

Public Representation

Rep 1 - 28-10-20

Not appropriate for Park Parade which is a residential area. Harlesden in general needs to reduce gambling shops not increase. Previous William Hill brought in anti-social behavior to the neighbourhood. We were delighted it closed. We are not happy for it to be replaced with Bingo and gambling.

Rep 2 - 29-10-20

We already have a Silvertime shop by the Jubilee clock this is enough. We do not need another one, they attract anti-social behavior which we are desperately trying to reduce. This is a poor neighbourhood and we do not need anything to increase this problem which, having more gambling in the area will do, we have too many as it is. We are struggling on Park Parade as it is with a large anti social problem, along with a huge drug issues, this will only contribute to it. Could we for once get this right, and not subject our neighbourhood and school children to this bad example of gambling which is a huge problem generally, that results in the loss of people's income and dignity just for someone else's gain. It will make no difference if it is no Under 18's at all, it is unnecessary and will only act as an example of a type of lifestyle that is harmful. Maybe it is time to start thinking of the community something like a community centre with a book shop where everyone in the area could benefit from would be more use. I TOTALLY OBJECT.

Rep 3 - 29-10-20

Whilst I would love to see the old William Hill commercial opened up again to bring life back to Park Parade, it is with regret that I have to object to the proposed commercial being used for gambling ...! My concern is this will attract more antisocial behaviour to the road / area at a time that both businesses and residents have clearly had enough to deal with on Park Parade and have a continuing battle to bring the council and police together to help create a better environment for all.

Rep 4 - 29-10-20

Given the level of persistent anti social behaviour problems afflicting this neighbourhood, this is the last thing we need.

Rep 5 - 29-10-20

Please no more gaming/gambling shops on our small high street. The community really does not need any more of this kind of business which is entirely cynical because it takes money off those with the least who need it most. Such a business will not bring or encourage positive development to the neighborhood but will only burden it by attracting more gatherings of men and with that probably more petty crime. Using the premises for such a purpose is appealing to the lowest common denominator for our community and we can do better for ourselves. Please do not encourage more gambling in Harlesden.

Rep 6 - 29-10-20

In an already problematic area, with many current betting places and a documented issue with drugs, prostitution and street drinking, it would be irresponsible of Brent Council to permit yet another premises like as this one to open its doors. We, The residents, are already experiencing enough trouble and disturbances at present and strongly disagree with this application.

Rep 7 - 29-10-20

This will bring more anti social and social distancing issues to an already crowded street

Rep 8 - 29-10-20

Park Parade is an extension of Harlesden High Street which has many retail spaces devoted to shops associated with social deprivation (pawn, pubs, chicken shops and gambling) . Park Parade is a crime hot spot. This is statistically supported by the Brent Council website. We need retail spaces to be occupied by more diverse businesses. We have chronic social deprivation and crime and we need businesses that build community. Silvertime will drag Harlesden and it's families down with it. After Covid we need to support positive change in depressed neighbourhoods. Please don't let this happen to us.

Rep 9 - 29-10-20

I object on the grounds that it does not add to the cachet on Park Parade. It gravely lowers the tone of the area and will encourage anti-social behaviour.

Rep 10 - 29-10-20

We need businesses that contribute to the community not take from the community. This will add to the already high level of drunken behaviour, fighting and drug dealing that is already present in Park Parade. This is more important than ever in this time of COVID 19

Rep 11 - 29-10-20

we would like to more family orientated business's in Harlesden. These premises just create a magnet for more anti - social behaviour.

Rep 12 - 28-10-20

I wholeheartedly object to this application. Park Parade has been affected by many changes of use to local business premises over several years and it is now unrecognisable as a local shopping road for the local residents. Once this street had good shops and served us well. It has become a street known for street drugs, street drinking, anti social behaviour and any good business that do represent the local residents needs are being overshadowed by this. We are now swarming with cafe's frequently only by men, have a huge influx of non local traffic blocking the roads and illegally parking in residue only bays and high levels. There is already a gambling establishment by the Jubilee Clock tower which is moments away and we DO NOT need another gambling establishment. I honestly can't even believe this application is being considered. Another nail in the coffin for this neighbourhood if this goes through. Sorry this is utterly wrong and should be rejected.

