinary code

### Ordinary code

#### Applies to:

All non-remote bingo and family entertainment centre licences.

1. The Commission considers acceptable forms of identification to include: any identification carrying the PASS logo (for example Citizencard or Validate); a military identification card; a driving licence (including a provisional licence) with photocard; or a passport.
2. Licensees should require a person who appears to relevant staff to be under the age of 25 to be asked to produce proof of age, either at the point of entry to the gambling area or as soon as it comes to the attention of staff that they wish to access gambling facilities.
3. Licensees should have procedures for dealing with cases where an adult knowingly or recklessly allows a child or young person to gamble. These procedures might include refusing to allow the adult to continue to gamble, removing them from the premises, and reporting the incident to the police or local authorities, or taking action where forged identification is produced.
4. Procedures should be put into effect for dealing with cases where a child or young person repeatedly attempts to gamble on their premises, including oral warnings, reporting the offence to the Gambling Commission<sup>1</sup> and the police, and making available information on problem gambling to the child or young person concerned.
5. Where it is likely that customers' young or otherwise vulnerable children will be left unattended on or adjacent to their premises, licensees should consider reminding customers of their parental responsibilities and assess whether there is a need to develop procedures for minimising the risk to such children.
6. In providing training to staff on their responsibilities for preventing underage gambling, licensees should have, as a minimum, policies for induction training and refresher training.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> These matters are to be reported to us online via our [‘eServices’](#) digital service on our website.

## 3.2.11 - Remote SR code

### Social responsibility code

#### Applies to:

All remote licences (including ancillary remote betting licences in respect of bets made or accepted by telephone or email), except lottery licences, gaming machine technical, gambling software, host, ancillary remote casino, and ancillary remote bingo licences.

1. Licensees must have and put into effect policies and procedures designed to prevent underage gambling and monitor the effectiveness of these.
2. Such procedures must include:
  - a. Verifying the age of a customer before the customer is able to:
    - i. deposit any funds into their account;
    - ii. access any free-to-play versions of gambling games that the licensee may make available; or
    - iii. gamble with the licensee using either their own money or any free bet or bonus.
  - b. warning potential customers that underage gambling is an offence;
  - c. regularly reviewing their age verification systems and implementing all reasonable improvements that may be made as technology advances and as information improves;
  - d. ensuring that relevant staff are properly trained in the use of their age verification procedures; in particular customer services staff must be appropriately trained in the use of secondary forms of identification when initial verification procedures fail to prove that an individual is of legal age; and
  - e. enabling their gambling websites to permit filtering software to be used by adults (such as parents or within schools) in order to restrict access to relevant pages of those sites.

## 3.2.12 - Remote ordinary code

### Ordinary code

#### Applies to:

All remote licences (including ancillary remote betting licences), except gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino and remote betting intermediary (trading rooms only) licences.

1. Licensees should, and should request their contracted partners to, draw attention to parental responsibility as part of the purchasing process of facilities such as mobile phones and interactive television.

### 3.3.1 - Responsible gambling information

#### Social responsibility code

##### Applies to:

All licences, except gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino and remote betting (remote platform) licences.

1. Licensees must make information readily available to their customers on how to gamble responsibly and how to access information about, and help in respect of, problem gambling.
2. The information must cover:
  - a. any measures provided by the licensee to help individuals monitor or control their gambling, such as restricting the duration of a gambling session or the amount of money they can spend
  - b. timers or other forms of reminders or 'reality checks' where available
  - c. self-exclusion options
  - d. information about the availability of further help or advice.
3. The information must be directed to all customers whether or not licensees also make available material which is directed specifically at customers who may be 'problem gamblers'.
4. For gambling premises, information must be available in all areas where gambling facilities are provided and adjacent to ATMs. Information must be displayed prominently using methods appropriate to the size and layout of the premises. These methods may include the use of posters, the provision of information on gambling products, or the use of screens or other facilities in the gambling premises. Information must also be available in a form that may be taken away and may also be made available through the use of links to be accessed online or using smart technology. Licensees must take all reasonable steps to ensure that this information is also readily accessible in locations which enable the customer to obtain it discreetly.

## 3.3.2 - Foreign languages

### Ordinary code

#### Applies to:

All licences, except gaming machine technical, gambling software, host, ancillary remote bingo and ancillary remote casino licences.

1. Licensees who market their services in one or more foreign languages should make available in that, or those, foreign languages:
  - a. the information on how to gamble responsibly and access to help referred to above
  - b. the players' guides to any game, bet or lottery required to be made available to customers under provisions in this code
  - c. the summary of the contractual terms on which gambling is offered, which is required to be provided to customers as a condition of the licensee's operating licence.

### 3.3.4 - Remote time-out facility

#### Social responsibility code

##### Applies to:

All remote licences except: any remote lottery licence the holder of which does not provide facilities for participation in instant win lotteries, ancillary remote betting licences, remote betting (remote platform), gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino and remote betting intermediary (trading room only) licences.

1 Licensees must offer a 'time out' facility for customers for the following durations:

- a. 24 hours
- b. one week
- c. one month or
- d. such other period as the customer may reasonably request, up to a maximum of 6 weeks.

### 3.4.1 - Premises-based customer interaction

#### Social responsibility code

##### Applies to:

All non-remote licences (except non-remote lottery, gaming machine technical, gambling software and host licences); only the following remote licences – ancillary remote bingo, ancillary remote casino, ancillary remote betting, remote general betting limited, and remote betting intermediary (trading rooms only).

1. Licensees must interact with customers in a way which minimises the risk of customers experiencing harms associated with gambling. This must include:
  - a. identifying customers who may be at risk of or experiencing harms associated with gambling.
  - b. interacting with customers who may be at risk of or experiencing harms associated with gambling.
  - c. understanding the impact of the interaction on the customer, and the effectiveness of the Licensee's actions and approach.
  
2. Licensees must take into account the Commission's guidance on customer interaction<sup>1</sup>.

---

<sup>1</sup> [Customer interaction: formal guidance for premises-based operators \(opens in new tab\)](#)

### 3.5.1 - Self exclusion – Non-remote and trading rooms SR code

#### Social responsibility code

##### Applies to:

All non-remote licences (except lottery, gaming machine technical and gambling software licences) and remote betting intermediary (trading rooms only) licences.

1. Licensees must have and put into effect procedures for self-exclusion and take all reasonable steps to refuse service or to otherwise prevent an individual who has entered a self-exclusion agreement from participating in gambling.
2. Licensees must, as soon as practicable, take all reasonable steps to prevent any marketing material being sent to a self-excluded customer.
3. Licensees must take steps to remove the name and details of a self-excluded individual from any marketing databases used by the company or group (or otherwise flag that person as an individual to whom marketing material must not be sent), within two days of receiving the completed self-exclusion notification.
4. This covers any marketing material relating to gambling, or other activities that take place on the premises where gambling may take place. However, it would not extend to blanket marketing which is targeted at a particular geographical area and where the excluded individual would not knowingly be included.
5. Licensees must close any customer accounts of an individual who has entered a self-exclusion agreement and return any funds held in the customer account. It is not sufficient merely to prevent an individual from withdrawing funds from their customer account whilst still accepting wagers from them. Where the giving of credit is permitted, the licensee may retain details of the amount owed to them by the individual, although the account must not be active.
6. Licensees must put into effect procedures designed to ensure that an individual who has self-excluded cannot gain access to gambling. These procedures must include:

- a. a register of those excluded with appropriate records (name, address, other details, and any membership or account details that may be held by the operator);
  - b. photo identification (except where the Licensee can reasonably satisfy themselves that in the circumstances in which they provide facilities for gambling an alternative means of identification is at least as effective) and a signature;
  - c. staff training to ensure that staff are able to administer effectively the systems; and
  - d. the removal of those persons found in the gambling area or attempting to gamble from the premises.
7. Licensees must ensure that their procedures for preventing access to gambling by self-excluded individuals take account of the structure and layout of the gambling premises.
8. Licensees must, when administering the self-exclusion agreement, signpost the individual to counselling and support services.

## 3.5.2 - Self-exclusion – non-remote ordinary code

### Ordinary code

#### Applies to:

All non-remote licences and remote betting intermediary (trading rooms only) licences, but not gaming machine technical and gambling software licences.

1. Self-exclusion procedures should require individuals to take positive action in order to self-exclude. This can be a signature on a self-exclusion form.
2. Individuals should be able to self-exclude without having to enter gambling premises.
3. Before an individual self-excludes, licensees should provide or make available sufficient information about what the consequences of self-exclusion are.
4. Licensees should take all reasonable steps to extend the self-exclusion to premises of the same type owned by the operator in the customer's local area. In setting the bounds of that area licensees may take into account the customer's address (if known to them), anything else known to them about the distance the customer ordinarily travels to gamble and any specific request the customer may make.
5. Licensees should encourage the customer to consider extending their self-exclusion to other licensees' gambling premises in the customer's local area.
6. Customers should be given the opportunity to discuss self-exclusion in private, where possible.
7. Licensees should take steps to ensure that:
  - a. the minimum self-exclusion period offered is of a duration of not less than 6 nor more than 12 months
  - b. any self-exclusion may, on request, be extended for one or more further periods of at least 6 months each
  - c. a customer who has decided to enter a self-exclusion agreement is given the opportunity to do so immediately without any cooling-off period. However, if the customer wishes to

consider the self-exclusion further (for example to discuss with problem gambling groups), the customer may return at a later date to enter into self- exclusion

- d. at the end of the period chosen by the customer, the self-exclusion remains in place for a further 6 months, unless the customer takes positive action in order to gamble again
  - e. where a customer chooses not to renew the self-exclusion, and makes a positive request to begin gambling again during the 6 month period following the end of their initial self-exclusion, the customer is given one day to cool off before being allowed access to gambling facilities. The contact must be made via telephone or in person
  - f. notwithstanding the expiry of the period of self-exclusion chosen by a customer, no marketing material should be sent to them unless and until they have asked for or agreed to accept such material.
8. The licensee should retain the records relating to a self-exclusion agreement at least for the length of the self-exclusion agreement plus a further 6 months.
  9. Please note that the Commission does not require the licensee to carry out any particular assessment or make any judgement as to whether the previously self-excluded individual should again be permitted access to gambling. The requirement to take positive action in person or over the phone is purely to a) check that the customer has considered the decision to access gambling again and allow them to consider the implications; and b) implement the one day cooling-off period and explain why this has been put in place.
  10. Licensees should have, and put into effect, policies and procedures which recognise, seek to guard against and otherwise address, the fact that some individuals who have self-excluded might attempt to breach their exclusion without entering a gambling premises, for example, by getting another to gamble on their behalf.
  11. Licensees should have effective systems in place to inform all venue staff of self-excluded individuals who have recently attempted to breach a self-exclusion in that venue, and the licensees neighbouring venues.
  12. In providing training to staff on their responsibilities for self-exclusion, licensees should have, as a minimum, policies for induction training and refresher training.

### 3.5.3 - Self-exclusion – remote SR code

#### Social responsibility code

##### Applies to:

All remote licences except: gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino, betting intermediary (trading room only) and remote betting (standard) (remote platform) licences. Paragraph 8 does not apply to ancillary remote betting licences, remote general betting (limited), or any remote lottery licence the holder of which does not provide facilities for participation in instant win lotteries.

1. Licensees must have and put into effect procedures for self-exclusion and take all reasonable steps to refuse service or to otherwise prevent an individual who has entered a self-exclusion agreement from participating in gambling.
2. Licensees must, as soon as practicable, take all reasonable steps to prevent any marketing material being sent to a self-excluded customer.
3. Licensees must take steps to remove the name and details of a self-excluded individual from any marketing databases used by the company or group (or otherwise flag that person as an individual to whom marketing material must not be sent), within two days of receiving the completed self-exclusion notification.
4. This covers any marketing material relating to gambling. However, it would not extend to blanket marketing which is targeted at a particular geographical area and where the excluded individual would not knowingly be included.
5. Licensees must close any customer accounts of an individual who has entered a self-exclusion agreement and return any funds held in the customer account. It is not sufficient merely to prevent an individual from withdrawing funds from their customer account whilst still accepting wagers from them. Where the giving of credit is permitted, the licensee may retain details of the amount owed to them by the individual, although the account must not be active.
6. Licensees must put into effect procedures designed to ensure that an individual who has self-excluded cannot gain access to gambling. These procedures must include:

- a. a register of those excluded with appropriate records (name, address, other details, and any membership or account details that may be held by the operator);
  - b. a record of the card numbers to be excluded;
  - c. staff training to ensure that staff are able to administer effectively the systems; and
  - d. the removal of access from those persons found to have gambled or who have attempted to gamble on the facilities.
7. Licensees must when administering the self-exclusion signpost the individual to counselling and support services.
8. Customers must be given the opportunity to self-exclude by contacting customer services and in addition by entering an automated process using remote communication. In order to avoid inadvertent self-exclusion it is acceptable for an automated process to include an additional step that requires the customer to confirm that they wish to self-exclude. The licensee must ensure that all staff who are involved in direct customer service are aware of the self-exclusion system in place, and are able to direct that individual to an immediate point of contact with whom/which to complete that process.

