

Resident Rep 1

Sent: Saturday, February 24, 2024 10:55 PM

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

Cc: Dar, Councillor Tariq <Cllr.Tariq.Dar@brent.gov.uk>; Grahl, Councillor Gwen <Cllr.Gwen.Grahl@brent.gov.uk>

Subject: FAO director of Brent Council Regulatory Services

Brent Council Regulatory Services

Brent Civic Centre

Engineers Way

Wembley

HA9 0FJ

I am writing in connection with the application by Golden Slots (southern) limited for a premises licence under the gambling act at 169-171 Cricklewood Broadway. (Photo attached.)

I am copying in my local councillors because I am very shocked by this proposed change of use of premises.

In the first place I am asking you as the licensing authority to supply me with information about the application, including the arrangements for viewing details (as promised on the notice about the application affixed to the premises, of which I attach a photo).

I wish to object against this application in the strongest terms. I live nearby, and Cricklewood Broadway is where I do much of my local shopping, and until recently (when my bank closed) my banking.

The reasons for this objection is that there are already several opportunities for gambling within the immediate area of these premises, so that no further opportunities to gamble are required. Multiple gambling outlets give an undesirable atmosphere in a neighbourhood, encourage an activity which can be damaging to individuals and society, having a bad influence on children and young people using Cricklewood for shopping and other amenities. They also reduce the possibility of other amenities that are much more badly needed. It is likely also to make the area a more threatening environment to walk in after dark.

A local authority has a duty to ensure a balance of commercial activity. Further gambling would reduce the balance further.

I am shocked that the notice gives no information about how to object, or how to contact the licensing authority. I had to search on the internet. I am doubtful that a notice without such information even constitutes a valid notice. If it does not, then any licence obtained would not be valid.

Resident Rep 2

We do not need another gambling site in Cricklewood. There are plenty as it is.

Resident Rep 3

Brent councillor's are employed and in place to to oversee the welfare and care for the residents of this borough. Within this remit is the requirement to listen and act on the voice of the residents. The continued deterioration of our high streets, in particular Cricklewood Broadway shows a wilful neglect of the residents and of the councils legal obligations. Why does Brent council allow the destruction of the environment, allowing cheap hideous constructions without any architectural merit? It's time the councillors reread the requirements of the post's they took and start listening to their public, the wider public. Try creating instead of destroying.

Resident Rep 4

We already have Bingo, Admiral slots amusement arcade, we don't need another gambling and gaming establishment in Cricklewood. This attracts crime and criminal activity. Creates diversion for children.

Resident Rep 5

Strongly against this awful decision

Resident Rep 6

Cricklewood already has several adult gambling venues. Another gambling venue does not support the community or the needs of the people living in Cricklewood. Providing a license for gambling venue is not in the interest of the residents.

Resident Rep 7

Strongly object to this proposal for the following reasons: There is widespread opposition from residents in Cricklewood and Willesden Green to further premises for gaming and gambling. I have legitimate concerns about community safety and the effect on children and young people

- 1) 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. The idea that this centre will be open 24 hours a day seven days a week is entirely unacceptable.
- 2) 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.
- 3) 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. The Risk Assessment fails to take this into account. The Risk assessment does however point out that there is already an issue with Anti Social Behaviour in this area - something which is very unlikely to be reduced by the location of yet another 24hour gambling centre.
- 4) the Risk assessment fails to recognise the location of several residential Care Homes within close proximity: Landsdowne

Care Home on Claremont Road, Lawnfield Houss on Coverdale Road, and Springhill House on Willesden Lane.

Resident Rep 8

With 3 betting shops, another slot machine hall, and a bingo hall within walking distance we do not need another slots venue.

Resident Rep 9

I object to this proposal on several grounds. Firstly there are already too many gambling premises in a short stretch of Cricklewood Broadway. Secondly, the Broadway is already dirty, littered and run down, and will never be improved unless we get more anchor stores such as M&S, Waitrose etc, or even nice coffee shops such as Cafe Nero or Starbucks. We also badly need another pharmacy in the area. Since new flats are being built on the corner site opposite, there will soon be an even greater need for food shops and pharmacies. More gambling opportunities will be of no benefit to the community, and the premises are likely to attract and increase anti-social behaviour.

Resident Rep 10

There are already multiple gambling areas including opposite, that site has an opportunity of significance within the community. Any further gambling halls would not benefit the local community.

Resident Rep 11

I am not happy that you have closed my bank to them turn it into a bingo slot machine . There is already a slot machine shop about two doors down and a massive bingo place in Cricklewood. Why do you insist on placing gambling shops bingo halls in less affluent areas ? You would see these shops in Chelsea or Kingston!

