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SLOUGH BOROUGH COUNCIL

GAMBLING ACT 2005

LOCAL AREA PROFILE & LOCAL AREA RISK ASSESSMENTS

Introduction – The Profile of Slough

The Borough of Slough is located in the Thames Valley, 20 miles to the west of the centre of London and close to Windsor, Maidenhead and Reading. The Borough covers an area of 32.5 square kilometres. These areas are shown in the map at **Appendix A**.

Located along the M4 corridor, Slough is close to Heathrow Airport and is within easy access of the M40 which runs to the Midlands, the M1 which runs to the north and the M3 which runs to the south. Slough Town Centre is served by a Great Western mainline railway station from which the fastest journey time to London Paddington is 15 minutes.

The population of Slough is 149,400. It is a culturally diverse Borough with a range of communities. Slough is often described as a “fusion of different cultures.” There are strong Indian and Pakistani communities and more than a third of the population are from minority ethnic communities.

The Borough is heavily urbanised with residential and commercial areas. To the west of the Borough is the Slough Trading Estate, a large commercial area comprising of approximately 672,274 square metres.

A map of the Borough of Slough is appended as **Appendix “A”**.

There are entertainment venues comprising of public houses and nightclubs in Slough Town Centre and in suburban locations, where there are also members' clubs. There are betting shops in Slough Town Centre and in suburban locations. There are 2 amusement arcades in Slough Town Centre.

A map of the locations of all premises in Slough licensed under the Gambling Act 2005 is appended as **Appendix “B”**.

Local Area Risk Assessments – Operators

The Gambling Commission introduced new provisions in its Social Responsibility Code within the Licence Conditions and Codes of Practice, which require gambling operators to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises and to have policies, procedures and control measures in place to mitigate the risks. This provision came into force on 6th April 2016 and is set out in the Social Responsibility Code 10.1.1 and Ordinary Code Provision 10.1.2.

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Slough Council has produced this Local Area Profile (LAP) to assist gambling operators in undertaking and preparing their Local (premises) Area Risk Assessment (LRA).

This Local Area Profile provides details and statistical information that the Licensing Authority considers relevant and should be considered by licensees and gambling operators along with relevant matters identified in the Licensing Authority's Statement of Principles Policy when assessing and making their Local Risk Assessments. The statistical information and the demographics of the populace is contained in the Slough Borough Council 'Joint Strategic Needs Assessment' (JSNA) as well as other important information and links as detailed in **Appendix C**.

This Local Area Profile will be maintained as a separate document to the Licensing Authority's Statement of Principles Policy to allow for continual review and giving the ability to immediately respond to local changes.

The Local Area Profile is based on information and applicants are expected to review all the information and links detailed in this Local Area Profile, as well as the data, statistics and demographic of the populace detailed in the JSNA when forming the local risk assessment. The LRA should be specific to each individual premise. The LRA should consider, as a minimum, the following;

Operators will need to consider the types of premises and their operation in the local area surrounding the premises in relation to the local profile that the Licensing Authority considers are sensitive premises, these include, but limited to:

- The location of children's services such as schools, playgrounds, leisure/community centres and other areas where children will gather.
- The demographics of the area in relation to vulnerable groups.
- Whether the premise is in an area subject to high levels of crime and/or disorder.
- Local risk assessments should show how vulnerable people including those with gambling dependencies are protected.

If an operator intends to apply for a new premises licence or a variation to a premises licence then a LRA must be carried out. The assessment should be based on how the premises are proposed to operate and will need to identify the risk factors associated with the local area in which the premises are located. These factors are risks that relate to the potential impact a gambling premise and its operation may have on the licensing objectives, considerations for operators are also identified in the Licensing Authority Statement of Principles Policy.

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Operators are required to review their LRA if significant changes in local circumstances occur. The following lists sets out some examples of what the Licensing Authority considers to be significant changes in local circumstances:

- Any substantial building development or conversion of existing premises in the local area which may increase the number of vulnerable persons in the area.
- Educational facilities increase in the local area. This may occur as a result of the construction of a new school/college or where a significant change is made to an existing establishment.
- Any vulnerable group is identified by the Licensing Authority or venues relating to those vulnerable groups are opened in proximity to gambling premises (e.g. additional homeless hostels or gambling or mental health care/support facilities are opened in the local area).

When preparing an application to vary the premises licence the operator must undertake a review of the LRA and update it as necessary. Operators submitting a variation application to the Licensing Authority should provide a copy of the reviewed LARA when submitting the application.

An operator will need to consider risks in relation to how the premises will be or is run. Identification of risks associated with these elements will be dependent on the type of premises and the local area. Elements to be considered should include:

- How the gambling operation will relate to how the operator conducts its business
- What gambling products it provides in the premises
- The facilities to enable gambling within the premises
- The staffing levels within the premises
- The level and requirement for staff training
- Whether loyalty or account cards are used or not
- The policies and procedures it has in place in relation to regulatory requirements of the Act or to comply with the LCCP
- The security and crime prevention arrangements it has in place
- How it advertises locally and on the premises
- The marketing material within the premises
- The display and provision of information, etc.