## 3.5.4 - Self-exclusion – Remote ordinary code

### Ordinary code

#### Applies to:

All remote licences (including ancillary remote betting licences), except gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino, remote betting intermediary (trading rooms only) and remote betting (standard) (remote platform) licences.

1. Self-exclusion procedures should require individuals to take positive action in order to self-exclude:
  - a. over the internet; this can be a box that must be ticked in order to indicate that they understand the system
  - b. by telephone; this can be a direct question asking whether they understand the system.
2. Before an individual self-excludes, licensees should provide or make available sufficient information about what the consequences of self-exclusion are.
3. Licensees should encourage the customer to consider extending their self-exclusion to other remote gambling operators currently used by the customer.
4. Within the licensee's information about self-exclusion policies, the licensee should provide a statement to explain that software is available to prevent an individual computer from accessing gambling internet sites. The licensee should provide a link to a site where further information is available.
5. Licensees should take all reasonable steps to ensure that:
  - a. the minimum self-exclusion period offered is of a duration of not less than 6 nor more than 12 months;
  - b. any self-exclusion may, on request, be extended for one or more further periods of at least 6 months;
  - c. the self-exclusion arrangements give customers the option of selecting a self-exclusion period of up to at least five years;

- d. a customer who has decided to enter a self-exclusion agreement is given the opportunity to do so immediately without any cooling-off period. However, if the customer wishes to consider the self-exclusion further (for example to discuss with problem gambling groups) the customer may return at a later date to enter into self-exclusion;
  - e. at the end of the period chosen by the customer, self-exclusion remains in place, for a minimum of 7 years, unless the customer takes positive action to gamble again;
  - f. where a customer chooses not to renew, and makes a positive request to begin gambling again, during the 7 year period following the end of their initial self-exclusion, the customer is given one day to cool off before being allowed to access gambling facilities. Contact must be made via phone or in person; re-registering online is not sufficient; and
  - g. notwithstanding the expiry of the period of self-exclusion chosen by a customer, no marketing material should be sent to them unless and until they have asked for or agreed to accept such material.
6. The licensee should retain the records relating to a self-exclusion agreement for as long as is needed to enable the self-exclusion procedures set out in paragraph 5 above to be implemented.
  7. Please note that the Commission does not require the licensee to carry out any particular assessment or make any judgement as to whether the previously self-excluded individual should again be permitted access to gambling. The requirement to take positive action in person or over the phone is purely to a) check that the customer has considered the decision to access gambling again and allow them to consider the implications; and b) implement the one day cooling-off period and explain why this has been put in place.
  8. In providing training to staff on their responsibilities for self-exclusion, licensees should have, as a minimum, policies for induction training and refresher training.

### 3.5.5 - Remote multi-operator SR code

#### Social responsibility code

##### Applies to:

All remote licences except: any remote lottery licence the holder of which does not provide facilities for participation in instant win lotteries, ancillary remote betting when relied upon to provide facilities for betting via a machine (commonly known as self-service betting terminals) on premises where a betting or track premises licence has effect, remote general betting (remote platform), remote betting intermediary (trading room only), gaming machine technical, gambling software, host, ancillary remote bingo, and ancillary remote casino licences.

1. Licensees must participate in the national multi-operator self-exclusion scheme.

## 3.5.6 - Multi-operator non-remote SR code

### Social responsibility code

#### Applies to:

All non-remote casino, bingo and betting licences (except in respect of the provision of facilities for betting in reliance on a track premises licence) and holders of gaming machine general operating licences for adult gaming centres.

1. Licensees must offer customers with whom they enter into a self-exclusion agreement in respect of facilities for any kind of gambling offered by them at licensed gambling premises the ability to self-exclude from facilities for the same kind of gambling offered in their locality by any other holder of an operating licence to whom this provision applies, by participating in one or more available multi-operator self-exclusion schemes.

## 3.6.5 - AGCs

### Ordinary code

#### Applies to:

All adult gaming centre licences.

1. Licensees who employ children (under-16-year-olds) and young persons (those aged 16 and 17) should be aware that it is an offence:
  - a. to employ them to provide facilities for gambling;
  - b. if gaming machines are sited on the premises, for their contracts of employment to require them, or for them to be permitted, to perform a function in connection with a gaming machine at any time; and
  - c. to employ them to carry out any other function on adult gaming centre licensed premises while any gambling activity is being carried on in reliance on the premises licence.
2. As to 1b, it should be noted that in the Commission's view the relevant provision of the Act applies to any function performed in connection with a gaming machine. This includes servicing or cleaning such a machine.
3. Accordingly, licensees should have and put into effect policies and procedures designed to ensure that:
  - a. children and young persons are never asked to perform tasks within 1a or 1b, above
  - b. all staff, including those who are children or young persons themselves, are instructed about the laws relating to access to gambling by children and young persons.
4. Licensees should consider adopting a policy that:
  - a. children and young persons are not employed to work on adult gaming centre licensed premises at any time when the premises are open for business
  - b. gaming machines are turned off if children and young persons are working on the premises outside the hours when the premises are open for business.

## 3.6.6 - FECs

### Ordinary code

#### Applies to:

All family entertainment centre licences.

1. Licensees who employ children (under-16-year-olds) and young persons (those aged 16 and 17) should be aware that it is an offence:
  - a. to employ them to provide facilities for gambling; and
  - b. if gaming machines are sited on the premises, for their contracts of employment to require them, or for them to be permitted, to perform a function in connection with a gaming machine at any time.
2. As to 1b, it should be noted that in the Commission's view the relevant provision of the Act applies to any function performed in connection with a gaming machine. This includes servicing or cleaning such a machine.
3. Accordingly, licensees should have and put into effect policies and procedures designed to ensure that:
  - a. children and young persons are never asked to perform tasks within 1a or 1b, above; and
  - b. all staff, including those who are children or young persons themselves, are instructed about the laws relating to access to gambling by children and young persons.
4. Licensees should consider adopting a policy that:
  - a. children and young persons are not employed to carry out any work in an adult-only area of family entertainment licensed premises at a time when any gambling is taking place; and
  - b. gaming machines sited in adult-only areas are turned off if children and young persons are working on the premises outside the hours when the premises are open for business.

## 3.8.2 - Money-lending – other than casinos

### Ordinary code

#### Applies to:

All non-remote bingo, general betting, adult gaming centre, family entertainment centre and remote betting intermediary (trading rooms only) licences.

1. Licensees should seek to prevent systematic or organised money lending between customers on their premises. As a minimum, they should have arrangements in place to ensure staff are requested to report any instances of substantial money lending when they become aware of them.

### 3.9.1 - Identification of individual customers - remote

#### Social responsibility code

##### Applies to:

All remote licences (including ancillary remote betting licences) except gaming machine technical, gambling software, host, ancillary remote bingo, ancillary remote casino and remote betting intermediary (trading rooms only) licences.

1. Licensees must have and put into effect policies and procedures designed to identify separate accounts which are held by the same individual.
2. Where licensees allow customers to hold more than one account with them, the licensee must have and put into effect procedures which enable them to relate each of a customer's such accounts to each of the others and ensure that:
  - a. if a customer opts to self-exclude they are effectively excluded from all gambling with the licensee unless they make it clear that their request relates only to some forms of gambling or gambling using only some of the accounts they hold with the licensee;
  - b. all of a customer's accounts are monitored and decisions that trigger customer interaction are based on the observed behaviour and transactions across all the accounts;
  - c. where credit is offered or allowed the maximum credit limit is applied on an aggregate basis across all accounts; and
  - d. individual financial limits can be implemented across all of a customer's accounts.
3. Licensees which are companies or other bodies corporate must take all reasonable steps to comply with the above provision as if reference to a customer holding more than one account with them included a reference to a customer holding one or more accounts with them and one or more accounts with a group company.
4. A company is a 'group company' in relation to a licensee if it is the holding company of, subsidiary of, or shares a common holding company with, the licensee. For these purposes 'holding company' and 'subsidiary' have the meanings ascribed to them by section 1159 of the Companies Act 2006<sup>1</sup> or any statutory modification or re-enactment thereof.

<sup>1</sup> [Section 1159 of the Companies Act 2006 \(opens in new tab\)](#)

## 4.1.1 - Fair terms

### Social responsibility code

#### Applies to:

All licences, except gaming machine technical and gambling software licences.

1. Licensees must be able to provide evidence to the Commission, if required, showing how they satisfied themselves that their terms are not unfair.

## 5.1.1 - Rewards and bonuses – SR code

### Social responsibility code

#### Applies to:

All licences (including ancillary remote licences), except gaming machine technical and gambling software licences.

1. The following applies where a licensee makes available to any customer, or potential customer, an incentive or reward scheme or other arrangement under which a customer may receive money, goods, services or any other advantage (including the discharge in whole or in part of any liability of his) ('the benefit').
2. Licensees must:
  - a. Set out terms and conditions, in relation to an incentive, which are clear, transparent, and fair and readily accessible to any customer or potential customer to whom it is offered.
3. Licensees must not:
  - a. Apply wagering requirements, which requires a customer to play through bonus funds, over a maximum of 10 times. A wagering requirement is where a customer is required to make wagers totalling a particular value for funds to become withdrawable.
  - b. Include more than one type of gambling product (betting, casino, bingo, and lottery) within an incentive.
  - c. Alter or increase the receipt or the value, or amount of the incentive if the qualifying activity or spend is reached within a shorter time than the whole period over which the benefit is offered.
  - d. Construct incentives where, if the benefit comprises of free or subsidised travel or accommodation which encourages the customer's attendance at a particular licensed premises, it is offered on terms that directly relate to the level of the customer's prospective gambling.
4. If a licensee makes available an incentive or reward scheme for customers, designated by the licensee as 'high value, 'VIP' or equivalent, it must be offered in a manner which is consistent

with the licensing objectives.

5. Licensees must take into account the Commission's guidance on high value customer incentives<sup>1</sup>.

---

<sup>1</sup> [Guidance on high value customer incentives \(opens in new tab\)](#)

## 5.1.2 - Proportionate rewards

### Ordinary code

#### Applies to:

All licences (including ancillary remote licences), except gaming machine technical and gambling software licences.

1. Licensees should only offer incentive or reward schemes in which the benefit available is proportionate to the type and level of customers' gambling.

## 5.1.6 - Compliance with advertising codes

### Social responsibility code

#### Applies to:

All licences, except lottery licences.

1. All marketing of gambling products and services must be undertaken in a socially responsible manner.
2. In particular, Licensees must comply with the advertising codes of practice issued by the Committee of Advertising Practice (CAP)<sup>1</sup> and the Broadcast Committee of Advertising Practice (BCAP)<sup>2</sup> as applicable. For media not explicitly covered, licensees should have regard to the principles included in these codes of practice as if they were explicitly covered.
3. The restriction on allowing people who are, or seem to be, under 25 years old (that is, those in the 18-24 age bracket) to appear in marketing communications need not be applied in the case of non-remote point of sale advertising material, provided that the images used depict the sporting or other activity that may be gambled on and not the activity of gambling itself and do not breach any other aspect of the advertising codes.

---

<sup>1</sup> [Committee of Advertising Practice \(opens in new tab\)](#)

<sup>2</sup> [Broadcast Committee of Advertising Practice \(opens in new tab\)](#)

## 5.1.8 - Compliance with industry advertising codes

### Ordinary code

#### Applies to:

All licences.

1. Licensees should follow any relevant industry code on advertising, notably the Gambling Industry Code for Socially Responsible Advertising<sup>1</sup>.

---

<sup>1</sup> [Gambling Industry Code for Socially Responsible Advertising](#) (opens in new tab).

## 5.1.9 - Other marketing requirements

### Social responsibility code

#### Applies to:

All licences.

1. Licensees must ensure that their marketing communications, advertisements, and invitations to purchase (within the meaning of the Digital Markets, Competition and Consumers Act 2024<sup>1</sup>) do not amount to or involve misleading actions or misleading omissions within the meaning of this Act.
2. Licensees must ensure that all significant conditions which apply to marketing incentives are provided transparently and prominently to consumers. Licensees must present the significant conditions at the point of sale for any promotion, and on any advertising in any medium for that marketing incentive except where, in relation to the latter, limitations of space make this impossible. In such a case, information about the significant conditions must be included to the extent that it is possible to do so, the advertising must clearly indicate that significant conditions apply and where the advertisement is online, the significant conditions must be displayed in full no further than one click away.
3. The terms and conditions of each marketing incentive must be made available for the full duration of the promotion.

---

<sup>1</sup> [Digital Markets, Competition and Consumers Act 2024 \(opens in new tab\)](#)

### 5.1.10 - Online marketing in proximity to information on responsible gambling

#### Ordinary code

#### Applies to:

All licences.

1. Licensees should ensure that no advertising or other marketing information, whether relating to specific offers or to gambling generally, appears on any primary web page/screen, or micro site that provides advice or information on responsible gambling

### 5.1.11 - Direct electronic marketing consent

#### Social responsibility code

#### Applies to:

All licences.

1. Unless expressly permitted by law consumers must not be contacted with direct electronic marketing without their informed and specific consent. Whenever a consumer is contacted the consumer must be provided with an opportunity to withdraw consent. If consent is withdrawn the licensee must, as soon as practicable, ensure the consumer is not contacted with electronic marketing thereafter unless the consumer consents again. Licensees must be able to provide evidence which establishes that consent.