Resident Rep 12

I would like to oppose to more betting and gambling spaces in Cricklewood. It is making the neighbourhood very unsafe and horrible to live in.

Resident Rep 13

Object any gambling in our neighbourhood. There is enough poverty,drugs and incidents related to this.

Resident Rep 14

Object to having another Gambling place in Cricklewood. This type of activity have more negative effects that the fun benefits it brings. Cricklewood has already quite a lot of social problems and this wouldn't be a way to address them. Harm from gambling isn't just about losing money. Gambling can affect self-esteem, relationships, physical and mental health, work performance and social life. It can harm not only the person who gambles but also family, friends, workplaces and communities.

Resident Rep 15

Object to having another Gambling place in Cricklewood. This type of activity have more negative effects that the fun benefits it brings. Cricklewood has already quite a lot of social problems and this wouldn't be a way to address them. Harm from gambling isn't just about losing money. Gambling can affect self-esteem, relationships, physical and mental health,

work performance and social life. It can harm not only the person who gambles but also family, friends, workplaces and communities.

Resident Rep 16

Various gambling locations already

Resident Rep 17

Below you can find some of the negative effects of gambling: Harm from gambling isn't just about losing money. Gambling can affect self-esteem, relationships, physical and mental health, work performance and social life. It can harm not only the person who gambles but also family, friends, workplaces and communities. I don't think this planning application is beneficial to the Cricklewood community not gives due consideration of the detrimental effects outlined above

Resident Rep 18

I would like to object to another gambling shop in the local area. We already have at least three, and an increasing problem with gambling in the community.

Resident Rep 19

There is already an adult gaming centre on the other side of Cricklewood Broadway as well as a betting shop and a bingo hall within 100m. Cricklewood does not need another gambling establishment, it desperately needs better quality shops and facilities for the vast majority of the community who don't want to spend their time gambling or encourage other people to do so.

Resident Rep 20

I object to this as there are already two 24 hour gaming establishments within 200 meters of the proposed establishment and several other gaming stores in nearby Willesden Green.

Resident Rep 21

I strongly object to granting of this gaming licence to this premises. There are too many gambling places in Cricklewood and this will lead to more anti social behaviour in the area. Please refuse this licence. The old Barclays Bank is in a prominent location at the centre of Cricklewood, so another gambling premises is not what the town centre needs.

Resident Rep 22

Absolute disgrace. Already existing opposite this building is a gambling centre and there is a massive bingo hall just north-west on the same road. This is absolutely not what the area and its vulnerable residents need. I find it disgusting that this is even being considered. A plan to convert the commercial premises into flats would be infinitely more beneficial and also a profitable scheme for the owner. For once, please can Cricklewood be given the treatment it deserves?

Resident Rep 23

Don't you people ever learn that giving license to these types of organisations just attracts the wrong type of pond life increasing the local crime rate leading to a heightened sense off

lack of safety in the local community & probably puts more strain on local services (police etc) . But what do you CARE?

Resident Rep 24

Strongly object to another gambling business as already in the vicinity there is a 2,700 seater bingo hall, an adult gaming centre opposite the application site and numerous betting shops, even one next door. Whilst the application site is in Brent, the adult gaming centre opposite is in Barnet because Cricklewood is a taborough. Barnet and Brent need to recognise we are "one Cricklewood" with one high street and take into account these applications are using the borough boundaries to saturate our town centre. This is a prime site within a primary frontage that could offer better value benefits to the high street. The place has gone from having two banks opposite each other to gambling dens. Gambling is an addictive habit and with several schools using this location as their route, I am concerned for the children and young people. I am also concerned that there is a proposal to open 24/7. This location is the A5 corridor and the police are already stretched with the influx this creates, yet alone to have this problem 24/7.

Resident Rep 25

No need for further gambling venues in the area

Resident Rep 26

We don't need more gambling shops in the area. They do more harm than good.

Resident Rep 27

We need to influence the local community young to spend their time and money productively. Gambling is one of the worst things to introduce into a community. Introducing any activity which is unproductive, mindless, chancey, wasteful, is seen by youths as being approved by the senior members of the community. We must show ourselves to be responsible. I strongly object to any gambling, including slot machines or any other form of gambling into my neighbourhood or any neighbourhood for that matter. Please keep this evil influence away from us. Do not make available the temptations of this possible addiction. Gambling ruins lives. It ruins children's lives. Why this is being even considered is beyond my understanding.

