

From: Grahl, Councillor Gwen

Sent: Monday, February 19, 2024 9:56 AM

To: Business Licence; Dar, Councillor Tariq towncentreregeneration
<towncentreregenerat@brent.gov.uk>

Cc: Legister, Linda; Prashar, Anu

Subject: RE: New Adult Gaming Centre Application - Cricklewood & Mapesbury - 30828

Dear Licensing Team,

Myself and Tariq wish to oppose this application for the following reasons:

1. There is widespread opposition from residents in Cricklewood to further premises for gaming and gambling. They have legitimate concerns about community safety and the effect on children and young people. Every time an application is submitted we are inundated with negative responses. As a council we need to demonstrate that we are keeping the area safe and protecting our young people from harm.
2. There are already multiple gaming premises in this area, and to approve more unnecessary establishments is likely to increase public nuisance and antisocial behaviour in the area. These companies deliberately target areas of social deprivation. There are three betting shops (Admiral Casino, Paddy Power and William Hill) within the immediate vicinity as well as the large MERKUR Bingo just metres away. Reducing the number of non-gambling premises will only increase crime in the area, which is already becoming unsafe for children, especially in the evenings.
3. There are seven schools nearby, pupils from which use this junction as route home especially as it is a major route for buses. They are: Mora Primary School, Anson Primary School, The Mulberry House School, Hampstead School, St Agnes RC Primary School, Child Hill Primary School and Our Lady of Grace Catholic Infant and Nursery School. Gambling is an addictive habit which can be massively detrimental to mental health and wellbeing, particularly for children and young people. We are particularly concerned about gaming establishments, which often have insufficient safeguards in place and are particularly appealing to a younger audience. In line with the licensing objectives, we are gravely concerned about the effect on young people if this plan goes ahead.
4. Cricklewood and Mapesbury ward now has one of the highest incidences of burglaries in London. Promoting gambling, which puts local residents at risk of spiralling debt, may make this problem worse both by making more people likely to commit crime, and by detracting police resources away from household burglaries and towards antisocial behaviour associated with betting shops.

Kind regards,

Gwen and Tariq

Cllr. Dr. Gwen Grahl

Lead Member for Children, Young People and Schools

Labour Councillor for Cricklewood and Mapesbury