## 6.1.1 - Complaints and disputes

### Social responsibility code

#### Applies to:

All licences (including ancillary remote licensees) except gaming machine technical and gambling software licences.

1. Licensees must put into effect appropriate policies and procedures for accepting and handling customer complaints and disputes in a timely, fair, open and transparent manner.
2. Licensees must ensure that they have arrangements in place for customers to be able to refer any dispute to an ADR entity in a timely manner if not resolved to the customer's satisfaction by use of their complaints procedure within eight weeks of receiving the complaint, and where the customer cooperates with the complaints process in a timely manner.
3. The services of any such ADR entity must be free of charge to the customer.
4. Licensees must not use or introduce terms which restrict, or purport to restrict, the customer's right to bring proceedings against the licensee in any court of competent jurisdiction. Such terms may, however, provide for a resolution of a dispute agreed by the customer (arrived at with the assistance of the ADR entity) to be binding on both parties.
5. Licensees' complaints handling policies and procedures must include procedures to provide customers with clear and accessible information on how to make a complaint, the complaint procedures, timescales for responding, and escalation procedures.
6. Licensees must ensure that complaints policies and procedures are implemented effectively, kept under review and revised appropriately to ensure that they remain effective, and take into account any applicable learning or guidance published by the Gambling Commission<sup>1</sup> from time to time.
7. Licensees should keep records of customer complaints and disputes and make them available to the Commission on request.

In this Code, 'ADR entity' means

- a. a person offering alternative dispute resolution services who has been granted accreditation by the Secretary of State under Chapter 4 of Part 4 of the Digital Markets, Competition and Consumers Act 2024<sup>2</sup>.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> [Complaints and disputes: Guidance published by the Gambling Commission \(opens in new tab\)](#)

<sup>2</sup> [Digital Markets, Competition and Consumers Act 2024 \(opens in new tab\)](#)

## 7.1.2 - Responsible gambling information for staff

### Social responsibility code

#### Applies to:

All licences, including betting ancillary remote licences, but not other ancillary remote licences.

1. Licensees must take all reasonable steps to ensure that staff involved in the provision of facilities for gambling are made aware of advice on socially responsible gambling and of where to get confidential advice should their gambling become hard to control.

## 8.1.1 - Ordinary code

### Ordinary code

#### Applies to:

All licences.

1. As stated earlier in this code, the Commission expects licensees to work with the Commission in an open and cooperative way and to inform the Commission of any matters that the Commission would reasonably need to be aware of in exercising its regulatory functions. These include in particular matters that will have a material impact on the licensee's business or on the licensee's ability to conduct licensed activities compliantly and consistently with the licensing objectives.
2. Thus, licensees should notify the Commission, or ensure that the Commission is notified, as soon as reasonably practicable and in such form and manner as the Commission may from time to time specify<sup>1</sup>, of any matters which in their view could have a material impact on their business or affect compliance. The Commission would, in particular, expect to be notified of the occurrence of any of the following events in so far as not already notified in accordance with the conditions attached to the licensee's licence<sup>2</sup>:
  - a. any material change in the licensee's structure or the operation of its business
  - b. any material change in managerial responsibilities or governance arrangements
  - c. any report from an internal or external auditor expressing, or giving rise to, concerns about material shortcomings in the management control or oversight of any aspect of the licensee's business related to the provision of gambling facilities.

Read additional [guidance on the information requirements](#) contained within this section.

---

<sup>1</sup> These matters are to be reported to us online via our ['eServices'](#) digital service on our website.

<sup>2</sup> Events which must be reported, because the Commission considers them likely to have a material impact on the nature or structure of a licensee's business, are set out in general licence condition 15.2.1

## 10.1.1 - Assessing local risk

### Social responsibility code

#### Applies to:

All non-remote casino, adult gaming centre, bingo, family entertainment centre, betting and remote betting intermediary (trading room only) licences, except non-remote general betting (limited) and betting intermediary licences.

1. Licensees must assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and have policies, procedures and control measures to mitigate those risks. In making risk assessments, licensees must take into account relevant matters identified in the licensing authority's statement of licensing policy<sup>1</sup>.
2. Licensees must review (and update as necessary) their local risk assessments:
  - a. to take account of significant changes in local circumstances, including those identified in a licensing authority's statement of licensing policy;
  - b. when there are significant changes at a licensee's premises that may affect their mitigation of local risks;
  - c. when applying for a variation of a premises licence; and
  - d. in any case, undertake a local risk assessment when applying for a new premises licence.

---

<sup>1</sup>This is the [statement of licensing policy \(opens in new tab\)](#) under the Gambling Act 2005.

## 10.1.2 - Sharing local risk assessments

### Ordinary code

#### Applies to:

All non-remote casino, adult gaming centre, bingo, family entertainment centre, betting and remote betting intermediary (trading room only) licences, except non-remote general betting (limited) and betting intermediary licences.

1. Licensees should share their risk assessment with licensing authorities when applying for a premises licence or applying for a variation to existing licensed premises, or otherwise on request.



All England Official Transcripts (1997-2008)

## **Daniel Thwaites plc v Wirral Borough Magistrates' Court**

*Licensing - Licence - Application for licence - Guidance issued by Secretary of State as to discharge of functions under legislation - Licensing authority granting licence - Local objectors appealing to magistrates' court - Magistrates' court imposing restrictions - Whether restrictions necessary to promote licensing objective - Whether magistrates' court having proper regard to guidance - Whether decision of magistrates' court lawful - Licensing Act 2003, s 4*

[2008] EWHC 838 (Admin), CO/5533/2006, (Transcript: Wordwave International Ltd (A Merrill Communications Company))

### **QUEEN'S BENCH DIVISION (ADMINISTRATIVE COURT)**

**BLACK J**

**10 MARCH, 6 MAY 2008**

**6 MAY 2008**

This is a signed judgment handed down by the judge, with a direction that no further record or transcript need be made pursuant to Practice Direction 6.1 to Pt 39 of the Civil Procedure Rules (formerly RSC Ord 59, r (1)(f), Ord 68, r 1). See Practice Note dated 9 July 1990, [1990] 2 All ER 1024.

D MW Pickup for the Claimant

The Defendant did not appear and was not represented

D Flood for the First Interested Party

M Copeland for the Second Interested Party

Naphens plc; Kirwans; Wirral MBC

**BLACK J:**

[1] This is an application by Daniel Thwaites plc ("the Claimant") for judicial review of a licensing decision made by the Wirral Magistrates' Court ("the Magistrates' Court") on 5 April 2006 and that court's decision on 21 April 2006 concerning the costs of the proceedings. The Claimant seeks an order quashing both decisions. Permission to apply for judicial review was granted by Pitchford J on 2 November 2006.

#### *THE FACTUAL BACKGROUND*

[2] The Claimant owns the Saughall Hotel in Saughall Massie, Wirral which it operates as licensed premises ("the premises"). It originally held a licence under the Licensing Act 1964. In June 2005, it commenced an application to the Licensing Sub-Committee of the Metropolitan Borough of Wirral ("the licensing authority")

for the existing licence to be converted to a premises licence under the Licensing Act 2003 and for the licence to be varied simultaneously.

**[3]** In essence, the Claimant was seeking to conduct business at the premises for longer hours than were permitted under the original licence. The police did not support the extension of the hours to the extent that the Claimant initially proposed. The Claimant agreed to restrict the hours to those that were acceptable to the police. Accordingly, the licensing authority was asked to grant a licence that would permit music and dancing to 11pm and alcohol sales until midnight on all nights except Friday and Saturday and, on Friday and Saturday nights, music and dancing to midnight and alcohol sales until 1pm, with the doors closing one hour after the last alcohol sale every night.

**[4]** The police withdrew their representations against the modified proposals and did not appear before the licensing authority when the matter was heard on 23 August 2005. No representations were made by the Wirral Environmental Health Services either. However, there was opposition to the proposals at the hearing from the Saughall Massie Conservation Society ("the First Interested Party") and other Saughall Massie residents.

**[5]** The Claimant told the licensing authority at the hearing that the hours of operation at the premises would not vary significantly from the existing hours of operation and that the application for extended hours was to allow flexibility to open later "on special occasions" This was a matter of which the licensing authority took note as is recorded in the minutes of their determination.

**[6]** The licence was granted in the modified terms requested together with an additional hour for licensable activities and an extra 30 minutes for the hours the premises were to be open to the public over Christmas and at the major bank holidays. Special arrangements were also permitted for New Year's Eve. The licensing authority removed certain conditions that had been imposed on the old licence (requiring all alcohol to be consumed within 20 minutes of the last alcohol sale and banning children under 14 from the bar) and imposed other conditions which were obviously aimed at controlling noise, namely that the area outside must be cleared by 11pm, that the premises must promote the use of taxi firms which use a call-back system, that all doors and windows must be kept closed when regulated entertainment was provided and that prominent notices should be placed on the premises requiring customers to leave quietly.

**[7]** The Saughall Massie Conservation Society and "others" appealed against the licensing decision to the Magistrates' Court on the ground that the licensing authority's decision "was not made with a view to promotion of and in accordance with the licensing objectives pursuant to s 4, Pt 2 of the Licensing Act 2003".

**[8]** The appeal occupied the Magistrates' Court from 3 - 5 April 2006. The Respondents to the appeal were the licensing authority and the Claimant which both defended the licensing authority's decision. Witnesses were called including Saughall Massie residents, Police Sergeant Yehya who dealt with the stance of the Merseyside police, and Mr Miller, the manager of the premises.

**[9]** The justices granted the appeal. Their Reasons run to three pages of typescript, one page of which is entirely taken up with setting out the new hours of operation they imposed. These permitted entertainment until 11pm and alcohol sales until 11.30pm on all nights except Friday and Saturday when entertainment would be permitted until 11.30pm and alcohol sales until midnight. The premises could remain open to the public until midnight on all nights except Friday and Saturday when they could close at 1am. Similar provisions were imposed to those imposed by the licensing authority in relation to later opening at Christmas and major bank holidays and the provisions relating to New Year's Eve and the conditions of the licence remained unaltered.

**[10]** The new licence had come into effect on 24 November 2005 so the new arrangements had been running for several months by the time of the hearing before the Magistrates' Court. There had been no formal or recorded complaints against the premises under the old or the new regime as the justices acknowledged in their Reasons. The residents who gave evidence were fearful of problems if the extended hours were allowed in the summer. The Chairman of the Conservation Society, who gave oral evidence, spoke of people urinating in the gardens and a problem with litter. It appears from the statement filed by the Chairman of the Bench for these judicial review proceedings that evidence was also given of interference with machinery on nearby Diamond Farm. The justices' Reasons make no reference at all to these matters. As to the statements of the "Witnesses of the Appellant", they say simply that they have read and considered them but attached little or no weight to them.

**[11]** The justices and their legal advisor have filed a considerable amount of material in response to the judicial review proceedings, in all 31 closely typed pages. These comprise their Response to the Claim, statements from Alistair Beere (who was the chairman of the bench), Mary Woodhouse (another of the bench) and Stephen Pickstock (the legal advisor), and what is said in the index to be a document by Mr Beere from which he prepared his statement. There was limited argument before me as to the status of these documents and the weight that I should give to them. It was not submitted that I should decline to have *any* regard to them although I think it is fair to say that it was common ground between the parties, rightly in my view, that I should concentrate principally on the Reasons. It is established by authorities such as *R v Westminster City Council ex parte Ermakov* [1996] 2 All ER 302, 95 LGR 119, [1996] 2 FCR 208 that the court can admit evidence to elucidate or, exceptionally, correct or add to the reasons given by the decision maker at the time of the decision but that it should be very cautious about doing so. The function of such evidence should generally be elucidation not fundamental alteration, confirmation not contradiction. In the circumstances, I have read carefully what the magistrates have provided but approached its role in the judicial review proceedings cautiously.

#### *THE BROAD NATURE OF THE CLAIM IN RELATION TO THE LICENSING DECISION*

**[12]** The Claimant argues that the Magistrates' Court decision is unlawful for a number of reasons. It is argued that the decision was not in line with the philosophy of the Licensing Act 2003 ("the Act") and imposed restrictions on the Claimant's operation which were not necessary to promote the licensing objectives set out in that Act, that it was based on speculation rather than evidence, that it took into account irrelevant considerations and failed to take into account proper considerations, and that it was a decision to which no properly directed Magistrates' Court could have come on the evidence. In so far as the court imposed conditions as to the time at which the premises must close, it is submitted that this was not a matter which can be regulated under the Act. It is further argued that the magistrates failed to give adequate reasons for their decision.

#### *THE LEGAL BACKGROUND*

**[13]** The Licensing Act 2003 was intended to provide a "more efficient" "more responsive" and "flexible" system of licensing which did not interfere unnecessarily. It aimed to give business greater freedom and flexibility to meet the expectations of customers and to provide greater choice for consumers whilst protecting local residents from disturbance and anti-social behaviour.

**[14]** Note 12 of the explanatory notes to the Act gives an indication of the approach to be taken under the Act. It reads:

"12 In contrast to the existing law, the Act does not prescribe the days or the opening hours when alcohol may be sold by retail for consumption on or off premises. Nor does it specify when other licensable activities may be carried on.