Rep 13 - 30-10-20

We do not need another gambling premise in Harlesden, there is too much Lottering around the betting shops that we have already.

Rep 14 - 30-10-20

The last thing we need in an area that is already swamped with gambling and recreational businesses that bring anti social behaviour and crime to the neighbourhood is ANOTHER gambling shop

Rep 15 - 30-10-20

Harlesden doesn't need any more betting premises. It attracts the worst of the area and it's not a positive contribution to the local community.

Rep 16 -30-10-20

As a local community we wholeheartedly object to this premises being turned into another bingo/gambling premises. We have had numerous issues with groups and gangs hanging out at the top of Harlesden Gardens, causing much noise and disruption to the neighbourhood. To install a business that would encourage the youth to hang out here again, pointlessly, would be utterly devastating as we are doing our very best to clean up the area. This kind of establishment would doubtlessly attract antisocial behaviour. We need to diversify our neighbourhood and there are already enough of these kinds of businesses in the area, including, I believe, a Silvertime! Why do we need another??? Keep it to the High Street and away from our houses please. I encourage you to consider filling this space with a business that will uplift the area rather than bring it down like this one. Many thanks

Rep 17 - 30-10-20

Inadequate measures in application to verify customers ID: only posters offered with no physical ID verification Inadequate measures listed in application to manage acts of aggression: only posters display - CCTV cameras do not actually manage behavior, they just record it to deal with it post incident with no prevention, they are no safeguards listed in the monitoring of customers nor actions to be taken to prevent violent incidents. There are no measures listed to prevent loitering or anti-social behaviour on the pavement immediately adjacent to premises from overspill of customers. There are no measures listed to deal with waiting customers at door due to social distancing requirements inside premises. They are no measures listed to monitor pavement overspill of customers during school exit times (between 3-4pm) where pavement is highly frequented by school children leaving the Convent of Mary school with an exit immediately adjacent to premises. There is also a highly used bus stop where school children would congregate on their way home.

Rep 18 - 30-10-20

It would be extremely disappointing if Brent Council approved this planning application. A Bingo Club will only contribute to the escalating levels of socio-economic deprivation that already exist in Harlesden. The police and local residents have been working hard to tackle the ongoing problems of street drinking and drug dealing in the vicinity of Park Parade and a Bingo Club will only act as a magnet for young people and worsen antisocial behaviour in the area. Equally, allowing such an establishment to open in the evenings will not contribute to London's 24 hour economy, it will only serve to fuel drug-dealing, loitering and insecurity for local residents. Such an establishment will be contravening 'diversity of use', as already more than 3% of Harlesden town centre frontage is comprised of adult gaming centres, pawnbrokers / payday loan centres. In summary, approval of this application would be a gross distortion of Development Management Policy DM3 - 'Maintaining and enhancing the vitality of the shopping centre'. On what grounds does a Bingo Club enhance the vitality of Park Parade? It offers no intrinsic social benefit or value for the Harlesden community whatsoever.

Rep 19 - 30-10-20

Even longer opening times than currently, already a problem on this street and surrounding streets with street drinking, prostitution, noise and anti social behaviour.

Rep 20 - 30-10-20

I object on the grounds that the premises potentially being open until midnight will increase gambling and general anti social behaviour in the neighbourhood. This is the last thing Harlesden needs.

Rep 21 - 30-10-20

I object on the grounds that this venue will potentially be open until midnight which will increase net gambling in the area. Empty shops are better than this.

