

03-09-2026

I do want to formally object to this application. I have real concerns about the further expansion of gambling provision on Wembley High Road, particularly as there are already two Silvertime premises operating along the High Road. I appreciate that we cannot object simply because there are already gambling premises in the area, and that each application has to be considered on its own merits. However, this application is proposing to increase the size and capacity of an existing Adult Gaming Centre, and I think we need to look carefully at what that means in the context of this particular part of Wembley. My main concern is the increasing concentration and visibility of gambling uses along the traditional High Road and the potential impact on vulnerable residents. Wembley High Road serves a very large and diverse community and is used every day by families, young people, commuters and residents, including people who may be experiencing financial or social vulnerability. Brent's own gambling policy recognises deprivation, vulnerability and anti-social behaviour as important considerations when assessing the local risk of gambling-related harm. I therefore think the applicant's Local Area Risk Assessment needs to be looked at closely to establish whether it properly reflects the characteristics of this location and, importantly, the additional risks associated with increasing the size of the premises. I also have a wider concern about the direction of travel for Wembley High Road. Wembley is benefiting from significant investment and regeneration, particularly around Wembley Park, bringing new retail, leisure, hospitality and food and beverage businesses into the area. That is positive for Wembley and its wider economy, and we need to ensure that the traditional High Road also benefits from that growth and continues to attract investment and a diverse mix of businesses. My concern is that we risk creating a two-tier town centre, with newer parts of Wembley attracting a broad range of businesses and investment while gambling uses become increasingly concentrated along the traditional High Road. This is not about Wembley Park versus the High Road. Both are important parts of Wembley. It is about ensuring that investment and economic opportunity are reflected across the whole area and that the traditional High Road does not become disproportionately characterised by gambling uses. Considerable work is going into strengthening the High Road, supporting independent businesses, attracting investment, improving the public realm and creating a safer and more welcoming environment. We want people to come to the High Road to shop, eat, meet, access services and spend time locally, supported by a healthy and diverse mix of businesses. Against that background, I don't think we should look at this simply as an existing business taking some additional floorspace. Increasing the size of an Adult Gaming Centre potentially increases the capacity, accessibility and prominence of gambling at this location. Given that there are already two Silvertime premises on the High Road, I think the cumulative picture is relevant when considering the local risks and whether the proposed safeguards are sufficient. There are also wider concerns around gambling-related harm. The impacts can go beyond the individual and

include financial difficulties, debt and pressures on families and communities. Where gambling provision is concentrated in an area where there are already indicators of deprivation, vulnerability or ASB, I think we need to be particularly cautious about allowing that provision to become larger. I would therefore ask Licensing to look particularly closely at: the existing and proposed size of the premises and the extent of the increase; the existing and proposed number and type of gaming machines; whether the expansion increases overall customer capacity and intensity of gambling activity; the applicant's Local Area Risk Assessment and how well it reflects the specific characteristics of Wembley High Road; relevant deprivation, vulnerability and ASB indicators for the immediate area; the proximity and concentration of other gambling premises; proximity to schools, colleges, transport hubs, community facilities, places of worship and services used by potentially vulnerable residents; proposed opening hours; staffing, supervision and CCTV arrangements for the enlarged premises; arrangements for identifying and intervening where customers may be experiencing gambling-related harm; self-exclusion arrangements; and safeguarding measures for young people and vulnerable adults. I would welcome sight of the Local Area Risk Assessment if it can be shared, but in any event I would ask Licensing to satisfy itself that it genuinely addresses the risks associated with this location and the proposed expansion, rather than relying on the controls already in place for the existing premises. Ultimately, my concern is about where we draw the line. There are already two Silvertime premises on Wembley High Road and we are now looking at increasing the scale of one of them. We need to consider what the continued concentration and expansion of gambling provision means for the High Road and the communities that use it. For those reasons, I would like this recorded as my formal objection to the application and would ask that the concerns above are taken into account when the application is determined.