

From:

Sent: 14 April 2026 17:32

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

Subject: Objection of another Adult Gambling Place

Dear Licensing Authority,

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

In my view, this application fails to uphold the licensing objectives set out 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, the submission relies on generic measures and fails to reflect the realities of the local 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 the Council's policy requirements.

2. Overconcentration and cumulative impact

The immediate area is already saturated with high-risk uses, including:

- * multiple betting shops
- * at least two Adult Gaming Centres within a very short distance
- * other premises such as payday lenders and pawnbrokers

Granting a further licence would significantly intensify this clustering, increasing the risk of:

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

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

3. 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 commonly associated with:

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

Granting an additional licence in this location would exacerbate existing problems and directly conflict with the licensing objective of preventing crime and disorder.

4. 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 individuals experiencing financial hardship, addiction, or mental health challenges.

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

5. Inadequate application and operator concerns

The application raises several serious concerns, including:

- * no clearly stated proposed opening hours
- * generic and insufficient safeguards
- * a lack of detail tailored to the specific characteristics of this location

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, rather than promote, the licensing objectives.

I therefore respectfully urge the Licensing Authority to refuse this application.

The local community has consistently expressed its desire for a thriving and balanced High Road, not one increasingly dominated by harmful gambling establishments. Refusal of this application is both justified and necessary to protect the wellbeing of residents.