

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

Willsden Green is a Ward in the London Borough of Brent, which has in recent years experienced an increase in gentrification although not all areas. Willsden 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 to 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

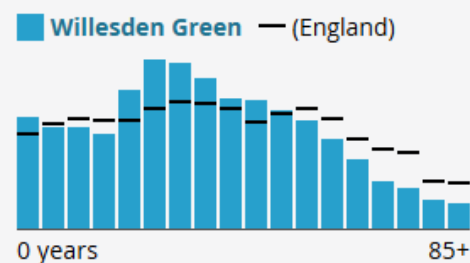
23,436,085 households in England

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

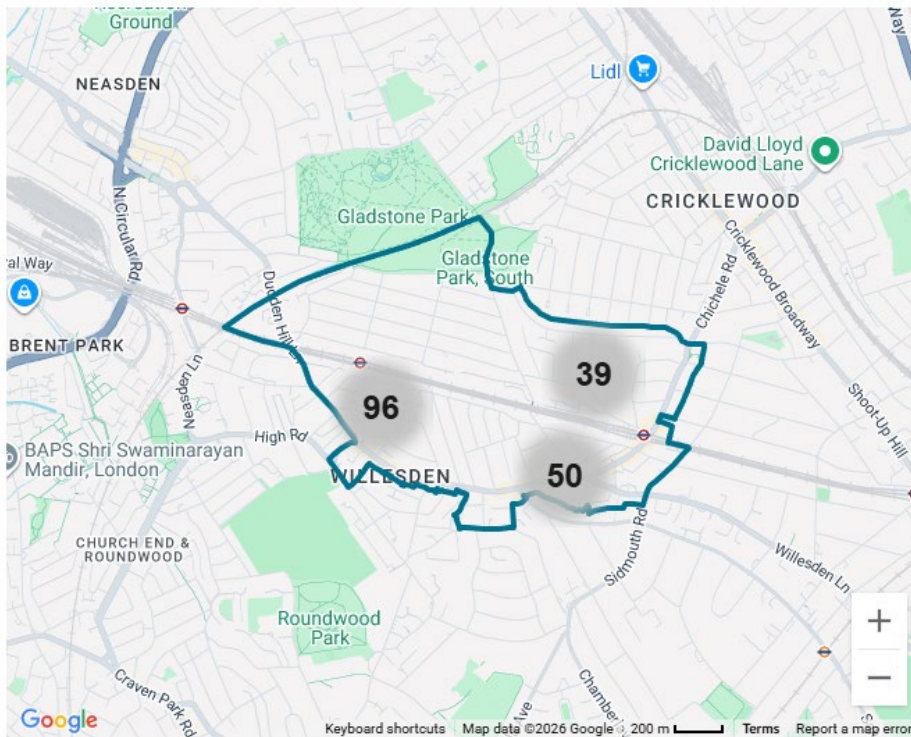
Small area: Output area

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> | |

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|--|------------|--|--|--|
| <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 & 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 & discreet locations</p> <p>Regular audit of poster & leaflets to maintain stock levels</p> | |

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|--|-----------------|--|--|--|
| <p>Failure to properly administer the self-exclusion process & maintain its effectiveness, including breaches & reinstatements</p> | <p>Low</p> | <p>Severe to business Severe to customer</p> | <p>Site layout permits effective monitoring of customers entering premises CCTV at entrance to aid identification of known excluders Use of on-site & SmartEXCLUSION self-exclusion schemes Staff review the self-exclusion data before starting each shift 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 All gaming machines are regularly maintained and switched off immediately where the outcome of a gambling fault is identified. Terms and conditions displayed at premises provide details of how to make a complaint Paper copies of complaints procedure and complaints form are available 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 Effective monitoring of customers' behaviour by good line of sight from customer service desk and CCTV Staff are regularly trained to identify counterfeit money Change machines & note takers regularly inspected</p> | |

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|---|--------|---|---|--|
| | | | 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> | |