The design and layout of the premises is a key consideration as this could have a significant impact on the risk to the licensing objectives. The design of the premises is an important factor when considering local risks. Premises which are located within an area which has a high number of children and young people present

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throughout the day may identify that the standard external design is not appropriate. Control measures to mitigate the risk of attracting children to gambling or gaining access to restricted premises will need to be considered.

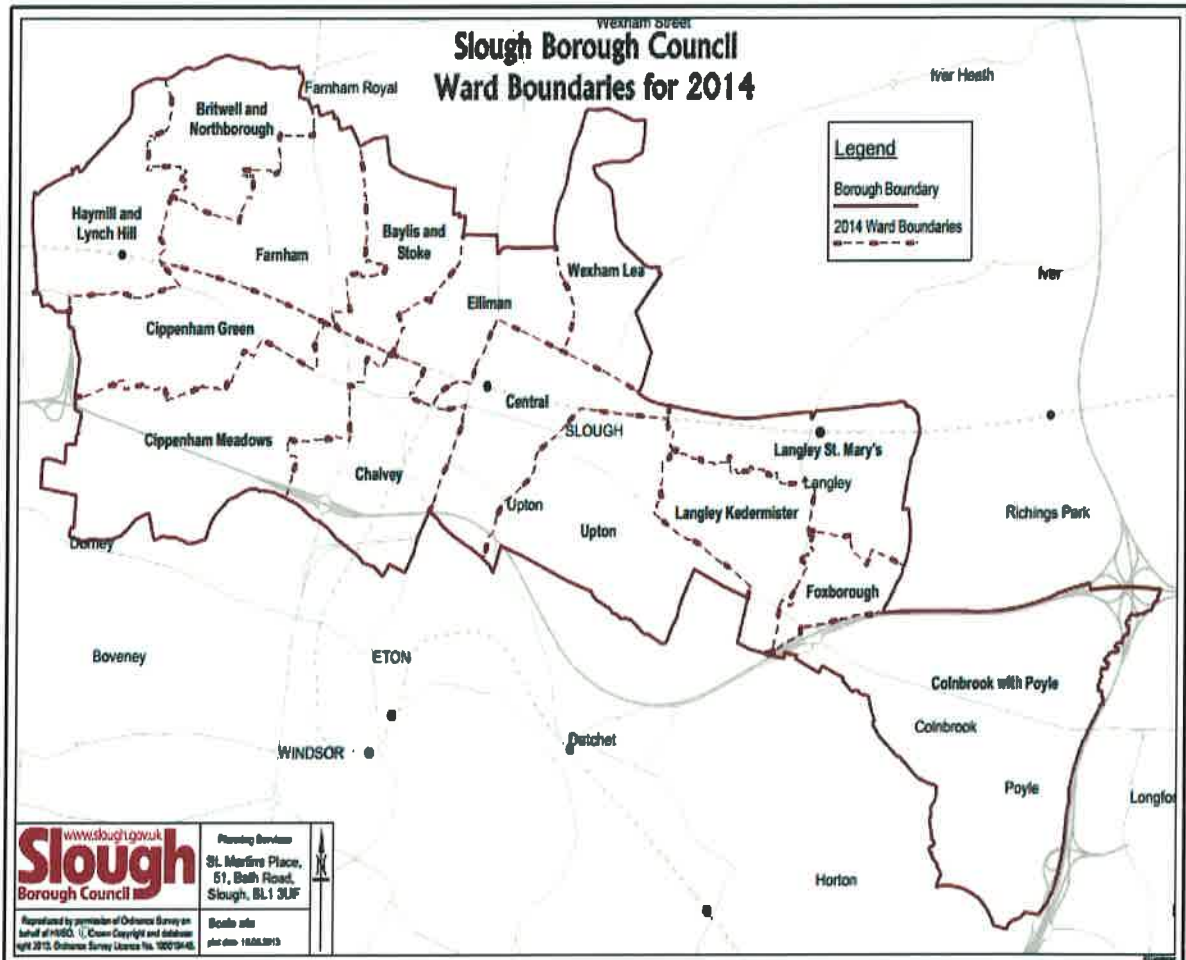
Risks to be considered may include:

- Whether the premises allows a direct line of sight of gaming machines from the cashier counter.
- Whether the premises sufficiently covered by CCTV to enable the identification of offenders.
- Whether the premises windows are screened or covered to obscure the interior of the premises.
- What age verification policies are in place, i.e. 'Think 21'
- Provision of magnetic door locks.

Operators will be expected to identify the local risk factors surrounding the premises, which will differ from location to location. The Licensing Authority will consider the assessment and assess the risks identified and the measures implemented to mitigate those risks when a completed assessment is provided with a new application or with a variation application. Some control measures identified in the assessment may be put forward as conditions to be attached to the licence to address any significant local concerns.

