

From:

Sent: 22 April 2026 11:53

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

Subject: Objection to application for the Arcadia gambling premises licence at 1 Walm Lane, Willesden Green

- Dear Brent Business Licensing Team

I am objecting to the above license at 1 Walm Lane due to the fact that you are required under gambling licence rules to:

- **PROTECT children and other vulnerable persons from being harmed or exploited by gambling and to**
- **PREVENT gambling from being a source of crime and disorder, being associated with crime and disorder or being used to support crime**

If you walk along the High Road and Walm Lane in Willesden Green (a continuous high street) you will see there are very many young children with their parents or carers, children of all ages going to and from school and vulnerable children who are not attending school. A report found that 44% of young people aged 14 to 17 agreed that the presence of gambling venues near where they live makes people their age more interested in gambling, and 27% said they knew a young people who had visited an adult gambling premises. I myself have witnessed Brent school children standing outside gambling premises and giving adults money to gamble for them. There is a high number of gambling premises along the High Road and Walm Lane.

You will also see many vulnerable people who are living below the poverty and good health line for many reasons including mental health problems and addiction to drugs, alcohol and gambling. Many of these use the large amount of gambling premises in Willesden Green as a way to win money to feed their addictions and/or supplement their limited income. If they loose any funds through gambling they resort to begging or crime for money.

You are being asked to consider this licence when there is no clear indication of opening hours. This is not showing openness regarding the nature of the business. How will the licensing team asses the risks regarding the protection of children and vulnerable people and the prevention crime an disorder.

Yet another gambling premises would undermine local efforts aimed at the prevention of crime, disorder and anti-social behaviour and it would undermine the protection of children and vulnerable persons from harm. Brent's Joint Strategic Needs Assessment confirms that there are more residents at high and low risk of gambling harms than national averages.

There are already numerous gambling sites close to 1 Walm Lane. Anti-social behaviour is a major problem in Willesden. As of January 2026, recorded crime had gone up by 8.1%, including increasing open substance misuse. That has required increased action from the police and the Council, and we do not need new gambling establishments making the risk of disorder and crime even worse. Brent's own licensing evidence identifies the area of Willesden High Road and Walm Lane as an area of medium to high deprivation and a hotspot for crime and anti-social behaviour. The Social Market Foundation's report on Adult Gaming Centres found that AGCs carry specific crime and disorder risks. It notes that AGCs involve high volumes of cash transactions, that the Gambling Commission considers them to present a medium risk of facilitating money laundering, and that Brent residents raised concerns about crime and anti-social behaviour around such premises.

The Brent Council Business Licensing Team should reject the application from Arcadia for the many reasons stated above