Gambling Act 2005 - Local Area Profile – South Oxfordshire

Profile of South Oxfordshire

1.1 South Oxfordshire is a predominantly rural district with the four main towns of Didcot, Henley, Thame and Wallingford.

1.2 By the middle of 2019 it was estimated that there are 142,000 residents living in South Oxfordshire. (Source: JSNA - https://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment)

1.3 In terms of health outcomes, the only indicators that are shown as worse than the national average are admissions to hospital for injuries to 15-24 year olds and incidence of prostate cancer. (Source: JSNA - https://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment)

1.4 In South Oxfordshire, 5.4 percent of the population would be considered income deprived as of 2019 according to the Office of National Statistics. South Oxfordshire therefore ranks 310 out of 316 income deprived districts. (Source: ONS - https://www.ons.gov.uk/visualisations/dvc1371/#/E07000179)

1.5 Of the 89 neighbourhoods in South Oxfordshire, zero were amongst the twenty percent most income deprived in England. However, according to the Joint Strategic Needs Assessment published by Oxfordshire County Council in June 2021, parts of Berinsfield and Didcot West are amongst the forty percent most deprived areas nationally. (Source: ONS - https://www.ons.gov.uk/visualisations/dvc1371/#/E07000179)

1.6 Of the 89 neighbourhoods in South Oxfordshire, fifty were in the twenty percent least income deprived in England. (Source: ONS - https://www.ons.gov.uk/visualisations/dvc1371/#/E07000179)

Local Area Profile

2.1 New social responsibility code 10.1.1 has been introduced within the Licence Conditions and Codes of Practice (LCCP), 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 those risks. The risk assessment produced shall take cognisance of the council's local area profile and the risks identified in it and any other matter that is relevant in this policy. The risk assessment should be site specific and not a generic 'one size fits all' document. The purpose of the local area risk assessments is to allow operators, stakeholders and the councils to have a greater understanding of the local environment and mitigate the possible risks to the licensing objectives.

2.2 The councils will maintain this local area profile (LAP) containing information on the makeup of their area and any actual or potential risks from gambling premises

that the councils have identified by observation, data or consultation. The local area profiles are to assist operators in developing their risk assessments as required under the revised code of practice published by the Gambling Commission.

2.3 Operators are required to submit their risk assessments as part of an application for a new premises licence, variation to existing licence or on request from the licensing authority. Applicants shall be expected to demonstrate how their application will be consistent with the licensing objectives and taking into account this local area profile and the councils licensing policy. Operators are also encouraged to make use of other sources such as the Gambling Commission's 'National Strategy to Reduce Gambling Harms'; publicly available public health and deprivation data such as that contained within the Join Strategic Needs Assessment published by Oxfordshire County Council, any council related policies relating to the safeguarding of children and vulnerable persons and publicly available data in relation to crime and anti-social behaviour in the specific locality. Failure to produce a satisfactory local risk assessment could lead to any application attracting representations.

2.4 The risk assessments should consider actual and potential risks to the licensing objectives posed by the provision of gambling facilities at a premises. The licensing authority has an expectation that all local risk assessments will take into account the local social profile of the area. The assessment should detail the policies, procedures and control measures to mitigate those risks.

2.5 Operators will be made aware of any significant changes in the local area profile during the life of this policy so that their risk assessments can be updated.

2.6 Any operator preparing a local area risk assessment are expected to be aware of the social and physical makeup of the area surrounding their premises. There are numerous tools that can assist with the preparation:

- Crime data which can be accessed via police.uk
- Current population, inequality and health data which can be accessed via the JSNA
- Current deprivation data such as that produced by the Office for National Statistics
- Data around location of local educational establishments
- Data around location of any locations likely to be frequented by children or vulnerable persons
- Any data (if available) of any refuges, rehabilitation centres or addiction clinics/meetings which may be utilised by persons recovering or in treatment for gambling related harm
- Any data stating the location of other premises who undertake any activities controlled by the Gambling Act 2005 and/or Licensing Act 2003.

2.7 If a local risk assessment identifies any particular area of concern then the applicant or licence holder should contact the licensing authority for assistance. Similarly, if the council becomes aware of any substantial change to a local area, the council will inform the relevant operator with a view to them updating their risk assessment accordingly.

Local Area Maps

3.1 Attached at appendix 1 are the local area maps for current gambling licensed premises. They show the proximity of the premises to educational establishments as well as indicating the levels of crime in the vicinity of that premises between July 2020 and May 2021.

