

25-04-26

Dear Licensing Committee, I am writing as a local resident to formally object to the Adult Gaming Centre (AGC) premises license application number 37891 for Arcadia Casino at 1 Walm Lane. My objection is grounded entirely in the Licensing Objectives set out in the Gambling Act 2005, specifically regarding the protection of vulnerable persons and the prevention of crime and disorder. If granted, this license would severely undermine these objectives in our local community for the following documented reasons:

1 - Protecting children and other vulnerable persons from being harmed or exploited by gambling

The proposed location for this gambling premises is highly inappropriate due to its immediate proximity to sensitive local services and vulnerable populations. The applicant's own Local Area Risk Assessment (LARA) acknowledges that household deprivation in Willesden Green is higher than the England average. Placing a gambling hub here disproportionately risks exploiting those already struggling financially. This risk is heavily compounded by the immediate proximity of several services dedicated to supporting the most vulnerable members of our community, including Mutual Aid Food Willesden, located just 0.4 miles from the site; The Pakistan Centre (which operates local support services), just 0.5 miles away; Brent Foodbank, just 0.7 miles away; and Depaul UK Willesden Hostel and Sallys Counselling (as noted in the applicant's LARA) which are within 0.1 to 0.2 miles. Furthermore, this specific junction acts as a major thoroughfare for local minors and students. The site is surrounded by primary and secondary schools, including Anson Primary School (0.7 miles), St Mary's C E Primary School (0.8 miles), and Harris Lowe Academy Willesden (0.9 miles). Nearby community hubs like the Learie Constantine Centre and Dudden Hill Community Centre are merely 0.3 miles away. The inevitable high footfall of children and vulnerable adults past this junction significantly increases their exposure to adult gambling environments.

2 - Preventing gambling from being a source of crime or disorder

I have grave concerns that introducing a late-night gambling hub at this junction will act as a catalyst for further crime and disorder. Astonishingly, the applicant's own LARA explicitly states that Willesden Green has a "safety score of 8 out of 100 (High Crime)". The data provided in the application itself highlights the existing volatility of this area. There were 2,662 incidents of Anti-Social Behaviour (ASB) recorded in the last 12 months, accounting for 27.8% of all local crime. There were 2,468 violent crimes recorded in the same period (25.8% of all crime). Brent already enforces Boroughwide restrictions to combat public alcohol consumption, illegal drugs, and public health nuisances. Adding an AGC to an area already saturated with ASB and violent crime, and where other betting shops like Royal Casino Slots and Ladbrokes already operate less than 0.1 miles away, places an unacceptable and undue burden on local policing and community safety. It directly contradicts the objective of preventing crime and disorder. For these reasons, I urge the licensing committee to look closely at

the applicant's own risk assessment, prioritize the safety of our children, protect our vulnerable residents, and prevent further local disorder by rejecting this application.