

From:

Sent: 13 April 2026 12:21

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

Subject: Re: Objection to 1, Walm Lane, Adult Gaming Centre

Of course I presumed you knew how harmful an adult gambling centre is to a community, especially to the vulnerable.

Please see attached the many ways a gambling centre can cause harm. They are associated with gambling addiction (which unfortunately is linked to criminal behaviour), financial distress and the deterioration of local communities like Willesden green.

I'd be grateful if my objection could now be noted.



Yes, adult gaming centres (AGCs) are increasingly considered to cause significant harm, with growing evidence linking them to gambling addiction, financial distress, and the deterioration of local communities, particularly in deprived areas. [Social Market Found., +2](#)

The rise in the number of these venues—often featuring high-intensity, £2-a-spin slot machines—has led to concerns from public health experts and local authorities about their impact on vulnerable individuals. [BBC +1](#)

Key Harms Associated with Adult Gaming Centres

- **Addiction and Vulnerability:** Critics have described the machines within these centers as highly addictive, with studies indicating they are disproportionately located in poorer communities, targeting those less able to withstand financial losses.
- **Financial Ruin and Mental Health:** Problem gambling at these venues can lead to severe debt, loss of homes, and significant mental health issues, including anxiety, depression, and in extreme cases, suicide.
- **Failures in Protection:** Although regulated, studies found that many venues fail to properly implement self-exclusion schemes intended to help addicted customers stop gambling.
- **Community Impact:** The "clustering" of AGCs in certain areas is believed to alter the "look, feel and tone" of high streets, contributing to a feeling of decline, according to local council leaders.
- **Crime and Social Problems:** Gambling-related financial difficulties are often linked to illegal actions, such as theft, fraud, and embezzlement by gamblers trying to fund their addiction. [BBC +3](#)

Industry Perspective

Operators of adult gaming centres, such as Merkur and Admiral, generally maintain that they provide a safe, regulated environment for low-stakes, low-prize entertainment. They argue that they are a legitimate part of the high-street economy, creating jobs and bringing vacant units back into use. Some proponents argue that in-person, supervised gaming is safer than online alternatives and that it offers a social outlet. [Adam Smith Institute +2](#)



