

29-04-2026

Dear Licensing Committee, As a local resident who lives less than 10 minutes walk from, I am writing to formally object to the Adult Gaming Centre premises licence application submitted by Arcadia Casino Limited for 1 Walm Lane. My objection is grounded strictly in the Licensing Objectives of the Gambling Act 2005, specifically the protection of children and vulnerable persons, and the prevention of crime and disorder. The applicant's own Local Area Risk Assessment (LARA) clearly highlights that Willesden Green is entirely unsuitable for a new gambling venue.

1. Protecting Children and Other Vulnerable Persons from Being Harmed or Exploited by Gambling The proposed location is heavily surrounded by environments catering to children, students, and deeply vulnerable adults. According to the applicant's LARA: -There are multiple educational facilities in the immediate vicinity, including the London Science College Ltd, which is just 0.1 miles away. -The area is home to highly vulnerable individuals who are susceptible to gambling harm. Services located exceptionally close to the proposed site include Sallys Counselling (0.1 miles), the UCKG HelpCentre (0.1 miles), and the Depaul UK Willesden Hostel for the homeless (0.2 miles). -Local foodbanks such as Mutual Aid Food Willesden are only 0.5 miles away. -The neighborhood experiences higher household deprivation than the England average. Placing a high-street gambling hub in a deprived area, mere steps away from a homeless hostel, foodbanks, and youth education centers, severely undermines the objective to protect vulnerable persons from gambling-related exploitation and harm.

2. Preventing Gambling from Being a Source of Crime or Disorder The applicant's own risk assessment paints a startling picture of the existing crime levels in our community, which will likely be exacerbated by a new Adult Gaming Centre. -Willessden Green is already classified as a "High Crime" area with a safety score of just 8 out of 100. -There have been 9,575 crimes committed in Willessden Green in just 12 months. -Anti-Social Behaviour (ASB) is the most common crime in the area, accounting for 27.8% of all reported crimes with 2,662 incidents. -The applicant themselves have assessed the risk of "Anti-social behaviour outside the premises" as a "Medium" risk. Brent already has borough-wide restrictions in place to tackle the consumption of alcohol in public, illegal drug use, and public health nuisances. Introducing a late-night gambling venue into a high-street location that already suffers from over 2,600 incidents of ASB a year runs directly counter to the objective of preventing crime and disorder. The operator's proposed mitigation of using a "mag-lock" during escalating incidents only pushes the disorder back onto our public streets, leaving residents to deal with the fallout. The data provided in the applicant's own LARA proves that 1 Walm Lane is an inappropriate location for an Adult Gaming Centre. Approving this application would directly threaten the Licensing Objectives by exposing high concentrations of students, homeless individuals, and deprived households to gambling harms, while simultaneously adding an attractive hub for anti-

social behavior in an area already struggling with high crime rates. I urge the licensing committee to reject this application.