Instead, the Applicant for a premises licence or a club premises certificate will be able to choose the days and the hours during which they wish to be authorised to carry on licensable activities at the premises for which a licence is sought. The licence will be granted on those terms unless, following the making of representations to the licensing authority, the authority considers it necessary to reject the application or vary those terms for the purpose of promoting the licensing objectives."

**[15]** Section 1 of the Act provides:

"S1(1) For the purposes of this Act the following are licensable activities -

- (a) the sale by retail of alcohol,
- (b) [clubs]
- (c) the provision of regulated entertainment, and
- (d) the provision of late night refreshment."

**[16]** To carry on a licensable activity, a premises licence granted under Pt 3 of the Act is generally required, s 2. Application for a premises licence must be made to the relevant licensing authority, s 17(1).

**[17]** By virtue of s 4, the licensing authority must carry out all its functions under the Act (including its functions in relation to determining an application for a premises licence or an application for a variation of a premises licence) with a view to promoting the "licensing objectives". These are set out in s 4 as follows:

"S4(2) The licensing objectives are -

- (a) the prevention of crime and disorder;
- (b) public safety;
- (c) the prevention of public nuisance; and
- (d) the protection of children from harm."

**[18]** In carrying out its licensing functions, by virtue of s 4(3) the licensing authority must also have regard to its licensing statement published under s 5 and any guidance issued by the Secretary of State under s 182.

**[19]** Section 182 obliges the Secretary of State to issue guidance to licensing authorities on the discharge of their functions under the Act. Guidance was issued in July 2004 ("the Guidance"). It was updated in June 2007 but it is the original guidance that is relevant in this case. In any event, none of the changes made are material to the issues I have to determine.

**[20]** The Foreword says that the Guidance:

"is intended to aid licensing authorities in carrying out their functions under the 2003 Act and to ensure the spread of best practice and greater consistency of approach. This does not mean we are intent on eroding local discretion. On

the contrary, the legislation is fundamentally based on local decision-making informed by local knowledge and local people. Our intention is to encourage and improve good operating practice, promote partnership and to drive out unjustified inconsistencies and poor practice."

**[21]** As the Guidance says in para 1.7, it does not replace the statutory provisions of the Act or add to its scope. Paragraph 2.3 says:

"Among other things, section 4 of the 2003 Act provides that in carrying out its functions a licensing authority must have regard to guidance issued by the Secretary of State under section 182. The requirement is therefore binding on all licensing authorities to that extent. However, it is recognised that the Guidance cannot anticipate every possible scenario or set of circumstances that may arise and so long as the Guidance has been properly and carefully understood and considered, licensing authorities may depart from it if they have reason to do so. When doing so, licensing authorities will need to give full reasons for their actions. Departure from the Guidance could give rise to an appeal or judicial review, and the reasons given will then be a key consideration for the courts when considering the lawfulness and merits of any decision taken."

**[22]** An application to the licensing authority for a premises licence must be accompanied by an operating schedule in the prescribed form including a statement of the matters set out in s 17(4) which are as follows:

- "(a) the relevant licensable activities,
- (b) the times during which it is proposed that the relevant licensable activities are to take place,
- (c) any other times during which it is proposed that the premises are to be open to the public,
- (d) where the Applicant wishes the licence to have effect for a limited period, that period,
- (e) where the relevant licensable activities include the supply of alcohol, prescribed information in respect of the individual whom the Applicant wishes to have specified in the premises licence as the premises supervisor,
- (f) where the relevant licensable activities include the supply of alcohol, whether the supplies are proposed to be for consumption on the premises or off the premises, or both,
- (g) the steps which it is proposed to take to promote the licensing objectives,
- (h) such other matters as may be prescribed."

**[23]** Section 18 deals with the determination of an application for a premises licence. Section 35 deals in very similar terms with the determination of an application to vary a premises licence. It will be sufficient only to set out here the provisions of s 18.

**[24]** Section 18(2) provides that, subject to sub-s (3), the authority must grant the licence in accordance with the application subject only to:

- "(a) such conditions as are consistent with the operating schedule accompanying the application, and
- (b) any conditions which must under section 19, 20 or 21 be included in the licence."

**[25]** Section 19 deals with premises licences which authorise the supply of alcohol. Such licences must include certain conditions ensuring that every supply of alcohol is made or authorised by a person who holds a personal licence and that no supply of alcohol is made when there is no properly licensed designated premises supervisor. Sections 20 and 21 are not relevant to this claim.

**[26]** Section 18(3) provides that where relevant representations are made, the authority has certain specified obligations. In so far as is relevant to this appeal "relevant representations" are defined in s 18(6) as follows:

"(6) For the purposes of this section, 'relevant representations' means representations which -

(a) are about the likely effect of the grant of the premises licence on the promotion of the licensing objectives,

(b) meet the requirements of sub-section (7),

(c) . . ."

**[27]** Sub-section (7) provides:

"(7) The requirements of this subsection are -

(a) that the representations were made by an interested party or responsible authority within the period prescribed under section 17(5)(c),

(b) that they have not been withdrawn, and

(c) in the case of representations made by an interested party (who is not also a responsible authority), that they are not, in the opinion of the relevant licensing authority, frivolous or vexatious."

**[28]** Where relevant representations are made, the authority must hold a hearing to consider them unless the authority, the Applicant and each person who has made representations agrees that a hearing is unnecessary. By virtue of s 18(3)(b), the authority must also "(b) having regard to the representations, take such of the steps mentioned in sub-section (4) (if any) as it considers necessary for the promotion of the licensing objectives."

**[29]** Section 18(4) provides:

"(4) The steps are -

(a) to grant the licence subject to -

(i) the conditions mentioned in sub-section (2)(a) modified to such extent as the authority considers necessary for the promotion of the licensing objectives, and

(ii) any condition which must under section 19, 20 or 21 be included in the licence;

(b) to exclude from the scope of the licence any of the licensable activities to which the application relates;

(c) to refuse to specify a person in the licence as the premises supervisor;

(d) to reject the application."

**[30]** Conditions are modified for the purposes of sub-s (4)(a)(i) if any of them is altered or omitted or any new condition is added.

**[31]** During the currency of a premises licence, by virtue of s 51, an interested party (broadly speaking, a local resident or business) or a responsible authority (police, fire, environmental health etc) may apply to the relevant licensing authority for a review of the licence on a ground which is relevant to one or more of the licensing objectives. By virtue of s 52, a hearing must be held to consider the application and any relevant representations and the authority must take such steps from a specified list as it considers necessary for the promotion of the licensing objective. The steps range from modifying the conditions of the licence to suspending it or revoking it completely.

**[32]** The Act makes provision in Pt 5 for "permitted temporary activity" which, loosely speaking, is a form of ad hoc licensing to cover licensable activities which are not covered by a more general licence. The system involves proper notification of an event to the licensing authority and the police. Provided the applicable number of temporary event notices has not been exceeded and the police do not intervene, the event is automatically permitted. Temporary event notices can only be given in respect of any particular premises 12 times in a calendar year and the period for which each event lasts must not exceed 96 hours.

**[33]** Section 181 provides for appeals to be made against decisions of the licensing authority to a Magistrates' Court which is, of course, how the decisions in relation to which judicial review is sought in this case came to be made.

#### *THE DETAIL OF THE CLAIM*

**[34]** The Claimant submits that in making its decision to allow the appeal in relation to the premises licence, the Magistrates' Court failed in a number of respects to take account of the changes that the new licensing regime has made and failed to adopt the approach required by the Act. It is further submitted that the magistrates failed properly to consider and take into account the Guidance.

**[35]** There is no doubt that the Guidance is relevant in the magistrates' decision making. As I have set out above, s 4(3) requires the licensing authority to "have regard" to the Guidance. By extension, so must a Magistrates' Court dealing with an appeal from a decision of the licensing authority. The Guidance says:

"10.8 In hearing an appeal against any decision made by a licensing authority, the Magistrates' Court concerned will have regard to that licensing authority's statement of licensing policy and this Guidance. However, the court would be entitled to depart from either the statement of licensing policy or this Guidance if it considered it is justified to do so because of the individual circumstances of any case."

**[36]** Mr Pickup submits that although the Guidance is not binding and local variation is expressly permitted, it should not be departed from unless there is good reason to do so.

**[37]** Mr Flood for the First Interested Party submits that the Guidance simply serves to provide information for the magistrates and provided that they have had regard to it, that is sufficient. He also points out that, in

some respects (as is clear from the wording of the Guidance), the Guidance is a statement of Government belief rather than proved fact. Inviting attention to the judgment of Beatson J in *J D Weatherspoon plc v Guildford Borough Council* [2006] EWHC 815 (Admin), [2007] 1 All ER 400, [2006] LGR 767, he identifies that different policy elements in the Guidance may pull in different directions in a particular case, flexibility and customer choice potentially conflicting with the need to prevent crime and disorder. He submits that provided that the magistrates consult the Guidance, they do not need to use it as "a decision making matrix that the deciding Court has to sequentially address in making its decision in the manner it would if considering a section of a statute".

**[38]** There is no doubt that regard must be had to the Guidance by the magistrates but that its force is less than that of a statute. That is common ground between the parties. The Guidance contains advice of varying degrees of specificity. At one end of the spectrum, it reinforces the general philosophy and approach of the Act. However, it also provides firm advice on particular issues, an example being what could almost be described as a prohibition on local authorities seeking to engineer staggered closing times by setting quotas for particular closing times. I accept that any individual licensing decision may give rise to a need to balance conflicting factors which are included in the Guidance and that in resolving this conflict, a licensing authority or Magistrates' Court may justifiably give less weight to some parts of the Guidance and more to others. As the Guidance itself says, it may also depart from the Guidance if particular features of the individual case require that. What a licensing authority or Magistrates' Court is not entitled to do is simply to *ignore* the Guidance or fail to give it any weight, whether because it does not agree with the Government's policy or its methods of regulating licensable activities or for any other reason. Furthermore, when a Magistrates' Court is entitled to depart from the Guidance and justifiably does so, it must, in my view, give proper reasons for so doing. As para 2.3 of the Guidance says in relation to the need for licensing authorities to give reasons:

"When [departing from the Guidance], licensing authorities will need to give full reasons for their actions. Departure from the Guidance could give rise to an appeal or judicial review, and the reasons given will then be a key consideration for the courts when considering the lawfulness and merits of any decision taken."

This is a theme to which the Guidance returns repeatedly and is a principle which must be applicable to a Magistrates' Court hearing an appeal as it is to a licensing authority dealing with an application in the first instance. I agree with Mr Flood for the First Interested Party that the magistrates did not need to work slavishly through the Guidance in articulating their decision but they did need to give full reasons for their decision overall and full reasons for departing from the Guidance if they considered it proper so to do.

**[39]** In this case, Mr Pickup submits that proper attention to the Guidance would have helped the magistrates to come to a correct and reasonable decision and that they have failed to adhere to it without proper reason and failed to carry out their licensing function in accordance with the Act.

**[40]** The foundation of the Claimant's argument is that the Act expects licensable activities to be restricted only where that is *necessary* to promote the four licensing objectives set out in s 4(2). There can be no debate about that. It is clearly established by the Act and confirmed in the Guidance. For example, in the Act, s 18(3)(b), dealing with the determination of an application for a premises licence, provides that where relevant representations are made the licensing authority must "take such of the steps mentioned in sub-s (4) (if any) as it considers necessary for the promotion of the licensing objectives" (the steps in sub-s (4) include the grant of the licence subject to conditions). Section 34(3)(b), dealing with the determination of an application to vary a premises licence, is in similar terms. The Guidance repeatedly refers, in a number of different contexts, to the principle that regulatory action should only be taken where it is *necessary* to promote the licensing objectives. In particular, it clearly indicates that conditions should not be attached to premises licences unless they are necessary to promote the licensing objectives, see for example para 7.5 and also para 7.17 which includes this passage:

"Licensing authorities should therefore ensure that any conditions they impose are only those which are necessary for the promotion of the licensing objectives, which means that they must not go further than what is needed for that

purpose."

**[41]** The Guidance also refers a number of times to the need for regulation to be "proportionate". This is not a term contained in the Act but if a regulatory provision is to satisfy the hurdle of being "necessary", it must in my view be confined to that which is "proportionate" and one can understand why the Guidance spells this out.

**[42]** Mr Pickup submits, and I accept, that the Act anticipates that a "light touch bureaucracy" (a phrase used in para 5.99 of the Guidance) will be applied to the grant and variation of premises licences. He submits that this means that unless there is evidence that extended hours will adversely affect one of the licensing objectives, the hours should be granted. A prime example of this arises when an application for a premises licence is made and there are no relevant representations made about it. In those circumstances, s 18(2) obliges the licensing authority to grant the licence and it can only impose conditions which are consistent with the operating schedule submitted by the Applicant. Mr Pickup says that such a light touch is made possible, as the Guidance itself says, by providing a review mechanism under the Act by which to deal with concerns relating to the licensing objectives which arise following the grant of a licence in respect of individual premises. He invites attention also to the existence of other provisions outside the ambit of the Act which provide remedies for noise, for example the issue of a noise abatement notice or the closure of noisy premises under the Anti-Social Behaviour Act 2003. The Guidance makes clear that the existence of other legislative provisions is relevant and may, in some cases, obviate the need for any further conditions to be imposed on a licence. Paragraph 7.18 from the section of the Guidance dealing with attaching conditions to licences is an illustration of this approach:

"7.18 It is perfectly possible that in certain cases, because the test is one of necessity, where there are other legislative provisions which are relevant and must be observed by the Applicant, no additional conditions at all are needed to promote the licensing objectives."