Resident Rep 28

I oppose the application for this adult gaming centre. We do not need this on our high street - it only encourages anti-social behaviour and addiction to gambling. There are far better uses of the premises that will contribute positively to the area. Please reject this application for the good of the vulnerable citizens of Willesden Green and Brent.

Resident Rep 29

This is the worst thing to have in Cricklewood, open a building Society, where we can put our money somewhere after our banks all go.

Resident Rep 30

With 3 betting shops, another slot machine hall, and a bingo hall within walking distance - these places do nothing but rob people of the little money they have and fuel gambling addiction. Impacting the long term growth and generation of the area. Slot machine places are also known to facilitate money laundering.

Resident Rep 31

We do not need another gaming centre the area. There are plenty of them already on the Broadway, in Neasden, Willesden, plus the bingo hall is just across the road. Use the building for something helpful, positive and productive within the community.

Resident Rep 32

We have the largest bingo hall in Europe at Merkur; we don't need more gambling, we need regeneration and positive use of this historic building. Needs are met locally for those who wish to gamble; it isn't benefitting the community but is a detriment to it.

Resident Rep 33

There are plenty of gambling places in Cricklewood, including a huge bingo hall a few feet from the bank, they do not serve the local community in any way other than to extort money from vulnerable people. The bank is a beautiful building which will probably be covered in tacky neon signs just like they have done to the old Nat West Bank opposite. I was under the impression that the Mapesbury conservation area was to be extended to include this building.

Resident Rep 34

There is a gambling arcade directly opposite this site that is open 24hrs 7 days a week. There is also a huge bingo hall just yards up the road from this site. Another bingo hall/ arcade would be 'over kill' and disastrous for this area. Please DO NOT allow this to happen.

Resident Rep 35

Not another one please

Resident Rep 36

I object to this development. We already have an abundance of betting and gaming shops on Cricklewood Broadway. Adding another one is disproportionate and will drag down the area. We do not need another slots or betting shop in the high street.

Resident Rep 37

I would not like another gambling place in Cricklewood, whole street is turning to gambling place, too many in one place !!! Not good for children!

Resident Rep 38

We don't need more gambling services in the area.

Resident Rep 39

I do not think Brent needs an adult gaming centre and do not support applications for a gambling premises licence

Resident Rep 40

Please please no more gambling/gaming premises. Cricklewood Broadway is and the Edgware Road have enough of these already. We don't need any more

Resident Rep 41

I do not support this application. We already have ample gaming in the area and it would only encouraged social discourse and crime

Resident Rep 42

There are far too many gambling / slot machine premises in Cricklewood already. It will add to the already antisocial, drunken and aggressive behaviour in the area. I object in the strongest terms

Resident Rep 43

There are far too many betting shops on that road!

Resident Rep 44

There are already so many betting shops on this street already. It is irresponsible to grant permission for yet another one.

Resident Rep 45

The current area does not need another gambling centre as it has sufficient within this area and the local vicinity. The area suffers from hardships and this will lead to more people attracted to trying to increase their incomes through gambling and it will cause more hardships. Such centres attract people to loiter and ASB and it will not improve the environment for the community. It is in the vicinity of schools and children passing on major transport routes and as a thoroughfare and unacceptable to promote such establishments as appropriate in society. We are facing a cost of living crisis and a community centre or youth hub would be more appropriate. We must look to improve Cricklewood and consider what the community needs. I strongly oppose this to be developed as a gambling centre.

Resident Rep 46

More than 2 Gambling outlets for a population of 9000... there is excessive gambling in Brent & NW London

Resident Rep 47

There are far too many gambling outlets in the Cricklewood Broadway area and no justification for an increase in their number.

Resident Rep 48

we do not need another gambling place in Willesden; there are plenty of opportunities to waste money on this type of thing already plus they are unsightly and will further degrade the high street

Resident Rep 49

Gambling is addictive and addiction destroys lives. Providing an opportunity to gamble shouldn't be encouraged.

Resident Rep 50

I feel that increased gambling facilities like those proposed would be damaging to many local residents who do not have spare money. And it would not help other residents. The space could be much better used in order to help rather than damage the local community and its facilities.

Resident Rep 51

There are sufficient gambling sites already in Cricklewood already. This is a nice building opposite the hotel that could be better used for the community in other ways, especially with the current recession and struggles of many with the high cost of living.

Resident Rep 52

Cricklewood does not need another gambling centre

Resident Rep 53

What is the purpose of yet another gambling venue? Could the council consider lowering the business rates to encourage other types of shops: bakers/flower shop. A shop to enhance the Broadway not drag it down further.

