

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.