**[43]** The Guidance includes a section dealing with hours of trading which the Claimant submits further exemplifies the philosophy of the Act. It begins with para 6.1 which reads "This Chapter provides guidance on good practice in respect of any condition imposed on a premises licence or club premises certificate in respect of hours of trading or supply."

**[44]** It continues:

"6.5 The Government strongly believes that fixed and artificially early closing times promote, in the case of the sale or supply of alcohol for consumption on the premises, rapid binge drinking close to closing times; and are a key cause of disorder and disturbance when large numbers of customers are required to leave premises simultaneously. This creates excessive pressures at places where fast food is sold or public or private transport is provided. This in turn produces friction and gives rise to disorder and peaks of noise and other nuisance behaviour. It is therefore important that licensing authorities recognise these problems when addressing issues such as the hours at which premises should be used to carry on the provision of licensable activities to the public.

6.6 The aim through the promotion of the licensing objectives should be to reduce the potential for concentrations and achieve a slower dispersal of people from licensed premises through longer opening times. Arbitrary restrictions that would undermine the principle of flexibility should therefore be avoided. We will monitor the impact of the 2003 Act on crime and disorder and the other licensing objectives. If necessary in the light of these findings, we will introduce further legislation with the consent of Parliament to strengthen or alter any provisions."

**[45]** The Claimant submits that in imposing shorter hours than it requested for the supply of alcohol and for entertainment, the magistrates went beyond that which was necessary for these premises and failed to take into account that, as the Guidance explains, longer opening times would in fact reduce the potential for problems arising from licensed premises whereas curtailing operations could run counter to the licensing

objectives.

**[46]** The magistrates' Reasons record their acceptance that there had been no reported complaint in regard to public nuisance and that the extended hours had operated without any incidents. The magistrates also record in the Reasons, as I have already said, that they had attached little or no weight to the statements from witnesses of the Appellant. Nothing is said about difficulties mentioned in evidence by the witnesses. As it was clearly incumbent on the magistrates at least to advert in broad terms to those matters that they took into account, it is fair to conclude in the circumstances that they proceeded upon the basis that there was no reliable evidence of actual problems linked to the premises either under the old licence or under the new revised licence. This was in line with the oral evidence of Police Sergeant Yehya (as recorded in the rather truncated notes of the legal advisor):

"1. reported incident for the site. No other incidents or complaints have been received. There are none in my file. There are no incidents we can directly link to the Saughall Hotel since previously open. There have been incidents locally but not linked to these premises."

**[47]** To judge by the Reasons therefore, what led the magistrates to impose restricted hours of operation was their forecast as to what would occur in the future in association with the premises, notwithstanding the absence of reliable evidence of past problems. The First Interested Party observes that the manager of the premises had given evidence that he intended in the summer to "make hay while the sun shines" and submits, correctly in my view, that the magistrates were entitled to take this apparent change of emphasis into account. However, Mr Flood further submits that the evidence of what had happened in the winter months was therefore of "little evidential value" in determining what was likely to happen in the future and I cannot wholly agree with him about this. Undoubtedly the fact that the Claimant intended in future to make more use of the extended hours reduced the value of the premises' past record as a predictor of the future but it could not, in my view, be completely discarded by the magistrates. They still had to take into account that there had been extended hours for some months without apparent problems.

**[48]** It is plain that the magistrates' particular concern was "migration" rather than problems generated by those coming directly to the premises for their evening out. Under the heading "The Four Licensing Objectives", they say that they accept that there have been no formal or recorded complaints against the premises "but feel that because of the concept of migration that public nuisance and crime and disorder would be an inevitable consequence of leaving the hours as granted by the Local Authority". Under the heading "Migration/Zoning" they begin:

"The Saughall Hotel due to its location and the fact that a number of license premises in the surrounding area have reduced hours to that of the Saughall Hotel we believe that as a consequence of this would be that customers would migrate from these premises to the Saughall Hotel. [sic]"

and end:

"We appreciate that the extended hours have been in operation for several months without any incidents but have taken into consideration this was during the Winter months and inevitable numbers will increase in the Summer causing nuisance/criminality."

**[49]** They reiterate their concern under the heading "Nuisance (Existing/Anticipated)" saying that they "feel that public nuisance will be inevitable".

**[50]** The Claimant complains that the magistrates' treatment of the issue of "migration" was fundamentally flawed on a number of grounds.

**[51]** Firstly, it submits that there was no evidence on which the magistrates could find that customers *would* come to the premises when other premises in the vicinity closed or cause trouble and their concerns were no more than inappropriate speculation. The Claimant's position was that there was no evidence of migration to their premises. There were no recorded complaints of any kind about the premises let alone specifically about migration. Ms Lesley Spencer who lives opposite the premises and is the Secretary of the Saughall Massie Conservation Society gave evidence of her fear that customers would migrate but said that she did not think there had been any migration.

**[52]** Apart from their own local knowledge, the only material on which the magistrates could possibly have formed their views about migration was what Police Sergeant Yehya said in evidence. According to the legal advisor's notes, whilst being cross-examined by Mr Kirwan, the sergeant gave evidence about the other licensed premises operating in the vicinity (which I have seen marked on a local map and which were within walking distance of the premises) and their closing hours and said that there were three assaults each week at one of the premises. The legal advisor records that he also said:

"We have staggered closing. This could cause problems it has the potential to cause difficulties in the area. I have a list of considerations but none would rank as high as crime, not even noise. No complaints have been made to me even regarding noise. One concern was dispersal. We gave people one hour to disperse and therefore reduced from 2.00am to 1.00am. 1.00am closing at 2. 280 people leaving premises. Other premises subject to high levels of crime *migration not an issue.*" [my italics]

**[53]** I appreciate that this evidence acknowledged that staggered closing *could* cause problems but, had migration been a significant issue as opposed to a mere possibility, one can, I think, assume that the police would have made representations on that score, particularly given that they had plainly considered the impact of trading hours specifically and *had* initially objected to the even longer hours originally proposed by the Claimant. It is noteworthy that even when they were in opposition to the plans, it was never on the basis of migration of disruptive characters from other licensed premises and always simply on the basis of late noise from ordinary customers of the premises dispersing. The absence of police objections before either the licensing authority or the Magistrates' Court seems to have surprised the magistrates who said so in their Reasons, commenting "We were surprised that the Police originally objected to the application but withdrew that objection after a slight variation of the terms." In so saying, they convey, in my view, not only their surprise about the Police approach but also their disagreement with it.

**[54]** It was not open to the magistrates, in my view, to elevate what Sergeant Yehya said in the witness box to evidence that a problem with migration could reasonably be expected, nor do they say anything in their reasons which suggests that they did rely on his evidence in this way. The only concerns about migration were therefore the magistrates' own with perhaps some fears expressed by local residents though not on the basis of firm historical examples of migration to the premises.

**[55]** It is clear from the Guidance that drawing on local knowledge, at least the local knowledge of local licensing authorities, is an important feature of the Act's approach. There can be little doubt that local magistrates are also entitled to take into account their own knowledge but, in my judgment, they must measure their own views against the evidence presented to them. In some cases, the evidence will require them to adjust their own impression. This is particularly likely to be so where it is given by a responsible authority such as the police. They must also scrutinise their own anxieties about matters such as noise and other types of public nuisance particularly carefully if the responsible authorities raise no objections on these grounds. These magistrates did recognise the absence of police objections which caused them surprise and they chose to differ from the police in reliance on their own views. The Claimant submits that in so doing they departed into the realms of impermissible speculation not only in concluding that there would be migration but also in concluding that in this case it would generate nuisance and disorder. The First Interested Party is correct in submitting that the Guidance accepts a link between migration and a potential breach of the licensing objectives but it is also clear from the Guidance that each case must be decided on its individual facts so the magistrates could not simply assume that if people came from other premises, there would be

trouble.

**[56]** The Claimant complains that the magistrates' treatment of the migration issue also flies in the face of the Guidance because firstly it was an improper attempt to implement zoning and secondly it ignored the general principle of longer opening hours.

**[57]** Zoning is the setting of fixed trading hours within a designated area so that all the pubs in a given area have similar trading hours. The problem created by it, as demonstrated by experience in Scotland, is that people move across zoning boundaries in search of pubs opening later and that causes disorder and disturbance. The Guidance says, at para 6.8:

"The licensing authority should consider restricting the hours of trading only where this is necessary because of the potential impact on the promotion of the licensing objectives from fixed and artificially-early closing times."

It stresses that above all, licensing authorities should not fix predetermined closing times for particular areas.

**[58]** I am not convinced that the magistrates' limiting of the Claimant's operational hours can properly be described as implementing zoning which, in my view, is a term that is more appropriate to describe a general policy imposed by a licensing authority for a defined area than an individual decision of this type, albeit made with reference to the opening hours of other premises in the vicinity and having the effect of imposing the same hours as those premises.

**[59]** What has more weight, however, is the Claimant's submission that the magistrates failed to give proper weight to the general principle of later opening hours and to the intention that the approach to licensing under the Act would be to grant the hours sought for the premises unless it was necessary to modify them in pursuit of the licensing objectives. The Reasons include a heading "Flexibility" under which the magistrates say simply "We have considered the concept of Flexibility." In so saying, they may be referring to the sort of flexibility to which reference is made, for example, in para 6.6 of the Guidance (see above) but their shorthand does not enable one to know to what conclusions their consideration of the concept led them in this case nor whether they had reliably in mind that the starting point should be that limitations should not be imposed upon the licence sought unless necessary to promote the licensing objectives rather than that the licensing authority or the court should form its own view of what was necessary for the premises and only grant that.

**[60]** The Claimant was seeking to have the freedom to open later on certain occasions when the trade justified it or, as the magistrates put it, "the application for extended hours was to allow *flexibility* to open later on certain occasions". As the First Interested Party would submit, the magistrates may have inferred from Mr Miller's comment about making hay that the premises would *often* be open late rather than this happening only infrequently in accordance with the picture presented to the licensing authority. If this was their inference, however, it is odd that they considered that the Claimant could deal with the position by applying for a temporary certificate because this would have allowed the premises to open later on only a limited number of occasions. They make no express finding in their Reasons as to the frequency on which they considered the Claimant intended to keep the premises open late. This was material not only to the degree of disturbance that might be caused generally by late opening but also specifically to the issue of whether there would be migration. It would seem unlikely that customers from nearby pubs would bother to walk or even drive to the Saughall Hotel in search of another drink at the end of their evenings unless the Saughall Hotel was open late sufficiently frequently to lead them to a reasonable expectation that their journey would be worthwhile.

**[61]** The magistrates' comment about the temporary certificate also seems to me to be an example of a

failure by them to adopt the lighter approach that the Act dictated and to allow flexibility to those operating licensed premises unless the licensing objectives required otherwise. Temporary certificates would be a cumbersome and restricted means of achieving flexibility, not responsive to the day to day fluctuations in business, only available a limited number of times, and not in line with the philosophy of the Act.

**[62]** There is no consideration in the magistrates' decision of whether the imposition of conditions to control noise or other nuisance (which were going to be imposed) would be sufficient to promote the licensing objectives without reducing the operating hours of the premises. Given that the Act dictates that only such steps as are necessary should be taken with regard to the variation of the terms of operation sought, such consideration was required.

### *MY OVERALL CONCLUSIONS*

**[63]** It would be wrong, in my judgment, to say that the magistrates failed to take account of the licensing objectives. At the outset of their Reasons, they correctly identify those which are relevant. Similarly, as the First Interested Party submits, whilst they did not *articulate* that the curtailment of the hours sought was "necessary" to promote those objectives, it is implied in their decision that they did take this view and it can also be inferred from their comment that because of the concept of migration, public nuisance and crime and disorder would be "an inevitable consequence" of leaving the hours as granted by the Local Authority. However, in my view their approach to what was "necessary" was coloured by a failure to take proper account of the changed approach to licensing introduced by the Act. Had they had proper regard to the Act and the Guidance, they would have approached the matter with a greater reluctance to impose regulation and would have looked for real evidence that it was required in the circumstances of the case. Their conclusion that it was so required on the basis of a risk of migration from other premises in the vicinity was not one to which a properly directed bench could have come. The fact that the police did not oppose the hours sought on this basis should have weighed very heavily with them whereas, in fact, they appear to have dismissed the police view because it did not agree with their own. They should also have considered specifically the question of precisely how frequently the premises would be likely to be open late and made findings about it. They would then have been able to compare this to the winter opening pattern in relation to which they accepted there had been no complaints and draw proper conclusions as to the extent to which the summer months would be likely to differ from the winter picture. Having formed a clear view of how frequently late opening could be anticipated, they would also have been able to draw more reliable conclusions about the willingness of customers from further afield to migrate to Saughall Massie. They proceeded without proper evidence and gave their own views excessive weight and their resulting decision limited the hours of operation of the premises without it having been established that it was necessary to do so to promote the licensing objectives. In all the circumstances, their decision was unlawful and it must be quashed.

