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The site is located within close proximity to local schools and areas regularly used by children and young people. Introducing a gambling venue in such a location risks normalising gambling behaviour at an early age and increasing exposure to potentially harmful environments. National planning guidance and local policy both emphasise the need to protect vulnerable groups, particularly children, from gambling-related harm. Willesden Green is a busy, high-footfall area due to its Underground station and surrounding retail activity. The concentration of people moving through the area throughout the day and evening increases the likelihood that a gambling venue will attract loitering, clustering, and associated nuisance behaviours. This is not a quiet, isolated site—it is a highly visible, heavily trafficked local centre, making it an inappropriate location for such a use. There is credible academic evidence linking gambling premises with increased levels of local crime and disorder. Research conducted by Nottingham Trent University found that for each increase in betting shops in an area, incidents of anti-social behaviour rose by approximately 7% and public disorder by 7%. The same research also found broader correlations between gambling venues and offences such as theft and shoplifting, highlighting the clustering of these premises with crime hotspots. While such venues are not the sole cause of crime, the evidence clearly shows they contribute to environments where disorder and anti-social behaviour are more likely to occur. The introduction of an adult gaming centre in this location risks undermining the character and safety of the high street. Combined with existing pressures on policing and community resources, it would contribute to a cumulative negative impact, particularly in a busy urban area with significant pedestrian traffic and nearby residential properties. Given the site's proximity to schools, its location in a high-footfall transport hub, and the established evidence linking gambling venues to increased anti-social behaviour and public disorder, this proposal is inappropriate for the area and contrary to the interests of the local community. I strongly urge the council to refuse this application.