

04-05-2026

The Brent Green Party formally objects to the application for a new Adult Gaming Centre (AGC) at 1 Walm Lane. Our objection is centered on the failure of this application to promote the licensing objectives, specifically the protection of children and vulnerable persons, in the context of Brent's acute socio-economic challenges.

1. PROTECTION OF CHILDREN AND VULNERABLE PERSONS

Acute Deprivation and Child Poverty Brent is currently facing a public health and poverty crisis that makes the introduction of a 24-hour gambling hub inherently hazardous. **National Deprivation Ranking: Preliminary analysis of the 2025 Indices of Deprivation reveals that Brent's relative deprivation has intensified since 2019. The borough is now ranked as the 22nd most deprived local authority in England. Child Income Deprivation: Brent has the fifth-highest IDACI score in the country, with a staggering 58.7% of children living in income-deprived households. Housing Crisis: Brent ranks number one in England for "Barriers to Housing and Services," a domain reflecting extreme housing unaffordability and overcrowding. Problem Gambling Rates: Brent's problem gambling rate is 6.2%, more than double the national average of 2.9%. In this environment, high-frequency gambling machines do not offer "leisure", they offer a predatory drain on the limited resources of families already struggling to afford basic necessities. Inadequate Local Risk Assessment (LARA) The Risk Assessment provided by Arcadia Casino Ltd is fundamentally flawed and fails to meet the statutory threshold of competence. Invisible Institutions: The applicant has failed to identify the correct proximity of several local primary schools and early-years providers in the immediate vicinity. Breach of Duty: Under the Gambling Act 2005, applicants have a statutory duty to demonstrate how they will protect children. By submitting an incomplete list of local educational sensitive sites, the applicant proves they have not genuinely engaged with the local geography of risk. Misleading Characterisation: The LARA describes Willesden Green as undergoing "gentrification". The 2021 census data ignores the reality of the 2025 Deprivation data, which shows that deprivation in wards like Willesden Green and surrounding areas has intensified, not diminished.**

2. PREVENTION OF CRIME AND DISORDER

The introduction of a 24-hour AGC at this location poses a significant risk to local public order. **Acquisitive Crime: There is a documented link between high-frequency gambling and theft or shoplifting, as individuals with gambling disorders may resort to illegal acts to fund their addiction. Hotspot Risks: The Willesden Green area already experiences elevated levels of anti-social behaviour. A 24-hour venue provides a focal point for late-night disorder that local police resources are already overstretched to manage.**

3. CORPORATE TRANSPARENCY AND ACCOUNTABILITY

The Brent Green Party holds serious concerns regarding the applicant's corporate structure and history: **Dormant Status: Arcadia Casino Limited has filed dormant company accounts every year since its incorporation in 2020. It is highly unusual for a company with no declared assets or trading activity to seek such a significant premises licence. The Spelthorne Refusal: A**

recent application by a connected entity (Golden Slots Southern Limited) for an AGC was refused by Spelthorne Borough Council in October 2025 following massive community opposition. That refusal was based on risks to children and crime, the exact issues present here. CONCLUSION The data is clear: Brent is home to some of the most income-deprived children in the United Kingdom. Placing a 24-hour gambling venue in the heart of such a community, supported by a flawed risk assessment that fails to even identify local schools, is an unacceptable risk to public safety and child welfare. No amount of internal staffing or CCTV can mitigate the "invisible harms" of debt, family breakdown, and poverty that will radiate from this premises into the surrounding streets. We urge the Licensing Committee to put the safety of Brent's children above corporate expansion and refuse this licence.

Signed, Tony Ethapemi, Mary Mitchell, Nat Teves - Green Party Candidates for Willesden Green