

From:

Sent: 24 April 2026 17:07

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

Subject: Objection 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

To the Licensing Authority,

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.

My objections are as follows:

1. UNACCEPTABLE CONCENTRATION OF GAMBLING PREMISES

I draw the licensing authority's attention to the fact that Royal Casino Slots already operates at 9 Walm Lane — the same street as the proposed premises — and is open 24 hours a day, seven days a 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.

According to www.crimereadar.co.uk , Willesden Green has a safety score of 8 out of 100 (High Crime); there have been 9,575 crimes committed in Willesden Green within the last 12 months. The most common crime is Anti-Social Behaviour, with 2,662 incidents recorded in the last 12 months, accounting for 27.8% of all reported crimes in the area. Another gambling establishment would further add to an increased risk of Anti-Social Behaviour.

In addition, Statistics from ONS, show that 35.5% of households in Willesden Green are deprived in one dimension. Our duty as a community must be to:

- Ensure that our high street serves local people, and are not dominated by gambling venues
- Protect children and vulnerable people from being harmed or exploited by gambling
- Preventing gambling from being a source of crime or anti-social behaviour

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. PATTERN OF 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. The loss of banking infrastructure in Willesden green by the closure of Natwest, Lloyds and Barclays branches is itself a blow to the community; replacing it with a gambling venue compounds that harm and does nothing to address local need.

4. PROXIMITY TO SCHOOLS, COMMUNITY SPACES AND PLACES OF WORSHIP

I would ask the licensing authority to carefully consider the proximity of 1 Walm Lane to local schools, youth facilities, and community organisations. The presence of an Adult Gaming Centre on a busy high street normalises gambling and increases exposure among young people and other vulnerable groups.

For all of 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.