

09-04-2026

I wish to object to this application on the basis that it fails to promote the licensing objectives under the Gambling Act 2005.

1. Preventing Crime and Disorder Willesden Green already experiences high levels of crime, including anti-social behaviour, violence, and drug-related offences, particularly around the High Road. Granting another gambling licence risks increasing disorder, loitering, and opportunistic crime in an already pressured area.
2. Protecting Children and Vulnerable Persons The local area includes economically vulnerable residents, and evidence shows gambling harms are higher in deprived communities. Adding another gambling premises would increase exposure and accessibility, placing vulnerable individuals at greater risk of financial and gambling-related harm.
3. Fair and Open Gambling There is concern about the clustering of gambling premises in deprived areas such as Brent, raising questions about whether further expansion in this location is appropriate or fair to the local community.

Conclusion Given existing crime levels, deprivation, and the cumulative impact of gambling venues, this application risks causing harm and does not adequately promote the licensing objectives. I therefore urge the Council to refuse the application.