

14-04-2026

To: Brent Licensing Authority Re: Representation objecting to application for a Premises Licence under the Gambling Act 2005 Applicant: Arcadia Casino Limited Premises: Arcadia Casino, 1 Walm Lane, NW2 5SN I write to object to the application by Arcadia Casino Limited for a new Adult Gaming Centre premises licence at 1 Walm Lane, NW2 5SN. Brent already has too many gambling premises, with the harms falling hardest on areas facing deprivation and vulnerability. Allowing another Adult Gaming Centre to be opened would make the situation worse. It would undermine 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 has one of the highest numbers of gambling premises in London, with 81 licensed gambling premises. It is also among the boroughs with the highest levels of gambling-related 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. There are already two Adult Gaming Centres within 0.1 miles, each with around 20 to 30 slot machines. Opening a new Centre would mean there would be three within a few minutes' walk of each other and on a busy pedestrian route. There are also five betting shops on Willesden High Road and Walm Lane, each of which has additional slot machines. There are also various pawn shops, loan shops and cash machines very close by. 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 safety protections included in the licence application are inadequate. The fact Arcadia Casino Limited, according to its own filed accounts, is a dormant company with no trading history further undermines any trust residents can have in its claims of robust systems to protect the vulnerable. Amongst the numerous deficiencies in the application, it does not even state the intended opening hours. So the Licensing Authority is being asked to assess risks about crime and disorder and fair conduct of gambling without a clear statement of the hours during which the premises will operate. There are numerous schools, colleges, care homes, homeless hostels, places of worship and medical centres close to 1 Walm Lane, all of which are attended by vulnerable people in the area. It is also a major pedestrian thoroughfare, with hundreds of residents (including

many children and vulnerable people) walking past 1 Walm Lane to or from Willesden Green tube station and the various bus stops close by. 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, while 27% said they knew young people who had visited an Adult Gaming Centre. In an area already saturated with gambling venues and associated uses, the Licensing Authority is entitled to conclude that another Adult Gaming Centre would expose children and vulnerable residents to further harm rather than protect them from it. This application should be refused.