

From:

Sent: 29 April 2026 12:17

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

Subject: Formal Objection: Premises Licence Application - 37891 – 1 Walm Lane, NW2 5SN

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.