Resident Rep 54

The last thing Cricklewood needs is another gambling shop. There is no parking for this site, it would be detrimental to the area, and it would be bad for the community.

Resident Rep 55

There are already far too many gambling establishments in the area. We already have Europes largest bingo hall and a gambling slot venue over the road. Brent need to stand up for its residents and protect them from gambling and protect our high street from so many gambling venues like other boroughs have. Just because the area is at the border with other boroughs does not mean you should neglect it. You must refuse this application and improve and save lives in the process rather than promote addiction.

Resident Rep 56

There exist already a large number of Gambling premises in Cricklewood Broadway and often they tend to bring with them anti-social and other forms of undesirable behaviour. I can easily I think on many other types of facilities that Cricklewood is in need off instead of a another gambling room.

Resident Rep 57

Gambling shops are unhealthy for the community, they prey on financially and educationally disadvantaged and make their lives worse. There is already one gaming center on the corner of that junction and Bingo near by. To improve the quality of the area we should have more shops and facilities that benefit the day to day lives of the community and particularly the children in the area. We need more arts and crafts shops, good quality shopping, a nice cafe, a butcher, a small theatre. The last thing the community needs is more betting and gambling shops.

Resident Rep 58

Unless the council wishes to turn this area into a mini-Las Vegas, is adding more betting shops of benefit to the local community? I think not.

Resident Rep 59

Too many gambling premisses around the same corner which only brings problems.

Resident Rep 60

There are already an excessive number of licensed gambling establishments in close proximity to location of this proposed development.

Resident Rep 61

There are plenty of slots/gambling places already and it is proven they make people poorer and feed gambling addiction. For the sake of Brent residents I think the proposal should be rejected

Resident Rep 62

There are too many of these places in the area already and another can have no material benefit to the area. Enough already.

Resident Rep 63

Do we really need more gambling premises? We are trying to elevate the area and gambling premises are a sign of a deprived area. I am a local resident for over 10 years and I highly object to this application

Resident Rep 64

there are already too many gambling establishments in close proximity

Resident Rep 65

Very much against more encouragement of gambling. We have a flood of gambling adverts on TV. We can't stop people ruining their lives but we can limit it and not give prominent public buildings over to it.

Resident Rep 66

I have two basic objections and concerns: (1) There are several gambling-related businesses in very close proximity already. The proposed business is likely to be associated with crime or disorder and the applicant has not demonstrated how it intends to mitigate this risk; and (2) The location itself, and/or the inadequate mitigating statements as set out in the applicant's specific risk assessment, fails to protect vulnerable people from being harmed / exploited by gambling. The applicant's Local Gambling Risk Assessment mentions "3 [existing] betting shops within 100m" (William Hill, Paddy Power and Star Sports) but does not mention that a fourth, Admiral Casino, is even closer than that (i.e. directly opposite). Merkur Bingo (a fifth gambling related establishment) is mentioned, but not the fact that it is a massive building on the same stretch of road (200 Cricklewood Broadway) - nor that it is open 24 hours a day. These points are relevant and should I think have been more candidly brought to your attention. There is an obvious (and accepted) risk of heightened local crime. This is correctly identified as a risk by the applicant in its Risk Assessment. However, the applicant's suggested risk management in response says this: "lower than average crime rate area". This is inadequate and revealing. The fact that an area may have a lower than average crime rate (if that is true - I don't know) does not justify doing something which risks increasing that rate. To suggest otherwise demonstrates a lack of understanding of the operator's responsibilities under the legislation. Moreover, there is nothing of any substance from the applicant which is said to mitigate the risk. Similarly, the fact of at least 5 other existing gambling businesses are in such close proximity to the proposed site cannot be good for vulnerable persons who already may be addicted to gambling and/or spending more money than they can afford on gambling, but who can easily pass from one such business to another without being identified as vulnerable (but spending a proportion of their income in each). The area also has a higher than average ethnic diversity which is correctly recognised by the applicant, but the applicant does not mention whether the area has a higher than average number of persons with *mental health* issues or *learning disabilities* (which is relevant because such persons are likely to be particularly vulnerable). The applicant's stated mitigation ("aware of nearby addiction help facilities") is unduly dismissive of the risks to vulnerable people, and inadequate: it fails to engage with how it is going to identify the vulnerability; and suggests that there is no serious intention to do anything significant to mitigate the obvious risks to vulnerable people. The general policy (which is not adequate in any event) is no answer to this because the concern arises from the particular local circumstances - i.e. so many gambling establishments in such close proximity. Finally, whilst the applicant's policies deal with how to deal with complaints from "customers", I have seen nothing to suggest that they would take seriously complaints or concerns raised in good faith by residents who are not customers but who may witness issues of real concern. A genuine commitment to social responsibility would not overlook this.