3.2 Applicants and licence holders are also expected to have regard to the income deprivation information also attached at appendix 2. As well as having regard to the information contained in paragraph 2.6 of this local area profile, the applicant and/or licence holder shall ensure that they take cognisance of the contents of the council's licensing policy – in particular sections 3 and 5 – and include any information within the risk assessment that they deem appropriate so as to ensure compliance with the policy, the law and the licensing objectives.

23 Market Place, Wallingford

School or college

Licensed Gambling Premises (Betting shop)

111 incidents of crime (ASB, violence, public order, drugs and criminal damage between July 2020 and May 2021 - accessed via police.uk)

24 Duke Street, Henley

School/College

Licensed Gambling Premises (Betting shop)

261 incidents of crime (ASB, criminal damage, drugs, violence, public order between July 2020 and May 2021 - accessed via police.uk)

Megabet, 214 Broadway, Didcot and Ladbrokes, Orchard Centre, Didcot

Licensed Gambling Premises (2 Betting Shops)

403 incidents of crime (ASB, criminal damage, drugs, violence, public order between July 2020 and May 2021 - accessed via police.uk)

Betfred – 12 Cockcroft Road, Didcot

School

Licensed Gambling Premises (Betting Shop)

37 incidents of crime (ASB/Public Order/Violence/Drugs between July 2020 and May 2021 - accessed via police.uk)

Megabet, 38 Wantage Road, Didcot and New Coronet Bingo Club, Broadways

School/College

Licensed Gambling Premises (Betting shop/Bingo Hall)

60 incidents of crime (ASB, drugs, public order, violence and criminal damage between July 2020 and May 2021 - accessed via police.uk)

Cornmarket, Thame

School or college

Licensed Gambling premises (Betting shop)

92 incidents of crime (ASB, violence, public order, drugs and criminal damage between July 2020 and May 2021 - accessed via police.uk)

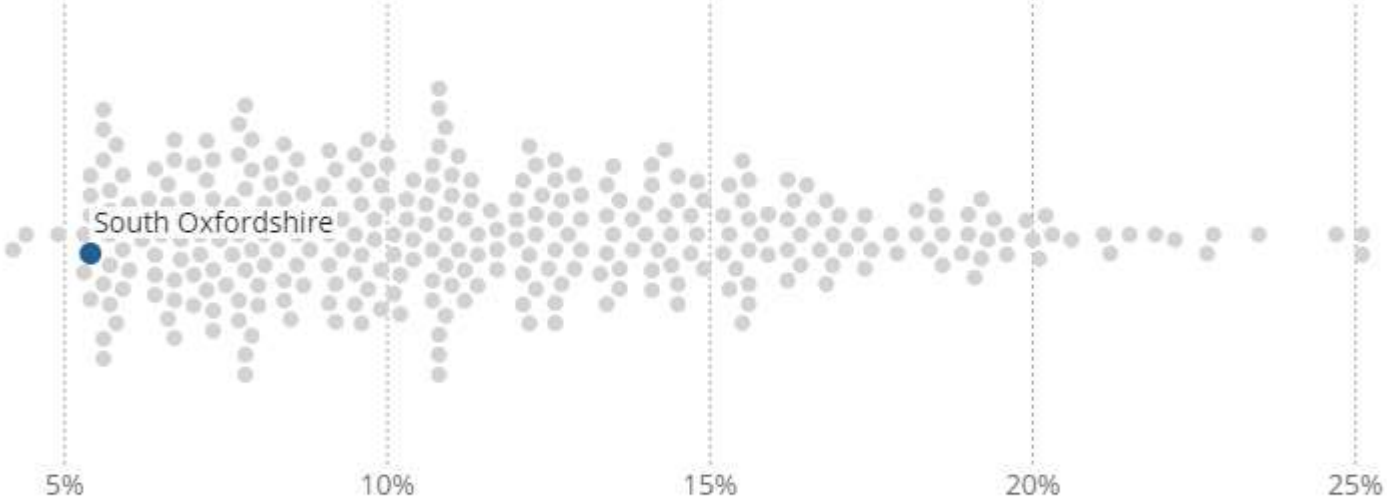
Welcome Break, OX33 1LJ

Licensed Gambling premises (2 Adult Gaming Centres)

150 incidents of crime (ASB, violence, public order, drugs and criminal damage between July 2020 and May 2021 - accessed via police.uk)

