

Sent: 21 April 2026 23:51

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

Subject: Application for licensing 1 Walm lane NW2

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

I write to formally object to the application by Arcadia Casino Limited for an Adult Gaming Centre premises licence at 1 Walm Lane, London, NW2 5SN under Section 159 of the Gambling Act 2005.

I am a resident in the Willesden NW2 area in close proximity to Walm lane, and I and my family are directly affected by this application.

I object for the following reasons:

#### 1. CONCENTRATION OF GAMBLING PREMISES

The licensing authority should be aware that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24hrs/day, seven days/week. MERKUR Slots operates a further venue within approximately 300 metres at 51–55 Willesden High Street, also open daily. A Betfred bookmakers and a second MERKUR Slots branch operate within approximately 1km on Kilburn High Road.

The introduction of a further gambling establishment within such a small geographic area would represent an unacceptable concentration of gambling premises and poses a serious and demonstrable risk to public health and community wellbeing. I urge the authority to consider the cumulative impact of these venues together, rather than assessing this application in isolation. There can be no reasonable explanation as to why another similar licensed premises needs to operate in this close proximity. Please consider the objections already raised to those premises and seek advice from local policing before granting this licence.

#### 2. COMMUNITY HARM AND VULNERABILITY

The NW2 area has significant levels of deprivation and a high proportion of residents who are vulnerable to gambling-related harm. An Adult Gaming Centre in this location would increase access to fixed-odds and other gambling machines in a community that already faces considerable financial pressure. Problem gambling disproportionately

affects lower-income households, and this application risks deepening existing inequalities.

3. PREDATORY PREMISES REPLACING ESSENTIAL SERVICES This application follows a troubling pattern in our area whereby bank branches and other community-facing services close, only to be replaced by gambling establishments. There is no justification where one replaces the other without full consultation with the community and reasonable consideration given to the change this will have on our high street. The loss of banking infrastructure is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

4. SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP I would ask the licensing authority to carefully consider and review the location of 1 Walm Lane and its proximity to local schools, library, supermarket, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a local busy high street in a family area normalises gambling and increases exposure among young people and other vulnerable groups.

Please consider the above reasons, I respectfully urge the licensing authority to refuse this application, or at minimum to hold a full hearing at which local residents and community representatives can make their views known in person.