Resident Rep 67

This application fundamentally goes against the regeneration plans for Cricklewood and would be an extreme oversight from Brent Council should it be allowed. gambling puts local residents at risk of spiralling debt exasperating the problems this area already suffers from, namely rising poverty, anti social behaviour and crime. Gambling is a proven catalyst for leading more people to commit crime and antisocial behaviour associated with betting shops. The area already has a number of betting shops, slot machine shops (directly opposite) and a large bingo hall 2 minutes away. There is no social, economic or ethical reason for this application be approved. The area supports young families with a number of schools, Brent council's priority should be ensuring the area has services and amenities which benefit them directly rather than promoting gambling which will only be a further drain on Brent's social services in the long run. The previous slot machine application was turned down previously, there is no change to this application, so i hope Brent Council puts its residents first again and rejects the slot machine (and future gambling applications) again.

Resident Rep 68

This application should be rejected because the addition of a further gambling venue to the Cricklewood area would harm public safety and constitute a public nuisance. As the application itself concedes, there are already 4 gambling establishments within 100 metres of the proposed site, and a very large bingo hall within 200m. Concentrating even more here, especially with 24 hour opening, will encourage problem gamblers to go from one to another, and to hang around the area all day. Gambling has been shown to be harmful to mental health. Finally, there is an opportunity cost to this proposal, because the new gambling centre will occupy a prime location which could be used for a shop which actually served the local community.

Resident Rep 69

There are 4 other gambling establishments within 50m. This type of business should be discouraged not encouraged for the people it brings to our area

Resident Rep 70

I object to the planning based on the fact that there are already too many similar gambling premises with in the vicinity. Gambling does not bring anything to the area. In fact, I would suggest that it makes the area less safe for all residents. Behaviour and I suggest that they would make Cricklewood less safe for both adults and children. It could also encourage antisocial behaviour. A premises such as this will bring nothing to the community, and will, in fact make the area less salubrious. Please consider these factors when making your final judgement Cricklewood does not need more gambling premises

Resident Rep 71

This is absurd. Crime is too high and this will make it worse. We already have too many gambling places in the vicinity, and I believe the visibility and availability of these is a great harm to our children.

Resident Rep 72

Crime is increasing in our area. We already have so many such gambling places surrounding us. It's only going to attract more criminals and it's going to put a negative impact on our young adults if they get lots of opportunities for such gaming.

Resident Rep 73

This should not be allowed on the grounds of proximity to other gambling institutions. Permits should be reviewed on a density per area basis, with a number of local

establishments already in place, how can the local authority justify that there is further need in the local area. I strongly object to this, as a local resident.

Resident Rep 74

We absolutely do not need another another gambling outlet in Cricklewood....this site is directly opposite to a casino/ slot machine outlet; beside 2 betting shops and 200 m from the largest bingo Hall in England!!! Maybe Brent and Barnet should liaise on what is best for Cricklewood...

Resident Rep 75

We already have a number of these establishments in Cricklewood I thought you were supposed to be regenerating the area not degenerating it

Resident Rep 76

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, Claremont primary school , 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.

Resident Rep 77

I strongly object to another gambling business on Cricklewood Broadway. There are already too many gambling establishments and too be fair businesses which do not enhance the area. We have an abundance of chicken shops, £1 shops, barbers and gambling places. Couldn't you bring in more businesses to enhance, like you see on so many high streets, a marks and spencer, a wenzels or a Gail's. Without decent shops the area is less attractive to residents and visitors. There's no banks anymore. It's a shame to see the area going down like this. Therefore please do not allow this proposal!

Resident Rep 78

There are quite enough gambling places in Cricklewood. We do not need another please. This is a pretty poor area, masses of problems with homeless, addicts and beggars. Let's run it down a lot more. Hooray

Resident Rep 79

We do not want yet another low brow gaming venue in cricklewood. We need good food stores, a restaurant or a social venue, pub/bar as all have disappeared. I strenuously oBJECT to Barclays Bank site being transformed into a gaming venue.

Resident Rep 80

The high street is already filled with the gambling venues. Descent residents with small children do not need another which would surely impact negatively to the local community.

Resident Rep 81

Not an ideal environment for children growing up

Resident Rep 82

please object to this we already have a slot machine premises in very close proximity to this proposed one.

Resident Rep 83

Gambling is destructive to society

Resident Rep 84

We have enough gambling establishments in the AREA. this adds nothing.