Rep 22 - 30-10-20

I feel Park parade would be horrendous to have a gambling establishment opened again. When the previous shop was there there was issues with people hanging around drinking on the street . Park Parade is an area with a huge drug dealing issue with gangs hanging around often linked the the cafes in the area . I feel with groups hanging around gambling shops this would increase. It is an area that feels very unsafe at the moment with street gangs, drinking and drug dealing . There is a huge issue with cars parking on yellow lines blocking traffic and I feel this would also increase . The whole area needs to be dealt with before opening yet another potential issue . The street feels lawless and aggressive at the moment and I'm scared of walking in that area another betting shop would increase the issue .

Rep 23 - 30-10-20

This is a very bad idea and these proposals should be rejected. - There are many gambling shops in Harlesden already and with ASB, drinking or drug issues in the near vicinity. - The proposed gambling centre is very near to a school (and near where school children queue for the bus, so they will be passing these premises.) - I think it is a bad idea to site a gambling business so close to two cut-price off-licences. Park Parade is turning into a street full of licenced premises of one kind or another, and it would be nice to have more variety to what the area has to offer.

Rep 24 - 30-10-20

We do not need a gaming venue in the area. I'mExtremely opposed to this as it encourages debt. There are enough gambling / gaming venues in the area already.

Rep 25 - 30-10-20

I object for the following reasons: 41.2 3. Claim it will maintain or enhance the vitality of the shopping centre. An Adult Gaming Centre will not do this. In fact it does the opposite. It sucks the life out of shopping district by occupying a valuable store front, which could be used by an actual shop front, cafe, restaurant or any other service that provides any single positive benefit for the community. It drains money away from local residents so they have less money to spend in the rest of the shopping centre. 6.14 'According to my research number of AGC, pawn broker or loanshops has not decreased since 2013'. This is not correct. Since moving to Harlesden in 2015, I have seen at least four pawnbrokers and loan shops opening in Harlesden pushing the number up over the allowed 3% level. Another AGC in the area replacing a betting shop will do nothing to reduce this percentage or diversify the shopping centre of Harlesden, especially since there is another AGC a single block away from this proposed one. 8.4 The proposal would maintain and enhance the vitality of the shopping centre. An AGC will not do this. It does the opposite. It sucks the life out of the shopping district by occupying a valuable store front, which could be used by an actual shop, cafe or restaurant. It drains money away from local residents so they have less money to spend in the rest of the shopping centre. CONCLUSION 7.1 - The introduction of a VITAL and BUSY use. An AGC is neither vital nor busy. An AGC is not VITAL in any way. In fact, it is the opposite. It provides nothing positive to the area; - It exacerbates anti social behaviour at night, which Park Parade already has a serious problem with. - It drains away money from vulnerable local residents the majority of who are struggling monetarily and are of low socio economic class, leaving less money to circulate in shops and businesses that provide some wider community and social benefits. - It's not BUSY - the footfall going into the AGC by the Jubilee Clock is far less than betting shop would have. There is no reason to think this proposed one would not be the same. What an AGC does is to purely occupy a valuable shop front attracting fewer customers, which could otherwise be occupied by a shop or other service that provides are far greater and wider social and community benefit.

Rep 26 - 30-10-20

I very strongly am against the idea of a gaming casino to replace the William hill site. There is already a gaming casino by jubilee clock and there's a great deal of ASB and noise in and around park parade as it is. The shop use does not benefit the difficulties us neighbours have in loud noise and loitering.

Thank you in advance

Rep 27 - 31-10-20

Silvertime already have premises in Harlesden town centre, and adding another gambling store doesn't serve any purpose to a high street that is already littered with low quality shops/ premises. Brent council should be aiming to bring in business to add value to the area, not to cause further detriment. Furthermore the premises are located on a narrow footpath and with this being a bingo hall, there is high risk of people congregating outside in groups, blocking the pavement, and potentially causing antisocial behaviour. We should be encouraging business in that add value to our area, not businesses that will support gambling.