**[64]** I have said little so far about what appears in the magistrates' response for the judicial review proceedings. The various documents comprising the response did nothing to allay my concerns about the magistrates' decision. Indeed quite a lot of what was said reinforced my view that the magistrates had largely ignored the evidence and imposed their own views. They refer in their response to incidents about which the residents had given evidence and to the residents not having complained formally for various reasons, for example because it was Christmas or because there was thought to be no point. If the magistrates considered these matters to be relevant, it was incumbent on them to say so clearly in their reasons whereas they there recorded their acceptance that there had been no formal or recorded complaints, that the extended hours had been in operation for several months without incidents and that they had attached little or no weight to the statements of the witnesses of the Appellant. They also refer extensively in their response to their thoughts on migration, including that people may come from further afield than the pubs in the vicinity in cars. Particularly concerning is that they refer repeatedly to a perceived issue over police resources which is not something that, as far as I can see, had been raised by Sergeant Yehya or explored with him in evidence. Mr Beere says in his statement for example, ". . . there is also the question of Police resources and

their ability to effectively police this area especially at weekends with already stretched resources being deployed in Hoylake."

**[65]** Reference is made in the response documents to the court feeling that the Brewery's proposed opening hours contradicted the acceptable activities of a family pub and that the Saughall Hotel is "a village pub and not a night spot in the centre of town". For the court to take matters such as this into account seems to me to be an interference with the commercial freedom of the premises of a type that was not permissible under the Act unless it was necessary to promote the licensing objectives. I appreciate that the magistrates' response seems to suggest that they feared that a different type of customer was being courted or would invite themselves once it got too late for families but this does not seem to have been founded on anything that was given in evidence so was really not much more than speculation.

**[66]** Mr Beere's statement ends with a reference to the Brewery wanting to make hay while the sun shines, of which he says, "I believe that this statement was indicative of the Brewery's attitude to local residents and to the general management of the premises." Given that problems with or in the vicinity of the premises had been almost non-existent and that the magistrates had not seen fit to make reference in their Reasons to any difficulties caused by the Hotel, it is hard to see how this belief could be justified but it does perhaps exemplify the approach of the magistrates.

**[67]** I have considered quite separately the argument as to whether the hours of opening can be regulated as part of the licensing of premises as opposed to the hours during which licensable activities take place. It was suggested during argument that there was no power to regulate the time by which people must leave the premises. I cannot agree with this. Clearly keeping premises open (as opposed to providing entertainment or supplying alcohol there) is not a licensable activity as such. However, the operating schedule which must be supplied with an application for a premises licence must include a statement of the matters set out in s 17(4) and these include not only the times when it is proposed that the licensable activities are to take place but also "any other times during which it is proposed that the premises are to be open to the public". On a new grant of a premises licence, where there are no representations the licensing authority has to grant the application subject only to such conditions as are consistent with the operating schedule. I see no reason why, if it is necessary to promote the licensing objectives, these conditions should not include a provision requiring the premises to be shut by the time that is specified in the operating schedule. If representations are made and the licensing authority ultimately grants the application, it can depart from the terms set out in the operating schedule when imposing conditions in so far as this is necessary for the promotion of the licensing objectives. It must follow that it can impose an earlier time for the premises to be locked up than the Applicant wished and specified in its operating schedule. It is important to keep in mind in this regard that the role of the licensing authority and, if there is an appeal, the court, has two dimensions: the fundamental task is to license activities which require a licence and the associated task is to consider what, if any, conditions are imposed on the Applicant to ensure the promotion of the licensing objectives. A requirement that the premises close at a particular time seems to me to be a condition just like any other, such as keeping doors and windows closed to prevent noise. I see no reason why a condition of closing up the premises at a particular time should not therefore be imposed where controlling the hours of the licensable activities on the premises (and such other conditions as may be imposed) is not sufficient to promote the licensing objectives.

#### *THE COSTS ARGUMENT*

**[68]** In the light of my conclusion that the magistrates' decision is unlawful and therefore must be quashed, it is not appropriate for me to consider the arguments in relation to their costs order further. The Appellants had given an undertaking to the Licensing Authority that they would not seek costs against the Licensing Authority and they sought the entirety of their costs of the appeal from the Claimant. The magistrates granted that order and the Claimant submits that that was not an order that was open to them. Whatever the merits of that argument, the magistrates' order in relation to costs cannot now stand. The basic foundation for the

order for costs was that the appeal had succeeded and the Claimant had lost. That position has now been overturned and the costs order must go along with the magistrates' main decision. The magistrates would have had no reason to grant costs against the Claimant if the appeal had been dismissed.

*Appeal dismissed.*

Judgments

**QBD, ADMINISTRATIVE COURT**

Neutral Citation Number: [2016] EWHC 1265 (Admin)

CO/345/2016

**IN THE HIGH COURT OF JUSTICE**

**QUEEN'S BENCH DIVISION**

**THE ADMINISTRATIVE COURT**

Royal Courts of Justice

Strand

London WC2A 2LL

Thursday, 14 April 2016

**B e f o r e:**

**MR JUSTICE JAY**

**Between:**

**EAST LINDSEY DISTRICT COUNCIL**

**Appellant**

v

**ABU HANIF**

**(TRADING AS ZARA'S RESTAURANT AND TAKEAWAY)**

**Respondent**

Computer- Aided Transcript of the Stenograph Notes of

WordWave International Limited trading as DTI

165 Fleet Street London EC4A 2DY

Tel No: 020 7404 1400 Fax No: 020 7404 1424

(Official Shorthand Writers to the Court)

**Mr P Kolvin QC & Mr D Dadds** (instructed by David Dadds LLP) appeared on behalf of the **Appellant**

The **Respondent** did not appear and was not represented

J U D G M E N T

(Approved)

Crown copyright©

1. MR JUSTICE JAY: This is an appeal by way of case stated from the decision of the Lincoln Magistrates' Court, District Judge Veits, given on 23 June 2015, whereby he allowed an appeal from the revocation of a premises licence by the licensing authority.
2. The appellant, the East Lindsey District Council, is the licensing authority. The Magistrates' Court in the usual way is not a party to these proceedings. The respondent, Mr Abu Hanif, trading as Zara's Restaurant and Takeaway, is the licence holder. He through a licensing consultant has submitted correspondence making various limited points, but indicating that he would not be taking any part in these proceedings.
3. The premises in question are Zara's Restaurant and Takeaway situated in North Summercoates on the Lincolnshire coast. They are licensed to sell alcohol ancillary to the supply of food. The restaurant is owned and managed by the licensee, Mr Hanif. On 29 April 2014, the premises were the subject of a joint visit by the police and immigration officers, and it was discovered that Mr Miah was working in the kitchen as a chef. It was common ground that Mr Miah had no current entitlement to remain in the UK, let alone to work. I was told that he arrived here illegally some years ago. Furthermore, it was also accepted by the respondent that he (i) employed Mr Miah without paperwork showing a right to work in the United Kingdom; (ii) paid Mr Miah cash in hand; (iii) paid Mr Miah less than the minimum wage; (iv) did not keep or maintain PAYE records; (v) purported to deduct tax from Mr Miah's salary; and (vi) did not account to HMRC for the tax deducted.
4. The police then applied for a review of the respondent's licence under section 51 of the Licensing Act 2003 and the matter came before the appellant's subcommittee on 30 June 2014. The subcommittee decided to revoke the respondent's licence. Its reasons were as follows:
5. "The subcommittee were satisfied that Mr Hanif did not take the appropriate checks of staff members having knowledge that there were problems previously at the other premises with overstayers, and that he continued to allow staff to work at Zara's restaurant without making appropriate checks.
6. The subcommittee were satisfied that Mr Hanif had not undertaken the relevant checks to ensure the employee concerned was eligible to work in the United Kingdom. Instead of not allowing employees to work if they had not provided the correct documentation he allowed them to work and paid cash in hand. With all this in mind the subcommittee were satisfied that Mr Hanif had knowingly employed person/s unlawfully in the United Kingdom.

7. The subcommittee considered the evidence by Mr Kheng on behalf of Mr Hanif and the Home Office section 182 Guidance to Licensing Authorities. The subcommittee were of the view that the premises licence should be revoked and that revocation was an appropriate step with a view to promoting the crime prevention licensing objective."
8. The respondent then appealed to the Magistrates' Court. There was a hearing on 27 March 2015, and on 23 June the district judge decided to allow the respondent's appeal. On 1 September 2015, the district judge determined the issue of costs and on 7 January 2016 he stated the case. The appeal to the district judge was de novo, but he accepted that he could only allow the appeal if the subcommittee's decision was "wrong", the burden being on the appellant before him to establish that.
9. Looking now at the stated case, the district judge noted that the respondent had received a civil penalty for employing an illegal worker under section 15 of the Immigration, Asylum and Nationality Act 2006. An immigration officer gave evidence to the effect that although by virtue of section 21 a criminal offence was committed, such proceedings were rarely brought. The district judge also noted that the police and the Council's licensing officer were no longer saying that the respondent was a serial offender, but a redacted report which was placed before the subcommittee still gave the impression that he "was in a much worse position than he actually was". As for the failure to pay the minimum wage, the district judge said this:
  - A. "In his evidence before me Mr Hanif accepted that he had not paid the minimum wage and this in itself can be a criminal offence. I found that this was not the main basis of the subcommittee's decision however and again there was no evidence that he had been reported for that alleged offence. It would appear from their reasons that the subcommittee used the evidence of paying cash in hand as justification for the finding that he knowingly employed Mr Miah. The prosecuting authority however appear to have taken a different view in offering the civil penalty."
10. The district judge's core reasoning was that no crime had been committed. As he put it:
  - A. "It appeared to me that no crime had been committed as a result of the visit to the premises in April of last year. A civil penalty had been imposed rather than prosecution for the section 21 offence and no other crime had been reported in relation to not paying the minimum wage."
11. In the district judge's view, the crime prevention objective was not engaged.
12. The district judge also criticised the subcommittee for adopting an inconsistent approach because in other similar cases only warnings were issued. Finally, he considered that the subcommittee may have been influenced by comments in the police report, leading them to believe that they were dealing with a serial offender.

13. At the conclusion of the stated case, the district judge posed two questions for my determination. I will address these at the end of my judgment.
14. I was taken by Mr Philip Kolvin QC to various provisions of the Licensing Act 2003 as amended. Under section 4(1)and(2) a licensing authority must carry out its licensing functions with a view to promoting the licensing objectives, which include "the prevention of crime and disorder". The provisions dealing with the review application brought by the police are contained in sections 51 and 52. Under section 52(3), the licensing authority (and on appeal the Magistrates' Court):
  - A. "... must, having regard to the application and any relevant representations, take such of the steps mentioned in subsection (4) (if any) as it considers appropriate for the promotion of the licensing objectives."
15. The epithet "appropriate" was introduced by amendment in 2011. Previously the test had been stricter. In my judgment, it imports by necessary implication the concepts of proportionality and relevance.
16. Mr Kolvin submitted that the district judge erred in a number of respects. First, he wrongly held that, given that criminal proceedings were never brought, the crime prevention objective (see section 4(2)) was not engaged. The statute is concerned with the prevention rather than the fact of crime. Secondly, and in any event, the interested party had committed criminal offences in relation to tax evasion, the employment of an illegal worker, and employing an individual at remuneration below the minimum wage. As for the employment of an illegal worker, Mr Kolvin accepted that this requires knowledge on the part of the employer, and he also accepted that it is not altogether clear whether the district judge found as a fact that the respondent possessed the requisite knowledge. However, the core question is the promotion of the licensing objectives, not the fact of anterior criminal activity, and in this regard a deterrence approach is appropriate.
17. Thirdly, Mr Kolvin submitted that there was no evidence of an inconsistent approach by the subcommittee in giving warnings in some cases because all cases turn on their own facts. Finally, Mr Kolvin submitted that there was no basis for the district judge's conclusion that the subcommittee may have been influenced by a suggestion that the respondent was a serial offender.
18. I accept Mr Kolvin's submissions. In my view the district judge clearly erred. The question was not whether the respondent had been found guilty of criminal offences before a relevant tribunal, but whether revocation of his licence was appropriate and proportionate in the light of the salient licensing objectives, namely the prevention of crime and disorder.

This requires a much broader approach to the issue than the mere identification of criminal convictions. It is in part retrospective, in as much as antecedent facts will usually impact on

the statutory question, but importantly the prevention of crime and disorder requires a prospective consideration of what is warranted in the public interest, having regard to the twin considerations of prevention and deterrence. The district judge's erroneous analysis of the law precluded any proper consideration of that issue. In any event, I agree with Mr Kolvin that criminal convictions are not required.