Resident Rep 85

We don't need or want any more gambling establishments ! A Tesco or Waitrose apr virtually anything else would be better

Resident Rep 86

The number of gambling dens within a short distance in this area is already completely unacceptable. This stretch of the Broadway needs to be cleaned up not turned into Las Vegas. Anyone who thinks what the area needs is yet more gambling must be a sign of corruption. Please approve shops that would improve the area and provide a service to the community- not more gambling- is the 24h one opposite not enough?

Resident Rep 87

I think it is terrible to bring in yet another gambling/casino shop to the area that already has two similar outlets directly across the road, plus the big Bingo Hall close by. Cricklewood deserves something more classy. The area is soon to grow massively with lots more people living there with the development on the B&Q site, for example. How can the Planning Dept have approved this?

Resident Rep 88

This is pathetic, opening yet another gambling join when there are 3 others within 3 minutes walk.

Resident Rep 89

There are enough gambling sites in Cricklewood already. We need more business that will not lead to addiction in the area. Cricklewood already has drink, drugs problem and now gambling. NOT NECESSARY

Resident Rep 90

I am most horrified that Brent Council deem it to be appropriate for yet another Gaming Centre, right in the middle of Cricklewood Town Centre, already lacking in beauty and tasteful architecture, and directly opposite another, and within 100 m of at least two more. This is a prime location in the heart of Cricklewood, and I sincerely hope the Barclays Building is Listed and all facets of its facade and beautiful architecture are protected. What an insult to the building, the local people, school children and all ages who spend their daily lives in this locality, to allow Golden Slots to destroy another corner with their garish and ugly logos trying to entice the locals into the terrible habit of gaming, instead of encouraging them to do something meaningful and helpful with their time and money. Who will set the example of how to behave and what to aspire to. Certainly not Golden Slots. Brent and Barnet Council should be the ones stepping forward in this role. Working together to create something to be proud of. To allow two prominent corners in the heart of the township be taken over by the Gaming Industry is abhorrent, highly irresponsible and sends entirely the wrong message to our young and everybody else as well. Why encourage this ? Who benefits ? Cricklewood Town Centre needs trees and good architecture and shopfronts that

look tasteful and tidy. It should attract and inspire goodness. Shops signs should not overwhelm the original features of an historic building. Leaseholders should be given rules and restrictions in this regard. I cannot imagine who would pass yet another Gaming Centre here. Honestly. This is wrong for so many reasons I sincerely hope all objections will be respected and Gaming Slots are not allowed to destroy another neighbourhood.

Resident Rep 91

Cricklewood is a small community enriched with religious backgrounds and strong believers. Already within 200 meters from the site, Cricklewood has two gambling establishments besides regular quiz nights in local pubs and one or two clubs. The proposed site is only 50 meters away from the biggest mosque, which serves as an old people gathering place, holds religious ceremonies, and functions as well as a semi-educational. Many children of various backgrounds come daily afternoon to learn the Quran and basic Islam. There are four schools for minors and teenagers in the area. It seems the applicant does not consider the well-being of the residents which going to increase when the new development for the house matures. Please do not forget this site is on the edge of Barnet, Brent and Camden borders. Therefore, members of the committee may not be aware of the reality on the ground. Certainly creating unhealthy conditions will not be acceptable to local residents on social and moral grounds., Cricklewood already cannot breathe because of heavy middle-range criminal activities present in the area. I failed to understand why planning officers even bother to accept this kind of development which is harmful for everybody and for everyone. Cricklewood be better off without gambling establishments and similar kinds of business establishments... Even the location of the site is unsuitable because of its surroundings. Traffic and pedestrian movements, children catching school busses and attending local schools. So, I am strongly opposing this development. I therefore appeal to officers, members and others to please help us to prevail in sanity and pleasantness in the area.

Resident Rep 92

Will inevitably have a detrimental on people using the venue leading to gambling addiction and associated psychological and economic problems. Why is the council even considering this application. How does it enrich the area or local community?

Resident Rep 93

This is an appalling decision that this is even being considered. The number of gambling shops and bingo halls in the area has attracted significant problems in the area including drug usage, problem drinking, irresponsible gambling and crime. What are you even thinking Brent council? Massive objection from me

Resident Rep 94

Unbelievable with gambling place opposite and bingo nearby already. Please stop dumping this stuff on poor Cricklewood!

Resident Rep 95

There are enough gambling facilities in this area already. I do not see we need another one in the old Barclays Bank so I object to this.

