

From: Lorber, Councillor Paul

Sent: 30 September 2026 12:25

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

Subject: Fw: Your Member/MP Enquiry IRC-92974-G5V7G7 Response: FW: 399 High Road Wembley CRM:00000000573000000148

To clarify the reasons for my objections.

These premises are on the main road very close to both a High School and Primary Schools.

Hundreds of under 18s pass this location everyday and they will be exposed to another gambling venue with its enticing 'get rich quick and easy' message.

Wembley attracts many visitors to events at the Stadium and Arena. These visitors have a disproportionate habit of drinking both before and after the event - activities which already lead to anti social behaviour in Wembley High Road and nearby streets. The best way to deal with this and to avoid this is to disperse people from the area as quickly as possible. Allowing another gambling establishment which encourages people to stay late into the evening works directly against the quick dispersal objectives.

Gambling by its very nature is exploitative. The existing Gambling outlets in the area already exploit vulnerable people. Allowing an additional outlet simply increases that exploitation. Gambling is addictive. Venues are supposed to help by stopping people from gambling at a certain point but this is meaningless when people can simply hop from one venue to another.