

From:

Sent: 04 May 2026 20:09

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

Subject: Arcadia Casino Limited licence rejection

To the Licensing Authority,

Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ

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.

I am a resident/local business owner in the Willesden/Kilburn area and am directly affected by this application.

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.

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 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.