

From:

Sent: 10 April 2026 16:49

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

Subject: Fwd: New AGC - Arcadia Casino, 1 Walm Lane, NW2 5SN - 37891

Subject: Representation Against Gambling Premises Licence Application – 1 Walm Lane, NW2 5SN

I wish to submit a formal objection to the proposed gambling premises at 1 Walm Lane, NW2 5SN.

My objection is made in accordance with the licensing objectives set out in the Gambling Act 2005.

1. Protecting Children and Vulnerable Persons from Harm

The proposed premises is located in a busy residential and commercial area of Willesden Green, with significant daily footfall including families, young people, and vulnerable individuals.

This part of Brent already has a notable concentration of gambling premises within a relatively small radius. The clustering of such venues is widely recognised as increasing the risk of gambling-related harm, particularly for individuals experiencing financial hardship, addiction, or mental health challenges.

Public health evidence, including findings often referenced by local authorities, indicates that higher densities of gambling venues are associated with increased problem gambling rates. Adding another premises at this location would intensify exposure and accessibility, particularly for vulnerable groups.

2. Preventing Gambling from Being a Source of Crime or Disorder

Residents in the area have ongoing concerns about anti-social behaviour, including loitering and disturbances in the vicinity of existing late-night businesses.

The introduction of an additional gambling premises is likely to increase late-night activity, footfall, and the potential for crime and disorder. This may place further strain on local policing resources and negatively impact the safety and wellbeing of residents.

3. Cumulative Impact on the Local Community

While “need” or “demand” is not a licensing objective, the existing saturation of gambling premises in the area contributes directly to risks under the above objectives—particularly harm to vulnerable persons.

The addition of another venue would not operate in isolation but would contribute to a cumulative impact that undermines the licensing objectives.

Conclusion

Given the existing concentration of gambling premises in the area and the associated risks to vulnerable individuals and community safety, I believe this application is likely to undermine the licensing objectives set out in the Gambling Act 2005.

I respectfully request that the application be refused.