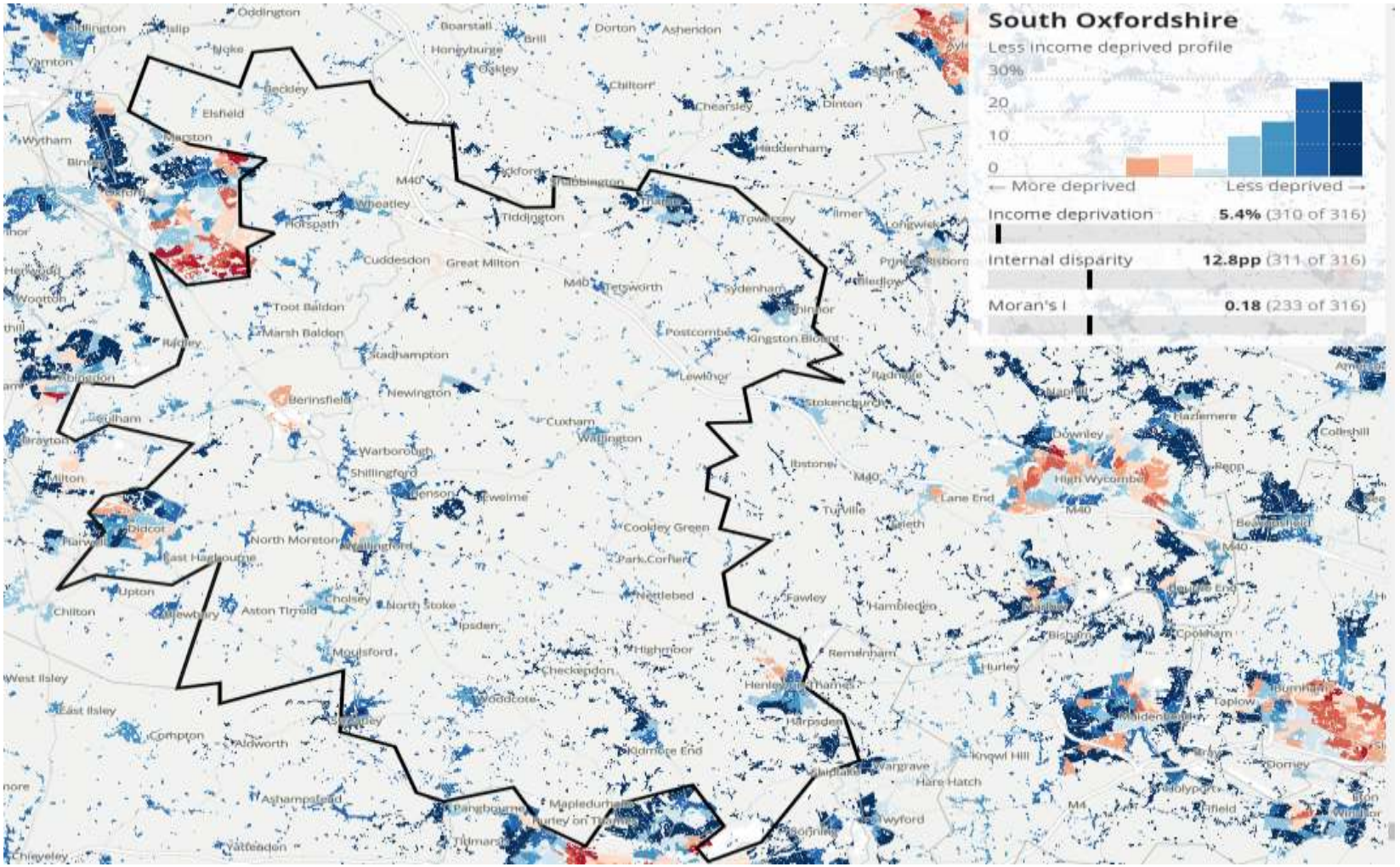
Income deprivation in South Oxfordshire

In **South Oxfordshire**, **5.4%** of the population was income-deprived in 2019. Of the 316 local authorities in England (excluding the Isles of Scilly), South Oxfordshire is ranked **310th most income-deprived**.



English local authorities by percentage of people in income deprivation, 2019

All measures used in this article are derived from the Indices of Multiple Deprivation produced by the Ministry of Housing, Communities and Local Government.



Of the 89 neighbourhoods in South Oxfordshire, 0 was among the 20 percent most income deprived in England

Of the 89 neighbourhoods in South Oxfordshire, 50 were in the 20 percent least income deprived in England (shown in blue on right)

5.4 percent of the population was income deprived in 2019. South Oxfordshire ranks 310/316 in income deprivation.