

From:

Sent: 11 April 2026 16:08

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

Subject: Formal Objection – Proposed Adult Gaming Centre at 1 Walm Lane

Dear Licensing Authority,

I wish to register a formal objection to the application for an Adult Gaming Centre at 1 Walm Lane, Willesden.

Having reviewed the proposal, I do not believe it adequately supports the licensing objectives set out in the Gambling Act 2005—particularly in relation to reducing crime and safeguarding vulnerable members of the community.

Lack of meaningful local assessment:

The submission does not appear to provide a detailed or location-specific risk assessment, as required by Brent's Statement of Principles. Instead, it relies on generalised statements that could apply to almost any site.

Crucially, it does not take proper account of local conditions, including:

- the existing density of gambling venues
- the socio-economic challenges affecting residents
- ongoing issues with anti-social behaviour and crime in the immediate area

This omission significantly weakens the application.

Excessive concentration of similar premises:

The surrounding area is already heavily populated with gambling-related businesses, including several betting shops and nearby Adult Gaming Centres, as well as other premises associated with financial vulnerability.

Adding another venue would further cluster these uses in a small area, which is likely to:

- increase the risk of gambling-related harm
- encourage repetitive use patterns
- disproportionately affect those already at risk

The cumulative effect of this concentration should be a key consideration and, in this case, weighs strongly against approval.

Potential to worsen crime and disorder:

The locality already experiences notable levels of crime and anti-social behaviour. Premises of this nature can attract issues linked to cash handling and may create opportunities for exploitation or financial crime.

Allowing an additional Adult Gaming Centre in this setting risks intensifying these existing problems, rather than helping to address them.

Impact on vulnerable groups:

The proposed location is within close reach of schools, housing for vulnerable residents, medical services, and a busy underground station. This results in a high volume of daily foot traffic, including children and individuals who may be more susceptible to harm.

The introduction of another gambling venue in such a setting raises concerns about increased exposure and normalisation, particularly for those already facing financial or personal challenges. The application does not provide sufficient reassurance that these risks will be effectively managed.

Insufficient detail within the application:

There are also gaps in the information provided. For example:

- operating hours have not been clearly specified
- proposed safeguards lack depth and appear standardised
- there is little evidence of consideration for the specific characteristics of this location

In summary, the proposal raises several serious concerns:

- an already high concentration of gambling premises
- clear indicators of local vulnerability
- existing issues with crime and disorder
- insufficient, non-specific mitigation measures

On this basis, granting the licence would not align with the licensing objectives.

I respectfully request that this application be refused. The local community would benefit far more from a diverse and sustainable high street offering, rather than further expansion of gambling premises.