Resident Rep 96

We do not need yet another gambling location in this family neighbourhood

Resident Rep 97

There is already Merkur Bingo Hall, aswell as Admiral gaming centre in Cricklewood there is no need for another of these establishments. If the above can prove that the existing 2

places get overcrowded with people wanting to lose their money, then there is justification for another such premises.

Resident Rep 98

What do betting shops bring to the area or the community? I'm yet to see a positive return from such establishments, and all they achieve is siphoning money from the vulnerable. Cricklewood lane already has plenty of betting shops (in fact I would go so far as to say too many). What does golden slots add to the area that is not already there? There have been many studies correlating density of betting shops to crime, I have attached one such example: <https://www.tandfonline.com/doi/full/10.1080/00343404.2022.2159355> With new housing on the horizon, more betting shops won't make the area more appealing. In fact number of betting shops correlates with depravity in the area. Is this the image we want to project of Cricklewood? London's answer to Atlantic City, but much more depressing? We should use such high street units for small businesses, and services that offer something to the community - not big business out to exploit.

<https://www.theguardian.com/society/2021/aug/23/uks-most-deprived-areas-have-highest-number-of-gambling-outlets-report> <https://www.bbc.co.uk/news/business-58300899>

Resident Rep 99

I live in front of the place and we already have many gambling places that is making the area feel unsafe with a lot of antisocial behaviour happening around the door of these places. Please, reevaluate how such a premium location can be used for something useful for the community that can help bring more family friendly businesses in the area. Thank you

Resident Rep 100

I am a resident of Willesden and I vehemently oppose and object to the opening of a gambling establishment at this address. The area from Willesden to Cricklewood is notoriously becoming more and more dangerous with criminal activity such as robberies and drug offences being committed in daylight. Gambling shops bring additional problems such as alcoholism and antisocial behaviour as people gather around near these places. Research from Nottingham Trent University has recently revealed that the number of betting shops in an area correspond to higher crime rates. Specifically, crime was shown to increase by 4% for each betting shop unit opened in an area, even when controlling for other factors. This alone, is enough reason to oppose the opening of betting shops in our area, particularly because Brent is one of the most deprived and poor borough in London. And it is well known that betting shops prey on the poorest areas because poor, vulnerable people are more likely to use these places. The community doesn't need anymore gambling shops to attract antisocial behaviour and gatherings. It is unethical to open up a gambling shop in one of our poorest boroughs during a cost of living crisis. The council should not be encouraging this.

Resident Rep 101

I continue to be opposed to this application to turn this lovely building into another gambling/gaming premises.

Such a business does nothing to enhance our local neighbourhood or the services that a growing community needs. Furthermore with the current cost-of-living crisis, such venues are more likely to contribute to the financial hardship of those desperate to turn to gambling and gaming to improve their financial situation.

With the additional residential properties coming with the renovation of the Barnet-side B&Q site and also the Brent Matalan site, there will surely be more socially-acceptable and important businesses seeking to establish a base in Cricklewood.

I hope you will decline this application.

Kind regards

Resident Rep 102

There already so many gambling joints on cricklewood high street. This has negative impact and attract anti social elements.

Resident Rep 103

There is ample research on the association between a clustering of gambling premises and high deprivation, and even evidence for a negative individual and societal impact of introducing an additional gambling premise to a local area (see Pérez et al 2021, Journal of Gambling Studies; Hall et al 2021, Geography). Restrictions on general availability of establishments prevents individual and societal harm more so than the selective measures suggested by the operators that e.g. prevent gamblers from overspending (see Sulkunen et al 2020, Addiction). There is already a high density of gambling premises within 100 metres of the proposed site (e.g. 160, 163, 167 Cricklewood Broadway), as well as within the wider local area. Therefore, my main objection to the planned application is that there are too many gambling premises in close proximity. Second, the introduction of another gambling premise would have negative impacts on current and future residents. More generally, this prominent address should be used for a business or service that provides greater economic and social benefits to the wider community

Resident Rep 104

Dear Business Licence team

Golden Slots (Southern) have applied for a gambling premises licence for an **adult gaming centre** in the old Barclays Bank at 169-171 Cricklewood Broadway.

