

From:

Sent: 11 April 2026 12:15

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

Subject: Ref: Objection to 1 Walm Lane - Adult Gaming Centre

I write to formally object in the strongest possible terms to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

This application fails to meet the licensing objectives under the Gambling Act 2005, in particular:

- the prevention of crime and disorder
- the protection of children and vulnerable persons



1. Failure to address local risk

The application does not comply with Brent's Statement of Principles, which requires a robust, location-specific risk assessment.

Instead, it relies on generic measures and fails to reflect the realities of this area, including:

- the high concentration of existing gambling premises
- known levels of deprivation and vulnerability
- ongoing crime and anti-social behaviour along Walm Lane and the High Road

This represents a clear failure to meet policy requirements.



1. Overconcentration and cumulative impact

The immediate area is already saturated, including:

- multiple betting shops
- at least two Adult Gaming Centres within a very short distance
- other high-risk uses such as payday lenders and pawn brokers

Granting another licence would significantly intensify this clustering, increasing:

- problem gambling and addiction
- repeat and prolonged use
- targeting of vulnerable individuals

Brent's policy allows full consideration of these location-based risks, and in this case the cumulative impact is clear and unacceptable.



1. Crime and disorder

This area is already a recognised hotspot for crime and anti-social behaviour, with rising crime levels in recent years.

Adult Gaming Centres are associated with:

- cash-related crime and disorder
- risks of money laundering
- exploitation of vulnerable individuals

Granting a further licence in this location would exacerbate existing problems, directly conflicting with the licensing objective to prevent crime and disorder.

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1. Protection of children and vulnerable persons

The premises is located in close proximity to:

- schools and colleges
- supported and vulnerable housing
- healthcare services and pharmacies
- places of worship
- a major transport hub at Willesden Green station

This is a high-footfall area used daily by children and vulnerable residents, including those experiencing financial hardship, addiction, or mental health challenges.

In an already saturated area, another gambling venue will increase exposure, normalisation, and risk of harm. The application fails to demonstrate how these risks will be properly mitigated.

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1. Inadequate application and operator concerns

The application raises serious concerns:

- no clear proposed opening hours
- generic and insufficient safeguards
- lack of detail tailored to this specific location

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Conclusion

There is clear evidence that:

- the area is already overconcentrated
- vulnerability and exposure are high
- crime and disorder risks are elevated
- the application fails to provide adequate mitigation

Taken together, granting this licence would undermine, not promote, the licensing objectives.

I therefore urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving, balanced High Road, not one dominated by harmful gambling establishments.

Refusal is both justified and necessary to protect the wellbeing of residents.