19. To the extent that the analysis must be retrospective, the issue is whether, in the opinion of the relevant court seized of the appeal, criminal offences have been committed. In the instant case they clearly had been: in relation to tax evasion (see the common law offence of cheating the Revenue and the offence of fraudulent evasion of tax contrary to section 106A of the Taxes and Management Act 1970); and the employment of Mr Miah at remuneration below the minimum wage (see section 31 of the National Minimum Wage Act 1998). Moreover, given the evidence that Mr Miah never provided the relevant paperwork, notwithstanding apparent requests, the obvious inference to be drawn is that the respondent well knew that he could not, and that no tax code and National Insurance number had been issued. The corollary inference in my judgment is that the respondent well knew that Mr Miah could not provide the relevant paperwork because he was here illegally.
20. I also accept Mr Kolvin's submission that each case must turn on its own facts. As a matter of law, unless it could be said that some sort of estoppel or related abuse of process arose in the light of warnings given in other cases, the alleged inconsistent approach led nowhere. In my judgment, it could not be so said.
21. Finally, I agree with Mr Kolvin that there is nothing in the point that the subcommittee could have been misled about the interested party being a serial offender. The point that the subcommittee was making was the fact that the respondent had worked at premises where illegal workers were also employed meant that he should have been vigilant to the issue.
22. Thus the answer to the district judge's two questions are as follows:
  - A. Q. "Was I correct to conclude that the crime prevention objective was not engaged as no crimes had been proceeded with, the appellant only receiving a civil penalty?"
  - B. No.
  - C. Q. "Was I correct in concluding that the respondent had been inconsistent in similar decisions in not revoking the licence [sic]?"
  - D. No.

23. Having identified errors of law in the district judge's decision, the next issue which arises is whether I should remit this case for determination in the light of my ruling or whether I have sufficient material to decide the issue for myself. I should only adopt the latter course if satisfied that the issue is so obvious that no useful purpose would be served by remission. I am so satisfied. Having regard in particular to the twin requirements of prevention and deterrence, there was in my judgment only one answer to this case. The respondent exploited a vulnerable individual from his community by acting in plain, albeit covert, breach of the criminal law. In my view his licence should be revoked. Another way of putting the matter is that the district judge had no proper basis for overturning the subcommittee's assessment of the merits.
24. It follows in my judgment that the only conclusion open to the district judge in the present case was to uphold the revocation of the respondent's licence. This appeal must be allowed and the respondent's licence must be revoked.
25. MR KOLVIN: My Lord, I'm very grateful. Can I deal with the question of costs, both here and below.
26. MR JUSTICE JAY: Yes.
27. MR KOLVIN: Should I start with here.
28. MR JUSTICE JAY: Yes.
29. MR KOLVIN: My Lord, we would ask for the costs before this court. I just want to pray in aid four very brief points. The first is the result. The second is that the district judge's approach was expressly urged on him by the respondent's legal team. Thirdly, that the respondent was expressly urged to concede this appeal to stop costs running, he was given that opportunity at pages 42 and 43 of the bundle. Fourthly, perhaps a little bit tugging at the heart strings, but there's no reason why the Council Tax payers of East Lindsey should bear the cost of establishing what has been established in this court. So we would ask for the costs up here.
30. There is a schedule and the schedule has been served upon Mr Hanif by letter dated 16 March of 2016. I don't know whether the schedule has found its way to my Lord, if not I can hand up a copy.
31. MR JUSTICE JAY: It has.
32. MR KOLVIN: It has. My Lord, I can see that VAT has been added on. It doesn't need to be because of course the Council can retrieve the VAT, so my application is for £16,185. I know there's not a lot of explanation around my fee, but it was

taken on a single fee for all work involved in relation to the case stated; advice, the skeleton argument and attendance today, so it's one single - -

33. MR JUSTICE JAY: What about your junior's fees?
34. MR KOLVIN: My learned junior is also my instructing solicitor, he wears two hats.
35. MR JUSTICE JAY: I see.
36. MR KOLVIN: He has his own firm which is Dadds LLP, and he is also a member of the bar, so although he has appeared as my junior, his fee is wrapped up in the solicitors' fees set out in the schedule.
37. MR JUSTICE JAY: Okay. What about the costs below?
38. MR KOLVIN: My Lord, I'm just trying to ascertain what the position is.
39. MR JUSTICE JAY: I thought there was no order for costs below.
40. MR KOLVIN: There was no order for costs below, that was on the basis that the appeal had been allowed. The situation in relation to costs of licensing appeals are set out in section 181 of the Act, which enables the court to make such order as it thinks fit. Normally when appeals are dismissed there is no real question about it, costs follow the event. When appeals are allowed, some further considerations come into play, which are expressed by the Master of the Rolls in a case which you may have come across called City of Bradford v Booth, which is the case where the Master of the Rolls said that local authorities shouldn't be put off from trying to make honest and reasonable decisions in the public interest. And so one has to take account additionally of the means of the parties and their conduct in relation to the dispute, but in this case of course the appeal has now been dismissed, and so we would say that the ordinary rule is that the costs should follow the event, the appeal having failed. I'm just trying to ascertain whether schedules were ever served below, in the light of the way the case came out. **(Pause)**
41. My Lord, I'm really sorry that we don't actually have the schedule here, apparently it was £15,000. If you were minded to order costs below the options are either I suppose to wait and we will have the thing emailed up, or to say, "Look, it was below, it's a little bit more complex, they should be assessed if not agreed."
42. MR JUSTICE JAY: This is going to wipe him out, isn't it?
43. MR KOLVIN: Well he has already said, I have to say, I'm just telling you frankly what I've been told this morning, that when the bundles and the schedules were

served on him, he had clearly read them, but he said, "If you win in the High Court and get costs against me, then I'm just going to declare myself bankrupt." So there may well be a bit of football(?) about this, but nonetheless it was his appeal, his team raised a point which in retrospect was very surprising, and caused an awful lot of costs to be incurred.

44. MR JUSTICE JAY: Yes. Well I am going to assess the costs here in the round figure of £15,000.
45. MR KOLVIN: Thank you.
46. MR JUSTICE JAY: If there was a schedule, which you tell me there was, below, it is proportionate that I assess those costs rather than put you to the trouble of a detailed assessment, so if you could have that emailed to my clerk in due course, I will assess the costs below.
47. MR KOLVIN: Thank you, my Lord.
48. MR JUSTICE JAY: On the basis of that schedule.
49. MR KOLVIN: We're not trying to be too ambitious, but we would like to see what we can - -
50. MR JUSTICE JAY: I'll take a broad brush approach to that.
51. MR KOLVIN: Thank you.
52. My Lord, the only other thing to mention is that this isn't the only case which is kicking around the east of England where licensing subcommittees are being urged to take no action because there has been no prosecution in these immigration cases. Although I appreciate that this is hardly stellar law making, it's an application of pretty well established legal principles to the facts, I'm asking whether my Lord would be minded to certify this so that we can adduce the authority in other cases, because it's a clear statement of the law that there doesn't need to have been a prosecution. So with the practice direction in mind, would my Lord be minded to - -
53. MR JUSTICE JAY: Just remind me of the practice direction.
54. MR KOLVIN: Yes, can I hand it up?
55. MR JUSTICE JAY: Yes. **(Handed)**

56. MR KOLVIN: If Mr Hanif had come I wouldn't need to make the application. It's paragraph 6.1. The judgment has to clearly indicate that it purports to establish a new principle or extends the present law and that has to take the form of an express statement to that effect, and then 6.2 says what categories of judgment we're dealing with, which include applications attended by one party only.
57. So that's the situation we're in. In reality these judgments get around anyway, because we're dealing with administrative tribunals and not courts, but sometimes the point is taken, "Ah yes, but the court didn't certify".
58. MR JUSTICE JAY: But where's the new principle I've established?
59. MR KOLVIN: My Lord, what you have said clearly, which hasn't been said before, by dint of the fact that not many licensing cases reach the lofty heights of this building, is that there does not need to have been a prosecution in order for the crime to have - -
60. MR JUSTICE JAY: Oh, I see. Well that's so obvious it almost goes without saying, that's why it hasn't been said before.
61. MR KOLVIN: My Lord, it was obvious to everyone except the district judge, the appellant and other licensees in the east of England.
62. MR JUSTICE JAY: Okay.
63. In terms of the logistics, if you want a copy of the judgment, don't you have to pay for it?
64. MR KOLVIN: We may have to, and we would be obviously very pleased to do so.
65. MR JUSTICE JAY: Because I'm not sure that all judgments are, in the Administrative Court, they're not all transcribed and published.
66. MR KOLVIN: That is correct, and I have no doubt that my client would be - this isn't a matter about the costs of the judgment.
67. MR JUSTICE JAY: No, fortunately it doesn't cost that much. But I will give the certification. I have never been asked to do so before, I must confess.
68. MR KOLVIN: Yes.

69. MR JUSTICE JAY: Because these cases are referred to almost willy nilly, if they're available on Lawtel or wherever.
70. MR KOLVIN: Yes, they are.
71. MR JUSTICE JAY: Then they're just provided.
72. MR KOLVIN: They get into the textbooks and they - -
73. MR JUSTICE JAY: No- one objects.
74. MR KOLVIN: Yes. It has happened once before, in relation to the meaning of the Court of Appeal judgment in Hope and Glory, and Lindblom J, as he then was, was asked repeatedly would he certify in relation to the meaning of Hope and Glory, which is an important test, and he was pretty engaged in the practice direction. But since then that judgment, there's always an argument in court about whether it can be cited or not. The difference between licensing and some other fields of law is that very few cases reach here, so when they do, the judgments of High Court judges are gold dust.
75. MR JUSTICE JAY: Yes, well I'm happy to make the certification.
76. MR KOLVIN: Thank you very much indeed.
77. MR JUSTICE JAY: We wouldn't want this point to be taken again successfully.
78. MR KOLVIN: No.
79. MR JUSTICE JAY: Now as a matter of courtesy, is the judgment, once available, sent to the district judge, or is it something that I should do informally?
80. MR KOLVIN: I don't know, my Lord, what the normal practice is. I don't think that I have previously been on a legal team which has sent judgments, but we're very happy to undertake to do so.
81. MR JUSTICE JAY: Yes, I think if you're going to get a copy, obviously you're going to send it to the respondent - -
82. MR KOLVIN: Indeed.

83. MR JUSTICE JAY: - - so he can ingest it. I think you should send it to the district judge, just saying that the judge directed that out of courtesy he should see it.
84. MR KOLVIN: We're very happy to do that. Thank you very much indeed.
85. MR JUSTICE JAY: Thank you very much.



JUDICIARY OF  
ENGLAND AND WALES

Judge Denis Brennan

**In the Highbury Corner Magistrates' Court**

**BETWEEN: Future Leisure Limited**

**Appellant**

**V**

**London Borough of Haringey**

**Respondent**

**Date of Hearing: 5<sup>th</sup> November 2025**

**Date of Judgement: 17<sup>th</sup> December 2025**

---

### **Background and introduction**

1 This is an appeal against the decision of the Licensing Sub Committee of the London Borough of Haringey (the Respondent) to refuse an application by the Appellant, Future Leisure Limited, for a variation of its Adult Gaming Centre (“AGC”) Premises Licence in respect of its premises at 519 Green Lanes, N4 1AN (“The Premises”). The variation sought and refused was to extend the operating hours from the current 0900-2300 hours, 7 days per week, to 24 hours opening, 7 days per week.

2 The Appellant is represented by Andrew Woods and the Respondent by Asitha Ranatunga. I am grateful to both advocates not only for their oral and written work but also for the preparation that has gone into this case. Not only have I received and considered both opening and closing written arguments but also the written evidence and bundles of documents running to 1867 pages together with live evidence and cross examination.

3 Of necessity, I will not set out the evidence in detail but will summarise it.

4 The appeal relates to the AGC owned and run by the Appellant, known as Royal Casino Slots, at 519 Green Lanes, London N4 1AN. The Premises Licence (PL) was granted by the Respondent's Licensing Sub Committee (LSC) on 8/9/2020. It has been operating since February 2022. On 22/11/24, the Appellant made an application to vary the Premises Licence to allow it to operate 24/7. Representations both for and against the variation were made to the LSC and on the 24/4/25, the application was refused, with reasons. On 1/5/25, written reasons for the refusal were provided to the Appellant. An appeal, by complaint dated 15/5/25 was laid under Section 206 Gambling Act 2005 (GA05). Under Section 207 *ibid*, the magistrates' court may dismiss the appeal or substitute its own decision or remit it back to the LSC, and make an order as to costs.

5 The reasons given for refusing the variation have been summarised by Mr Ranatunga (at para 6 of his original skeleton argument) as follows:-

- (a) The Respondent's Statement of Gambling Policy (SoGP) requires enhanced safeguards in high risk wards like Harringay (this is the ward in the Borough of Haringey where The Premises are located)
- (b) The Appellant's Local Area Risk Assessment (LARA) is largely generic, not site specific and does not take into account the high risk profile of Harringay
- (c) There was no community engagement prior to the application
- (d) There is evidence from Public Health regarding the detrimental impact on communities where gambling outlets are in operation
- (e) The absence of police objection is not determinative (the police did initially object but by agreement with the appellant adding conditions to the PL withdrew its objections)

## **The Law**

7 The law has been set out by both parties. I follow Mr Woods in para 8 of his Opening Skeleton. Section 153 (1) Of The GA05 says

“In exercising their functions under this Part, the licensing authority shall aim to permit the use of the premises for gambling in so far as the authority thinks it:

- (a) in accordance with any relevant code of practice (issued by the Gambling Commission)
- (b) in accordance with any guidance issued by the Commission
- (c) reasonably consistent with the licensing objectives (subject to (a) and (b))

(d) In accordance with the (authority's statement of licensing policy)(subject to (a) to (c).