Rep 28 - 31-10-20

As local residents, we are trying to improve the public realm in Harlesden, making it safer and more amenable to children and young people. What we need are independent shops and vibrant and diverse street life in Harlesden, not endless betting shops, off-licenses and pound shops. We already have a serious problem with on-street drinking and vulnerable persons, drunks and drug addicts walking around the park parade area. A gambling or bingo hall will not help the area and will only serve to inflame the current problems we have in Harlesden, that we are trying our best to address. It was a relief to all of us to see William Hill close on both Park Parade and Station road. Betting, gambling and gaming shops kill the street - they essentially have blank, opaque, boarded up surface that offers no interaction at street level. As residents we are urging more street-facing shop facades. We have been in conversation with Anna Doyle, who currently heads the Town Centre Management team to attempt to address this. I also notice the application is being made by a Mr Roger Etchells who resides in Ashby De La Zouche in Leicestershire. If Mr Etchells would like to continue his empire of Silver City shops, we'd encourage him to do it in his charming and historic home town, rather than in Harlesden where we have serious problems with social deprivation, drug use and alcoholism. These problems won't be helped with a depressing, blank-faced Silvercity bingo hall, and its likely the premises will attract all the most vulnerable types. Allowing the application to proceed represents a backwards step for Harlesden and the amenity of our local streets.

Rep 29 - 31-10-20

There is a limit in betting shops in an area and surely this is a form of gambling. The parade is a problem area, well known for drug dealing and with the male only cafe culture it is unpleasant for people to walk in. This business will not improve the area, as I am aware there are 2 arcade types of shops already.

Rep 30 - 31-10-20

There is already a Silvertime business operating at Jubilee Clock. I have a neighbour who was spending all his money there and has been fortunate to break the cycle, for now. He told me how hard it was to stop going each day. He also mentioned that their 'friendliness' and 'generosity' by offering biscuits and teas and coffee to players was a hook to keep them coming back. We do not need this type of business in Harlesden that preys on vulnerable people. It brings absolutely NO benefit to the locality!

Rep 31 - 31-10-20

We already have 2 of this kind of business on the High Streets of Harlesden. This location is in the middle of a residential part of the ward. Another slot machines hall is the last thing we need, along with extra noise, and other anti-social behaviour that too often comes with this type of establishment.

Rep 32 - 31-10-20

There's already one in Harlesden and this is not what we need in the area to gentrify it. It will promote noise pollution in the evening.

Rep 33 - 31-10-20

We have NO need for another gambling spot in Harlesden. These places attract crime and drugs and condone unemployment.

Rep 34 - Subject: 5/6 PARK PARADE HARLESDEN RE. PLANS FOR SILVERTIME COMPANY TO OPEN A GAMING SHOP

I am writing to strongly object as I live close by and Park Parade has enough problems to deal with without bringing in more. There's already a surge of men that head for park Parade every day. The whole street has become one big men's hangout. The drinkers congregate on Rucklidge which is opposite 5/6 Park Parade plus all the men further up around the men's café's When William Hill was in operation there was always a cluster of drinkers and dealers hanging around outside. The same will happen with a gaming shop and there's a girls school entrance next door that's no body seems to care about. Even though Park Parade is a shopping street its also a residential area which the council sometimes overlooks. Harlesden is a poor neighbourhood and we don't want/need any more exploitative shops opening up. We are trying to encourage people to shop in Harlesden as currently because of ASB many residents feel too intimidated to. So the reason I am against it is; c) protecting children and other vulnerable persons from being harmed or exploited by gambling.

Rep 35 - 31-10-20

Can we try to make Harlesden a bit better. We already have a severe drug dealing and street drinkers problem on park parade and leghorn Road. Men and teenagers aimlessly hanging around making noise and selling drugs. Please can you consider the applications you take on we have so many phone shops, cafes/bars and random shops serving no point but only as a place for unemployed people to hang out intimidate locals and sell drugs.

Rep 36 - 31-10-20

Gambling can be addictive and can ruin the lives of the gamblers. I do not think there is any good reason for increasing the number of places where people are invited to gamble in the London Borough of Brent or anywhere.

