

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
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- 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.
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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