8 The Licensing Objectives (LO) are in Section 1 of the GAO5, and are as follows

- (a) Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
- (b) Ensuring gambling is conducted in an open and fair way
- (c) Protecting children and vulnerable persons from being harmed or exploited by gambling

9 The issue between the parties concerns the ability of the Appellant to meet LO (a) and (c); or, putting it as Mr Woods does, is the variation application reasonably consistent with the LO (as above)? The burden is on the Appellant to the civil standard. Hearsay evidence is admissible and I have received both live and written evidence.

10 In hearing the evidence, and it is upon the evidence applied to the law in this case that I decide whether the appellant has so satisfied me, I step into the shoes of the LSC, hear the evidence (new and old), and make a decision based on an evaluative judgement of that evidence. I should, and will be, slow to and not lightly reverse their opinion (Stepney BC v Joffe, as cited by Mr Ranatunga at para 14 of opening skeleton).

## **The Evidence**

### **A The Appellant**

11. The primary evidence relied on by the Appellant came from its owner/director, Gavin Tressider. He is steeped in the relevant business, having worked with his father as a young man and now, having started his own business in 1993, he is joined in its current iteration by both his adult sons. His business has 18 sites (full details provided) with 15 AGCs and 3 Bingo outlets. The Appellant is a member of the relevant Trade Association and is fully endorsed by the Gambling Commission. His business is largely London (rather than national) related. 14 of his 15 AGCs have 24/7 licenses already. His written and oral evidence dealt extensively with his knowledge, understanding, procedures, training, oversight and the quality of service provided. I found him to be an impressive witness, notwithstanding extensive cross examination

by Mr Ranatunga. Whatever one's views are of such places on a moral basis (irrelevant to this case), I find he runs a business entirely consistent with best practice and consistent, in principle, with the Licensing Objectives in issue.

12 He has had no issues at the other AGCs he runs, in similar areas in London, which are open 24/7. He has had no issues or complaints about behaviour at The Premises in question in the over 3.5 years it has been open. There is no evidence to the contrary from the Respondent.

13 It is right to acknowledge that the original LARA prepared for the LSC hearing did contain some errors (since corrected by a third version) and, as pointed out in cross examination, there is no reference to a bus stop outside the Premises (in use 24/7) which would enable vulnerable people to travel to and from the Premises if open 24/7. I do not propose to dwell on the make up of the inside of the Premises save to record that it is entirely consistent with good practice, Codes of Practice, and is lawful. The staff are clearly well trained and systems appropriate to managing vulnerable individuals are ostensibly present; in any event, these procedures have clearly worked at the Premises in the last three and a half years. Mr Tressider has reached out to the local community since the LSC decision but no-one has taken up that offer.

14 Mr Tressider concedes that if the variation is granted, the AGC will not trade 24/7 as planning permission (before the Planning Sub Committee) is granted. Through his lawyer (closing written skeleton) Mr Tressider offers to have further conditions attached to the PL if the variation is granted, namely SIA doorstaff on duty 11pm-9am, toilet doors locked during those hours and only opened by a member of staff upon request by a customer and meetings twice a year with the Respondent's appropriate officer(s) to discuss any issues that have arisen (see para 77 of Mr Woods' closing skeleton).

15. The Appellant also relied on two reports from Leveche Associates Ltd (Mr Nicholas Mason of the company attended but his evidence in itself was not challenged but the subject of submissions by Mr Ranatunga as to weight). This is a company that deals with Licensing and security in the private sector. This evidence corroborated that of Mr Tressider of the AGC being a well run business entirely consistent (in its current operating hours) with the LO of the GA05. It conducted

covert visits on 2 days in August 2025 to the Premises as well as another AGC run by the Appellant (and doing business 24/7) in Mare Street in Hackney.

## **B The Respondent**

16 The Respondent relied on live evidence from 3 witnesses and the written evidence of 2 witnesses. The first live witness was Daliah Barret. Ms Barret is the lead officer for Licensing the Respondent borough, with over 30 years' experience. She knows her area of work extremely well. Her concerns involved the risk of crime or disorder and the risk to vulnerable people in the locality. It is not in dispute, as she attests, that this stretch of Green Lanes had historical issue with crime due to a late night economy but very much now controlled by reducing opening hours; the latest restaurant in the area now closes at 2am. There are no current crime or disorder issues and have never been any, nor any complaints, about the Premises since it opened. She attested to the opposition from local councillors and residents to the extension of opening hours, due to the risks to vulnerable people. This ward has high levels of deprivation, and the "at risk" individuals are those living in supported accommodation locally, with mental health and addiction issues, and a disproportionate number of HMOs, together with the proximity of St Ann's Hospital, treating those with mental health problems. She does visit AGCs and has seen some bad behaviour but recorded none at the Premises (and had done one visit to it for the application). Contrary to Mr Tressider, she asserted that a different type of individual is likely to attend after 11pm than to before that time. Save for her observations on site, her evidence was a culmination of her knowledge of the area and those of local residents, together with supporting documentation.

17 Secondly, evidence was called from Councillor Zena Brabazon, a ward Councillor for Harringay and cabinet member for Children, Schools and Families since 2021. Again, an honest and credible witness, bringing her knowledge of the area and the risks to its residents from this application. She objected to the original grant of the PL in 2020 and accepted in evidence that none of her then concerns have come to fruition since the Premises opened.

18 There was additional written evidence from Gabriella Martino, a local resident, and Councillor Abela, whose evidence was corroborative of the live evidence given by the Respondent's witnesses.

19. The final live witness relied on by the Respondent is Dr Will Maimaris, the Director of Public Health at the Respondent borough. It is accepted, and I find, that Dr Maimaris is an experienced, authoritative and respected witness. He is also medically qualified. He gave both written and oral evidence about his concerns that the effect of the variation would have on the health and well being of the most disadvantaged living in the area, and on children exposed to the existence of such a culture, thus normalising it and being prejudicial to their well being. He relied on a number of scientific studies and reports, both here and in Australia. He was consulted and provided evidence to the local authority in assisting it setting it SoGP. He pointed out, inter alia, that Haringey is the sixth most deprived borough in London and that deprivation is concentrated in the east of the borough, where the Premises are located; that the borough has a significantly higher number of people experiencing gambling harms (according to the Problem Gambling Severity Index (PGSI)) and the risks increase the later premises stay open. A 2018 study showed that an estimated 8000 residents in Haringey experiencing direct harm from gambling. Haringey has a higher than average number and rate of children living in poverty. Late night gambling will, in his opinion, expose vulnerable people, addicts or sleep deprived or just deprived people, and children (through harms caused to them directly and indirectly) to harm. Added to that are the nearby residential and other services providing assistance to people with mental health and addictions who oppose the variation due to the risks to their clientele. He also relies on the decision at first instance of my colleague, DJ (MC) Tim Spruce in *Royal Amusements v Sheffield City Council* from December 2024; therein, the Judge, on a similar appeal, refused a PL to a proposed AGC on grounds, inter alia, that there were no mitigations or measures an AGC (in that area) could put in place to reduce the risks as these are often “hidden, intangible and invisible to traditional regulation” (para 93 in that judgment).

20. Dr Maimaris did accept that the Sheffield case was not the same as this case (and I certainly do not find I am bound by it, though I am assisted by its overall approach) and that the data for Haringey in the PGSI is not inconsistent with that of other boroughs in London, as against nationally.

## **Submissions**

### **A Respondent**

21 Given the nature of the area in which the Premises are located, based on the available evidence, like in the Sheffield case, it is not possible to identify the additional measures which could meet the concerns expressed or that the current conditions would meet those concerns, and that extending operating hours to 24/7 will undermine the LO. In summary, Mr Ranatunga points out and relies on the following:

- (i) The ward in which the Premises is located is at risk from gambling harms as evidenced by the data from Dr Maimaris and others
- (ii) The concentration of gambling outlets in the locale with its primary schools premises for vulnerable individuals
- (iii) Allowing 24/7 gambling would be inconsistent with the Respondent's SoGP, as the Harringay ward is identified as at risk of harm from gambling
- (iv) Allowing 24/7 gambling would run counter to the partnership working that reduced crime and disorder by moving to an evening rather than late night economy locally
- (v) Evidence from Dr Maimaris and Ms Barrett point to the venue being a magnet for problem gamblers and the clientele will be different to the daytime
- (vi) The current LARA is inadequate to meet concerns expressed as it downplays risk and indicative of that is it doesn't even identify the bus stop outside of the Premises.

## **B Appellant**

22 The Appellant's case, in a nutshell, is that what evidence exists (rather than speculation) does not demonstrate that the LO and SoGP will not or are unlikely to be upheld at its Premises. First, great reliance is placed on the track record of the Appellant over the last three and a half years' at the Premises. Secondly, the evidence of successful compliance in London, in many areas not dissimilar to that of this ward, of 14 other 24/7 AGCs run by the Appellant.

23 The Appellant acknowledges that there were mistakes made in the original LARA and the current one leaves out reference (re accessibility) to the bus stop outside the Premises. But those are minor in comparison to the overwhelmingly positive information in the selection and training of staff, it's good track record with the Gambling Commission in upholding the LO, and its policies, procedures and operational measures, including interactions with customers. None of that is

undermined by the evidence of any local residents' objections, or indeed that of the local councillors or the very experienced Ms Barrett.

23. So far as the evidence of Dr Maimaris is concerned, Mr Woods rightly acknowledges his experience and expertise. But equally appropriately he argues that the weight to be given to that evidence is reduced as it was taken into account when the Respondent borough drew up its latest SoGP in January 2025 and nowhere within that SoGP is there a restriction on the operating hours of AGCs anywhere in the borough. Whatever challenges there may be in that location, Mr Woods submits, there is in fact no evidence that this organisation will not be able to meet those challenges, as it has done since opening in 2022 and elsewhere at its other 24/7 AGCs.

### **Discussion and analysis**

24 The starting point for me is to analyse the evidence I have heard through the prism of the legislation and the Gambling Commission Guidance to local authorities. I respectfully agree with the learned authors of Patterson's Licensing Acts (as quoted in Mr Woods' initial skeleton argument at para 42 that "aim to permit" in Section 153 GA05 "...creates a presumption in favour of granting a premises licence".

25. That presumption is to be used in accordance with GC Codes of Practice, guidance from the GC and the statement of licensing (here I take that to mean gambling) policy and be "reasonably consistent" with the with the LO. The latter are found in S 1 GA05. Engaged here are (a) the prevention of gambling being a source of crime or disorder, being associated with crime or disorder or being used to support crime and (c) protecting children and vulnerable persons from being harmed or exploited by gambling.

26 There is, quite frankly, no evidence that these premises have been undermining the LO concerning crime and disorder. I respect that locals and councillors fear that their successful efforts to reduce crime, disorder and anti-social behaviour in the ward in the recent years, by a reduction to an evening economy rather than an all night economy, will be undermined by a 24 hour gambling emporium. There is no alcohol consumed on these Premises (unlike those in the Australian project relied on by Dr Maimaris), and all the evidence available shows the Appellant to run a business generally, and specifically at the Premises, which is consistent with this LO. There

have been no issues at these Premises, unlike at others (not run by the Appellant) as seen by Ms Barrett.

27 I accept that there is evidence that there are vulnerable individuals, with addictions and other similar issues, living in the ward or attending for treatment at St Anns Hospital, who are at risk from the presence of these Premises if it moves to a 24/7 operation. What is absent is actual evidence that those risks cannot be met by the existing measures and mitigations already employed at the Premises since its inception in 2022. Where the Appellant operates at a 24/7 basis in other similar areas in London, those same risks exist and are managed, otherwise there would be evidence before me of failures at those premises. The respondent itself, when setting its most recent SoGP, took into account Dr Maimaris' evidence and did not set limits on operating hours for AGCs either borough wide or specifically at "high risk" wards such as Harringay, as here. Given the disparity between the facts here and those in the Sheffield case (such as they are known from the judgment), I give little weight to that decision in coming to my conclusions here.

28 I also agree with Mr Ranatunga that whilst giving due respect to the original decision of the LSC, my exercise is to apply an evaluative judgement to the evidence before me in the context of the legislative framework. The decision made by the LSC was one open to it on the evidence before it. I do not find that it took into account irrelevant matters or gave as reasons ones which no reasonable authority could give. The burden is on the Appellant to satisfy on the balance of probabilities that the extension of its operating hours should be granted. My judgement is that there is no evidence to demonstrate that the LO and SoGP will not or are unlikely to be met. This is because of the excellent track record of the Appellant at these Premises since opening, a similar record at the other premises in London generally but specifically as it runs 14 other 24/7 AGCs without issue. These Premises are run entirely in accordance with the legislation on the evidence before me and I am satisfied that the measures already in place, together with the additional conditions suggested by the Appellant (set out in paragraph 14 above), mean the appeal succeeds.

29 In reaching my decision, I have stepped back to reconsider the decision of the LSC. That was a decision, as I have said, that was open to it but my decision, finely balance as it is, differs as I consider that the previous decision gave too much weight to the evidence of Dr Maimaris as to what might happen rather than, as here, proper

counterbalancing weight to the fine track record of the Appellant both in the immediate premises and throughout its business.

**17<sup>th</sup> December 2025**

**DJ(MC) Denis Brennan**

This page is intentionally left blank