

29-04-26

Formal Objection: Premises Licence Application – 1 Walm Lane, NW2 5SN Application No: 37891 To: The Licensing Committee, Brent Council I am writing to formally object to the application for an Adult Gaming Centre (AGC) at 1 Walm Lane (the former Lloyds Bank). As a local resident at Electric House, I believe this application directly undermines the licensing objectives of the Gambling Act 2005, specifically regarding the prevention of crime and the protection of vulnerable persons.

1. Exploitation of Local Deprivation The location of this proposed premises is dangerously close to the Helping Hands Food Bank, which operates only 100 yards away. This presents a clear conflict: while one organization works to alleviate the severe financial strain in Willesden Green (where 60.4% of households are deprived), this applicant seeks to profit from it. Positioning a gambling venue within sight of a food bank is predatory and fails to protect the most vulnerable members of our community from gambling-related harm.
2. Impact on Community Safety and Crime With a local safety score of only 8 out of 100 and anti-social behavior (ASB) already making up 28% of local crime, the introduction of another high-footfall gambling venue—likely operating into the late hours—will exacerbate existing disorder. We do not need further "magnets" for ASB on a corner that is a major transit point for residents and commuters.
3. Unacceptable Saturation The high street is at a tipping point. With Royal Casino Slots and MERKUR Slots already in the immediate vicinity, granting this license would create a "gambling cluster." This does not contribute to the diversity of our high street; it degrades it. Replacing essential banking infrastructure with a third gaming center serves no community need and only increases the exposure of children—who pass this corner daily for school—to the normalization of gambling. I urge the Committee to prioritize the long-term health and safety of Willesden Green's residents over the commercial interests of Arcadia Casino Limited and refuse this application.