

11-04-2026

I am writing to formally object to the application for a new Gambling Premises Licence at 1 Walm Lane. My objection is based on the following grounds:

- 1. Over-Concentration and Local Saturation** There is already a prominent gambling venue, Royal Casino Slots, located at 9a Walm Lane (NW2 5SJ)—less than a minute's walk from the proposed site. Adding a second Adult Gaming Centre so close to an existing one creates an unhealthy "gambling hub." This clustering of venues disproportionately targets the local community and changes the nature of the high street from a diverse retail environment to one dominated by high-stakes gaming.
- 2. Protection of Children and Vulnerable Persons** The proximity of 1 Walm Lane to Willesden Green Station means it is a primary route for school children and young people. Having two gaming centers within 50 meters of each other on the same street "normalizes" gambling to an unacceptable degree for minors. Additionally, the cumulative impact of multiple venues increases the "pull factor" for vulnerable individuals and those struggling with gambling addiction, making it harder for them to avoid temptation in their own neighborhood.
- 3. Prevention of Crime and Disorder** Concentrating gambling venues in one small area of Walm Lane is likely to increase anti-social behavior, including loitering and late-night noise. Residents already navigate the challenges of a busy station area; the addition of a second 24-hour or late-night gaming license will exacerbate these issues and place an undue burden on local police and street wardens.
- 4. Harm to Local Amenity** Willesden Green thrives when there is a mix of cafes, shops, and services. A second gaming center on this block provides no "social value" to the residents and risks discouraging other types of businesses from investing in the area. We should be encouraging a variety of uses for our high street, not a row of gambling storefronts.

Conclusion Given that the community is already served by Royal Casino Slots at 9a Walm Lane, a second license at 1 Walm Lane is excessive, unnecessary, and poses a direct risk to the licensing objectives. I strongly urge the Licensing Committee to refuse this application