

Representation 1: on behalf of Mill Hill Park Residents' Association

Dear Licensing Team,

I have read through the draft Gambling Policy.

My only feedback is that I would ask for a thorough Local Area Profile to be included within the policy as an Appendix.

The Borough of Ealing has a many deprived areas and vulnerable people who can be exploited by gambling. A robust Local Area Profile helps to identify high risk areas across the borough and is useful for applicants, interested parties and the Local Authority for new gambling premises applications.

Use of Local Area Profiles:

<https://www.gamblingcommission.gov.uk/manual/guidance-to-licensing-authorities/part-6-local-area-profile>

Some examples of Local Area Profiles from other London boroughs:

https://www.hounslow.gov.uk/download/downloads/id/3532/local_area_profile.pdf

<https://www.camden.gov.uk/documents/20142/1598116/Camden+local+area+profile.pdf/fba4840f-f0ce-6967-f925-a504a8eeba00>

<https://democracy.brent.gov.uk/documents/s74719/09a.%20Statement%20of%20Principles%20for%20Gambling.pdf>

Proposed response:

Dear consultee. Thank you for taking the time to read through the draft statement of our Gambling Policy. Your comments were discussed at the latest Licensing Committee meeting, and it was agreed that the below response should be provided to your email:

We acknowledge that a local area profile can provide many benefits for the licensing Authority and the operators and have therefore scheduled a comprehensive local area profiling to align with the review of the overarching Licensing Act 2003 Policy.

The local area profile once complete, will therefore not be included within the body of this Gambling Policy, but will form a standalone document which can provide a useful point of reference for all existing licensing policies.

The Authority recommends that in the meantime, the operators continue to assess local area risk factors as part of their routine undertaking.