I object to the proposed development for the following reasons:

1. it would further degenerate the already vulnerable Cricklewood Broadway with further issues such as littering (the road is already very hard to keep clean and tidy), drinking (we see often people drinking alcohol whilst smoking outside other gaming/gambling centres and begging (people will be approach whilst taking cash in the near ATM offered by Santander).
2. Most of the users will be people who are already financially vulnerable. It is well known that gambling attraction ultimately leads households to financial ruin. The area is also home to vulnerable (often young) adults in accommodation arranged through social services or other care authorities. These people could be attracted by the new gaming centre and further increase the risk of financial ruin. The Gambling Act 2005 demands special protection for such young and other vulnerable people and this should be taken into consideration.
3. The footfall generated by gaming centre patrons would intimidate people who will not use the high street as it should be used. This is already a problem in Cricklewood Broadway where after dark woman and kids do not feel safe. Groups of men often stand by bars, shops in group, often drinking alcohol and/or smoking, vaping, talking loudly or worse fighting.
4. It is an undisputable fact that besides slot machines themselves being addictive, they often act as a gateway towards betting shops and other forms of gambling addiction, which are proven to lead to major mental health & family problems & all manner of untold misery.
5. Evidence from other areas suggests an increased risk of all manner of theft ranging from shoplifting to muggings & burglaries or far worse. Check with the police the data regarding this crimes in Cricklewood Broadway that confirms that the situation on this street is already extremely bad.

6. There are enough gaming / bookmakers / Bingo in Cricklewood and the need for more is complete unnecessary (5/6 within a 200m radius if I am not mistaken). The demographic in this area has already enough options in the area in this category (gaming, betting, bingo and so forth...).
 7. With reduced police presence on our streets, I'm really struggling to see what positives (other than profits for the stakeholder and for those that use these business to clean money from crimes) this offers to the local community.
 8. The unit should be used for a retail unit to enhance and extend the shopping experience of the High Street. We need shops that attract families to the High Street. The proposed use would be detrimental to Cricklewood and local people due to the attraction of undesirable people and further crime.
 9. It will deter any other business to look to open in the area as historically these places have dodgy individuals frequenting them. Also the plan to open 24 hours will require an increase of police and late night disturbances for the local residents.
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Resident Rep 105

Dear Sir/Madam,

Please find attached a letter of objection regarding Application 30828 for the gambling license of Golden Slots at 169 - 171 Cricklewood Broadway from NorthWestTWO Residents' Association.

Here it is as well in case there is difficulty in opening the document.

NorthWestTWO Residents' Association objects to the application made by Golden Slots (Southern) Limited for a gambling premises license for an adult gaming centre at the old Barclays Bank location on 169 - 171 Cricklewood Broadway. There is widespread opposition from local residents regarding this application.

The junction of Chichele Road and the Broadway is a major route for buses used by school children from many local schools; Mora Primary School, Our Lady of Grace Catholic infant and nursery school, Anson Primary School just to name but a few. Gambling, which is a very addictive habit, is a real threat to the mental health and wellbeing to our children and young adults.

What concerns many of our local residents is an obvious lack of need for yet another adult gaming centre. There are already a significant number of gambling establishments in Cricklewood. For example, there is William Hill, Paddy Power and Star Sports, all within 100 meters of each other with Ladbrokes and Coral a little further down the road. In addition, we have Merkur Bingo at 200 Cricklewood Broadway and Admiral Casino at 160 Cricklewood Broadway, directly opposite from the old Barclays Bank.

There is no benefit for, yet another adult gambling centre can bring to our community. It neither serves nor improves the lives of our local residents.

Unfortunately, Cricklewood suffers from considerable crime. Adding more gambling centres does nothing to alleviate this problem. In fact, it exacerbates it. In 2024, close to 200 crimes have already been reported. Almost 100 were close to the old Barclays Bank which is located in the A5 corridor. At the recent SNT Ward Panel Meeting in December 2023, the Cricklewood and Mapesbury Safer Neighbourhood Team advised that Cricklewood Broadway and Chichele Road is a hotspot for violence on the streets which filters into the neighbourhood. Granting this license, which the applicant is requesting for 24/7 opening, will

only add to a possible increase of crime and antisocial behaviour potentially driving vulnerable people to live in more difficult circumstances.

Crimes of such nature are having a devastating effect on families in our community. For this reason alone, granting Golden Slots this application has little benefit to our neighbourhood.

We need more valuable amenities. For example, Mill Hill has effectively transformed some their former banks into successful restaurants - whereas we turn ours into gambling houses.

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We at NorthWestTWO and other groups in our community, work hard to try and make Cricklewood a healthy and vibrant place to live.

We appeal to Brent Council to reject this application and in doing so help us at NorthWestTWO, and other local organisations, improve the wellbeing of our young people, our local residents, and everyone connected to our community.

Thank you and kind regards,

Resident Rep 106

I object to this as there are already two 24 hour gaming establishments within 200 meters of the proposed establishment and several other gaming stores in nearby Willesden Green.