Rep 37 - 31-10-20

The area needs more opportunities for diversity and local engagement. Gambling houses only prey on the vulnerable and cause more problems within the area. We also already have a premises with the same product in the area which I am sure is not over run with clientele. As a community I was hoping that there would be a diversity in the new businesses being brought into the area to uplift it. More gambling houses will promote the total opposite which I totally object to. Instead, how about attracting a gym or other health related ventures to benefit the wellbeing and welfare of the local population and keep them spending their hard earned money within the area.

Rep 38 - 31-10-20

it was a disastrous attraction when it was a William hill and people were gambling on the roulette machines, it attracts crime drugs and just adds the the degrading of the area, you must surely know this

Rep 39 - 31-10-20

My neighbours and I are absolutely disgusted that this is being allowed. Why these establishments are still legal baffles me; betting is an exploitative industry that preys on the vulnerable, encouraging addiction and the subsequent destruction of lives and families. There is already a Silverline by the Jubilee Clock - what this neighbourhood needs is more independent shops and community building environments where its residents can live in harmony and peace. Please stop this, Harlesden does not need another betting shop.

Rep 40 - 01-11-20

As a resident living in the area for more than 50 years, there are more than enough gambling and betting establishments in the area than is desirable. As it is there is already a Silvertime gambling shop near the Jubilee Clock. Harlesden, once perceived as an up and coming pleasant area to live in, is one of the most deprived areas in Brent and is highly populated with people living on benefits, many of whom are in debt and are struggling to make ends meet. There is also a high number of residents with mental health issues. The last thing the residents of Harlesden need is another gambling establishment. The area needs something which will benefit the community as a whole and not something which will only go to further exploit and damage people's lives. I am against the Council granting Silvertime Amusements Ltd a Bingo Club Premises Licence.

Rep 41 - 01-11-20

The area should be raised up and not denigrated. There is a school very close by Park parade is full of school children coming and going. Sends out the wrong message to our future adults.

Rep 42 - 01-11-20

I object to this on the basis that Harlesden already has betting & gaming facilities, and that it is home to many vulnerable people. As betting and gaming is known to have deleterious effects on many people, especially vulnerable people (ie living in poverty), I believe this license shouldn't be granted. Harlesden is home to many vulnerable people. Harlesden needs a greater diversity of high street shops, not more betting and gaming facilities.

Rep 43 - 01-11-20

I would like to Object to these plans as there are already enough gambling shops in Harlesden. Another one is not what the community needs. There's already a Silvertime by the Jubilee clock and these businesses exploit and reck peoples lives. Were going through desperate times and it would be sad for this to ruin our neighbourhood. Park Parade has enough problems and this would only add to them. Thanks

Rep 44 - 01-11-20

Objection, will bring more antisocial behaviour to an already deprived area. There are several similar gambling establishments not much further down on the high street

Rep 45 - 01-11-20

I strongly object to this plan which will lead to further exploitation of local residents and antisocial Behaviour

Rep 46 - 01-11-20

Dear Brent Council, Harlesden deserves better than to have another gambling shop. Harlesden needs more diversified shops that will improve the quality of the area. There's already enough gambling places in the area and high levels of anti social behaviours. The crime rates along Park Parade are high, it's quite a scary street to walk along as a female & with young children. Every community meeting I go to the issues along Park Parade are always a hot topic. Another betting shop will only add to problems in the area. Betting / gaming shops destroy lives & communities. When William Hill closed on College rd the space was redeveloped into a lovely locally owned supermarket that supports & adds value back into the community. Harlesden needs something similar, nicer cafe / restaurants, leisure facilities etc not gambling shops that create more issues. It's not common for large square footage commercial space to come available in the area, please approve the space for purposes that enhances the community and not applications like this that destroy lives. The residents of Brent deserve better. Thank you,

Rep 47 - 01-11-20

I don't feel that this company should be given a licence to turn this shop into another "gambling area". There are more than enough of these establishments in the poorer areas of the borough and they cause huge problems in peoples lives. There are many people who have financial and mental health issues arising from using this type of place.