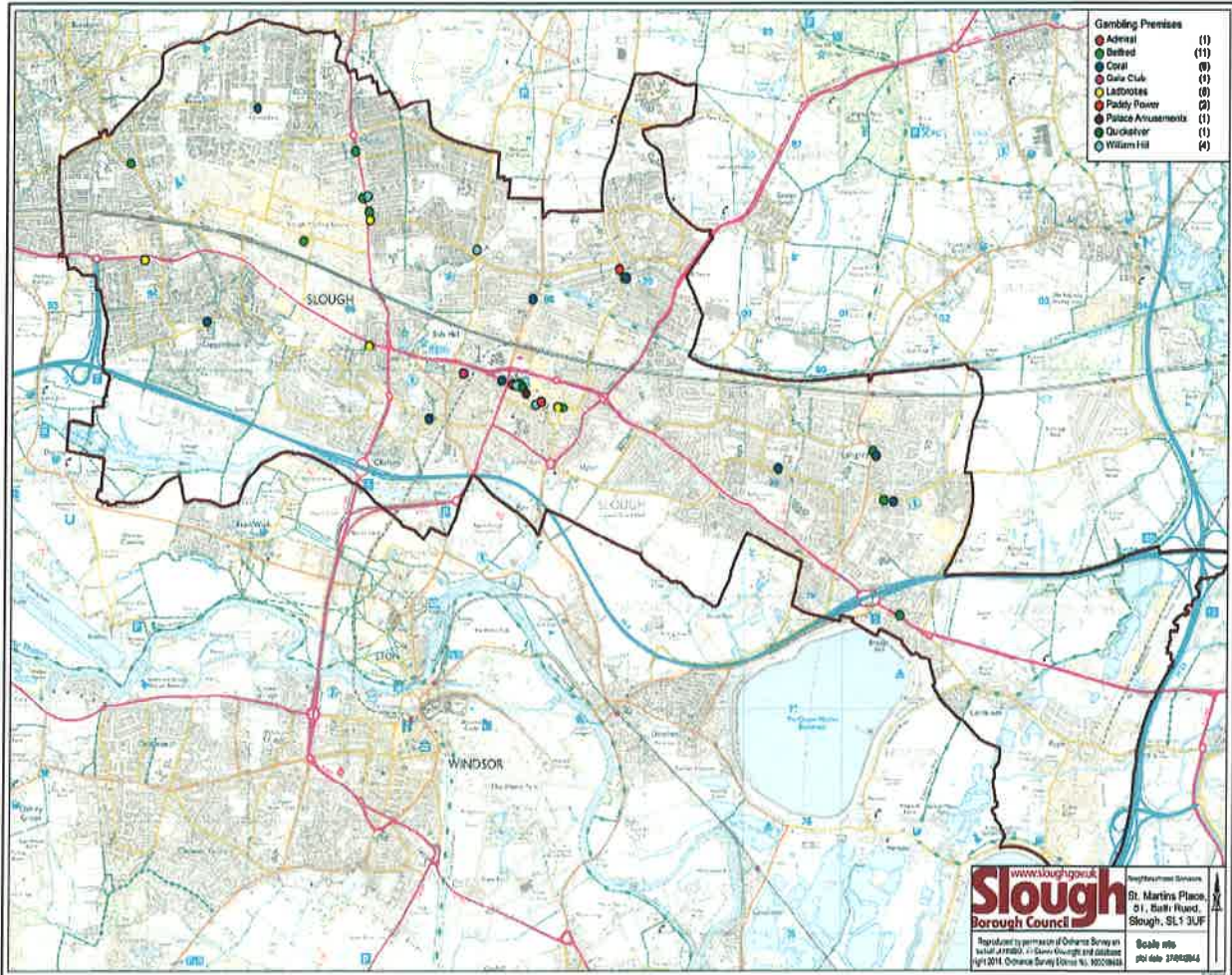
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The below information is available for operators of gambling premises when completing each individual Local Area Risk Assessment.

1. Slough Borough Council 'Joint Strategic Needs Assessments':
The 15 Slough ward profiles gives data on a range of topics and includes, demography, deprivation, poverty, access to services, economy, enterprise, education, health and community safety.
<http://www.slough.gov.uk/council/joint-strategic-needs-assessment/>
2. List of educational establishments in Slough:
<http://www.slough.gov.uk/downloads/Schools-List-July-2018.pdf>
3. Thames Valley Police hot spot maps for the following crime in Slough:
 - All theft offences
 - Anti-social behaviour
 - Shoplifting
 - Substance misuse
 - Theft (excluding) Shop lifting
4. Official labour market statistics
<https://www.nomisweb.co.uk/reports/localarea?compare=1946157286>
5. Office of National Statistics - Dwellings, household spaces and accommodation type
<https://www.nomisweb.co.uk/census/2011/KS401UK/view/1946157286?cols=measures>
6. Gambling statistics – The Health Survey for England report on a regional basis:
<https://fingertips.phe.org.uk/search/gamble#page/0/gid/1/pat/15/par/E92000001/ati/6/are/E12000008>

<https://fingertips.phe.org.uk/search/gamble#page/6/gid/1/pat/15/par/E92000001/ati/6/are/E12000008/iid/92418/age/164/sex/4>

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