

Gambling Act 2005 Statement of Licensing Policy - Local Area Profile Plan

Version 4: 2025 - 2028



Version Control

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Approvals

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1.0 Introduction

As part of the Social Responsibility Code, licence holders are required to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises and have policies, procedures and control measures in place to mitigate those risks.

The Council as Licensing Authority would expect an operator's local risk assessment to cover the following areas:

- The premises' building;
- Location of the premises;
- Protecting children;
- Demographics of the area in relation to vulnerable groups;
- Protecting vulnerable people;
- Whether the premises is in an area subject to high levels of crime and disorder;
- Vicinity of schools, playgrounds, leisure and community centres and other areas where children will gather;
- Vicinity of gambling or addiction support or treatment centres, residential care homes, medical facilities or Council housing offices where vulnerable groups will gather;
- Gaming trends that may reflect benefit payments or pay days;
- Information held by the licensee regarding self-exclusion and incidences of underage gambling.

This list is not exhaustive.

The Licensing Authority expects that the local risk assessment is kept on the individual premises and is available for inspection. The Licensing Authority expects that all members of staff are aware of the local risk assessment and are encouraged to assist in the production and review of the local risk assessment. Staff should also be aware of and implement any control measures identified in the local risk assessment.

The Licensing Authority will require the operator to provide their local risk assessment where there are concerns in relation to the premises in order for the Licensing Authority to assess the measures in place to address the specific concerns.

Any applicant applying for the grant or variation of a premises licence must include a local risk assessment in addition to their application. The local risk assessment must assess the local risks to the licensing objectives posed by the provision of the applicant's proposed gambling facilities at the premises. The applicant must have policies, procedures and control measures to mitigate the risks identified in the assessment. These policies and procedures must be submitted with the application.

The Licensing Authority would expect the local risk assessment to be reviewed following any significant changes in local circumstances, significant changes at the premises and any substantiated complaint in relation to the premises. The local risk assessment must be submitted to this Licensing Authority following any such review.

Examples of significant changes in local circumstances include:

- Any substantial building development or conversion of existing premises in the local area which may increase the number of vulnerable persons in the area;
- An increase in educational facilities in the area;



- Any vulnerable groups identified by this Licensing Authority or venues relating to those vulnerable groups opened in proximity to the premises.

The Licensing Authority would expect the operator to work with the Licensing Authority to improve any areas of the local risk assessment that do not adequately mitigate the risks identified, have inadequate measures to reduce risks or fail to identify all of the local risks.

2.0 Local Area Profile Plan

The Licensing Authority recognises that it is not a mandatory requirement to have a local area profile however the Licensing Authority believes that a local area profile will assist licence holders in producing their risk assessments. A local area profile plan was initially introduced in 2016.

The local area plan is intended to increase awareness of local risks and improve information sharing, to facilitate constructive engagement with licence holders and a more coordinated response to local risks.

In order to review the local area profile, the Licensing Authority requested data from a number of bodies including the Responsible Authorities in order to assess any potential and actual risks relating to gambling within the District.

Enquiries with relevant organisations has revealed that empirical evidence in South Derbyshire demonstrates that the District is one of the worst affected locality in Derbyshire with regards to volume of calls and their severity to gambling helplines. The main reason for the calls indicates a causal link between an individual's gambling and their debts spiralling out of control.

Statistics on Derbyshire's Joint Strategic Needs Assessment ([JSNA - Derbyshire Observatory](#)) for gambling-related harm indicates that some wards in South Derbyshire show 9% of people using land-based establishments which is higher than the percentage for England.

The recently opened East Midlands NHS Gambling Support Service Treatment Clinic has received a significant proportion of referrals from South Derbyshire further indicating that the practice of gambling is widespread across Derbyshire.

It is difficult to identify any particular hotspots within the District however the Licensing Authority would strongly advise licence holders and applicants to pay particular attention to Swadlincote and the surrounding areas when producing their local risk assessments.

In addition, licence holders are strongly advised to check the Derbyshire's Joint Strategic Needs Assessment for gambling-related harm and the prevalence maps produced by Gamble Aware when producing their local risk assessments in order to obtain an up-to-date picture as regards their individual premises and surrounding areas.

As gambling is widespread across the District and the number of problem gamblers is on the rise within South Derbyshire, it is strongly recommended that licence holders provide regular training for staff for them to be able to identify and confidently deal with problem gamblers. Staff are well placed to identify problem gamblers and should be provided with the tools to identify the indicators of problem gambling and to assist the individual at the earliest possible stage.

In addition to the above, the local area profile plan is required to identify any potential risks that might arise, therefore in light of current research into gambling, the Licensing Authority has identified the following potential risk areas and provided additional information to assist licence holders.



3.0 Children, Adolescents and Young Adults

Children, adolescents and young adults have been explicitly identified as being vulnerable to the experience of gambling problems or at risk of experiencing gambling problems.

The licensee needs to be aware of the proximity to their premises of schools and vulnerable adult centres and residential areas with a high concentration of families with children and the Licensing Authority would expect to see additional measures in place to mitigate any existing or potential risks in such areas.

The Licensing Authority will carefully consider an application located near to these types of premises and decide whether there is a need for any conditions to mitigate the risks in light of the third licensing objective. Each case will be decided on its own merits and will depend on the type of gambling that is proposed for the premises. However, the Licensing Authority will consider additional controls if the licence holder does not have sufficient measures in place.

Licence holders need to be aware of the location of the following 'sensitive' buildings within in the District:

- Schools and Colleges (a list is available on Derbyshire County Council's website);
- Village halls that offer services for children.

The Licensing Authority expects licence holders to ensure that advertising relating to the premises, or relating to events at the premises, is not displayed when children are likely to be near the premises.

4.0 Mental Health

There is a consistent body of evidence demonstrating a strong association between gambling and mental health problems. This suggests that people with common mental disorders, substance use/abuse problems and psychoses have higher rates of problem or at-risk gambling than those without these conditions. With this in mind, the licensee needs to be aware of the following premises within the District which if in close proximity to the gambling premises then extra measures must be in place to mitigate the risks:

- Supported housing for people with drug and alcohol issues at Midland Road, Swadlincote
- Supported housing dispersed properties in Newhall, Swadlincote, Midway and Church Gresley.

People with learning difficulties have been identified as being at risk of experiencing harm as they are identified as not always being able to make an informed choice about whether to gamble.

In addition, the depression prevalence is extremely high in South Derbyshire. The Licensing Authority would strongly suggest staff training covers mental health providing staff with the tools to identify any problem gamblers and to assist the individual at the earliest possible stage.

5.0 Unemployment

There is a consistent body of evidence showing that those who are unemployed and who gamble are more likely to experience adverse outcomes from their gambling than those in paid employment.



Evidence has shown that those living in deprived areas are more likely to experience problems with gambling. According to the Index of Multiple Deprivation 2019 (IMD 2019), Swadlincote, Newhall and Stanton and Woodville are the three most deprived wards in South Derbyshire.

This local area profile will be reviewed as required when further information and/or data becomes available.