Rep 48 - 01-11-20

There is a pandemic with which we will encounter job losses, people getting poor and instead Of helping you are putting up a gambling shop so the addicts can squander money in an already crumbling economy. There is enough antisocial behaviour in Harlesden due to these betting shops. Don't downgrade the area anymore.

Rep 49 - 03-11-20

A gambling emporium is the last thing we need in Park Parade, it will attract problem gamblers and cause increased poverty, drunkenness and even conflicts outside. Please reconsider, as Peacocks is closing a shop selling clothing would be welcome and profitable

Rep 50 - 01-11-20

this is clearly the last thing we need in this residential neighbourhood that already deals with some many anti social problems (laundrette drug dealing, gang action and car racing, for example). Please help us try and keep some semblance of neighbourly order in our streets. Thank you. X

Rep 51

From:

Sent: 03 November 2020 07:04

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

Subject: 19969 Gambling Premises Licence New Application by Silvertime Amusements Ltd, 5 - 6 Park Parade NW10 4JH

Dear Business Licence,

We wish to **object** to the Gambling Premises Licence New Application by Silvertime Amusements Ltd, 5 - 6 Park Parade NW10 4JH.

1. Proximity to Schools

- This adult gaming centre would be in close proximity to the entrance on Park Parade for to Convent of Jesus and Mary Language College
- As well, there is a high density of schools within close proximity of many local schools/education centres/community spaces for children and young people. There is a high volume of children using Park Parade each day.
 - o Newman Catholic College
 - o John Keble Church of England Primary School
 - o Maple Walk School
 - o Refugee Support Network will be located at 60-62 High Street NW10 4LL: "helps refugee and asylum seeking children and young people build more hopeful futures through education."
 - o Picture Palace: "The council will support the development of spaces for community use e.g. for enterprise and young people."

3. Risk Assessment

- There is a lack of a thorough and proper Risk Assessment using local area profiles 'Only 4 care homes/residential facilities' are noted in the listing for "Awareness of residential facilities for the vulnerable in the the local area" page 8). This location is in close proximity to vulnerable people; for example:
- o Location is very close to Joy House, 69-85 Rucklidge Avenue, London, NW10 4QA homeless hostel 49-bedroom (116 bed)
 - o Salvation Army which offers services and support to the homeless
 - o Job Centre 161 High St, Harlesden, London NW10 4TL

4. Safety

Locations of CCTVs unidentified
No opening hours have been identified.

5. ASB

This address falls within the CIZ. The existence of an adult gaming centre will further exacerbate the already existing high levels of antisocial behaviour, street drinking, crime (Appendix B, Brent CIZ, section 1, page 3).

7. Noise

The residential flats above will be adversely affected by noise resulting in late-night operation

Rep 52**Sent:** 03 November 2020 10:22**To:** Business Licence business.licence@brent.gov.uk**Subject:** Objection betting shop Harlesden

Dear Sir/Madam

I would like to object to the opening of a betting shop in Harlesden.

This is because there are a number of homeless/beggars in Harlesden town centre - often around the clock or post office and drinking. This establishment will attract them with the possibility of a quick monetary fix. Betting shops are nearly always in poorer areas - thus sucking money from the already disadvantaged. Often bring petty crime into an area.

As a result of the shop opening there will be more desperate people will be hanging around an already unappealing centre, with no policing.

I would also like to add many local people may not be able to put into words an objection - you should be aware of this if you hold such a strict criteria for written objections.

Rep 53**Sent:** 03 November 2020 13:19**To:** Business Licence business.licence@brent.gov.uk**Subject:** OBJECTION TO Bingo Club Premises Licence - Silvertime, 5-6 Park Parade, NW10 4JH - 19969

Hi there

I would like to strongly object to the Silvertime being granted a license to operate on Park Parade, NW10 4JH I think it will attract and encourage criminal and unsocial behaviour to our area including drunks and drug addicts

I also have two children [REDACTED] and think they will be exposed to anti-social behaviour of those who might go to Silvertime

It will make the area even more attractive to drunks and gangs of men who drink at the jubilee clock, harlseden high street and down to park parade

I implore the council not to let this business open