# Local Area Profile

Gambling-related harm is not experienced evenly across a population. National research from local authorities, public health bodies and the Gambling Commission shows that both **individual circumstances** and the **local environment** can significantly influence a person's level of risk.

Local Area Profiles (LAPs) therefore focus on the **geographical and environmental conditions** that either increase the *likelihood* of gambling harm occurring or reduce a person's *resilience* against it.

LAPs also support the Council's statutory functions by providing an evidence base to guide proportionate licensing decisions and by helping gambling operators prepare informed and locally-relevant Local Risk Assessments, as required under the Gambling Commission's Licence Conditions and Codes of Practice.

Ealing's Gambling Local Area Profile uses several key vulnerability indicators — including deprivation, clustering of gambling premises, proximity to young people, crime and disorder, and alcohol/drug-related incidents — because evidence consistently shows that these factors are strongly associated with elevated gambling harm.

The maps included in this section help illustrate **where these factors concentrate**, **how they interact**, and **why certain neighbourhoods may require enhanced safeguards**.

# Map 1: Distribution of Gambling Premises Across Ealing

There are **148 licensed gambling premises** across Ealing, including **12 adult gaming centres, 48 betting shops, 77 alcohol-licensed premises with machines and 11 clubs with machines**.

The distribution is **highly concentrated around the borough's main town centres**, particularly:

- **Ealing / West Ealing (24 premises)**
- **Acton (13 premises)**
- **Southall (11 premises)**
- **Greenford (11 premises)**
- **Hanwell (7 premises)**

These clusters reflect local commercial patterns, transport links and footfall. Such concentrations may increase exposure to gambling and create risks of cumulative impact, especially where other vulnerabilities are present.

# Map 2: Locations of Adult Gaming Centres & Betting Shops

Adult Gaming Centres (AGCs) and betting shops represent **higher-intensity gambling environments**.

**11 of the 12 AGCs** and **around half of all betting shops** are located within the five main town centres.

This reflects familiar patterns seen in other London boroughs where AGCs cluster most densely in areas with high footfall and mixed commercial uses. Such concentrations increase accessibility and may heighten risks for more vulnerable residents.
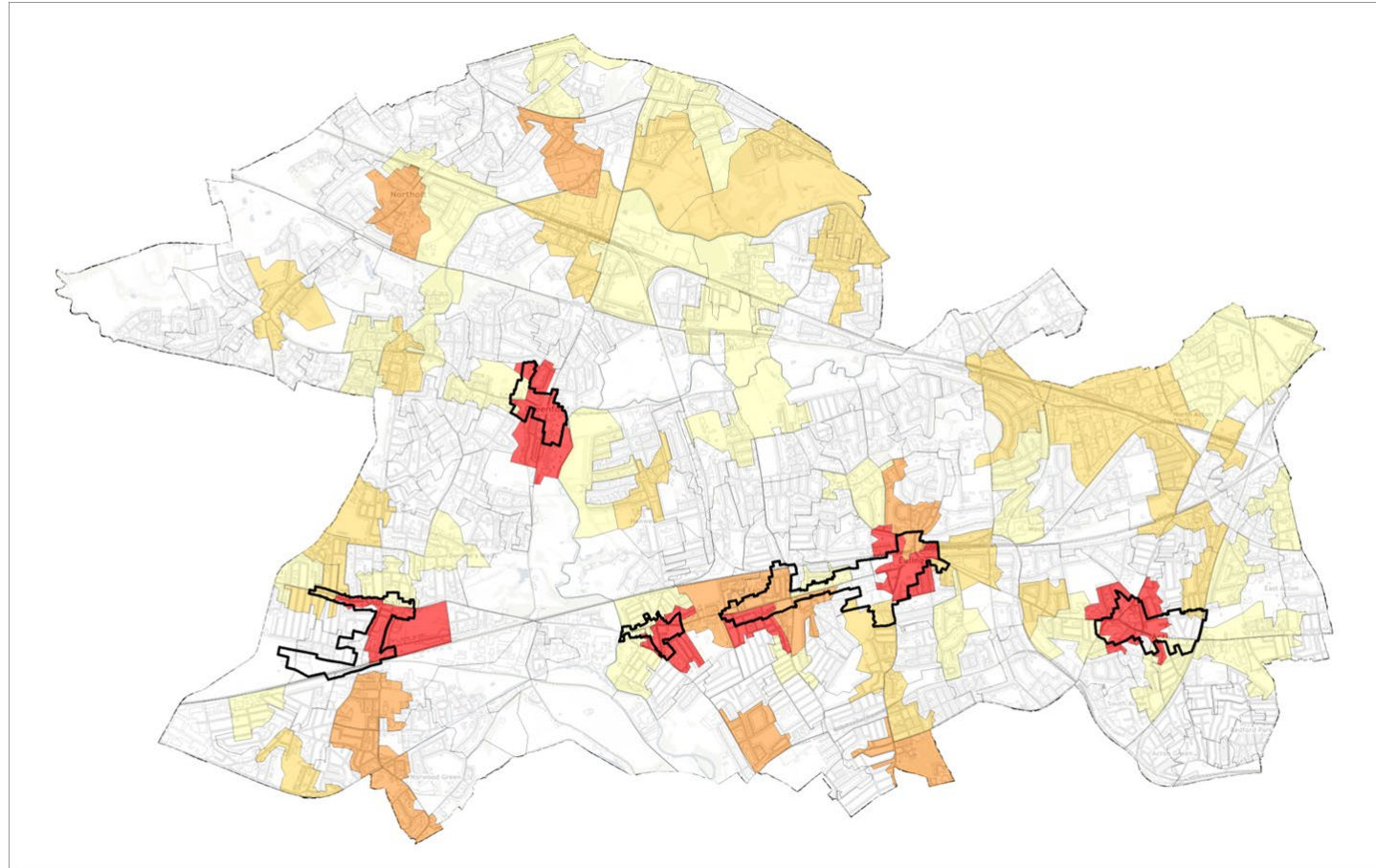
# Map 3: Weighted Thematic Map of Gambling Premises by LSOA

This map applies a *weighted scoring system to each type of gambling premises. Using these weights allows the Council to compare LSOAs not just by the *number* of gambling venues but by the **overall intensity of gambling activity** available in each location.

By combining both volume and type of premises, the map highlights those LSOAs where **exposure to gambling opportunities is highest**. The weighted approach makes existing concentrations **around the borough's main town centres** even more visible, as these areas tend to host both a greater number of venues and a higher proportion of the more intensive types, such as AGCs and betting shops.

Overall, this map provides a clearer picture of where gambling availability is most pronounced across Ealing and **helps identify locations that may warrant closer consideration in operator risk assessments** and future licensing decisions.

*Weighted scoring: Adult Gaming Centres scored at 8, betting shops at 4, alcohol-licensed premises with machines at 2, and clubs at 1.
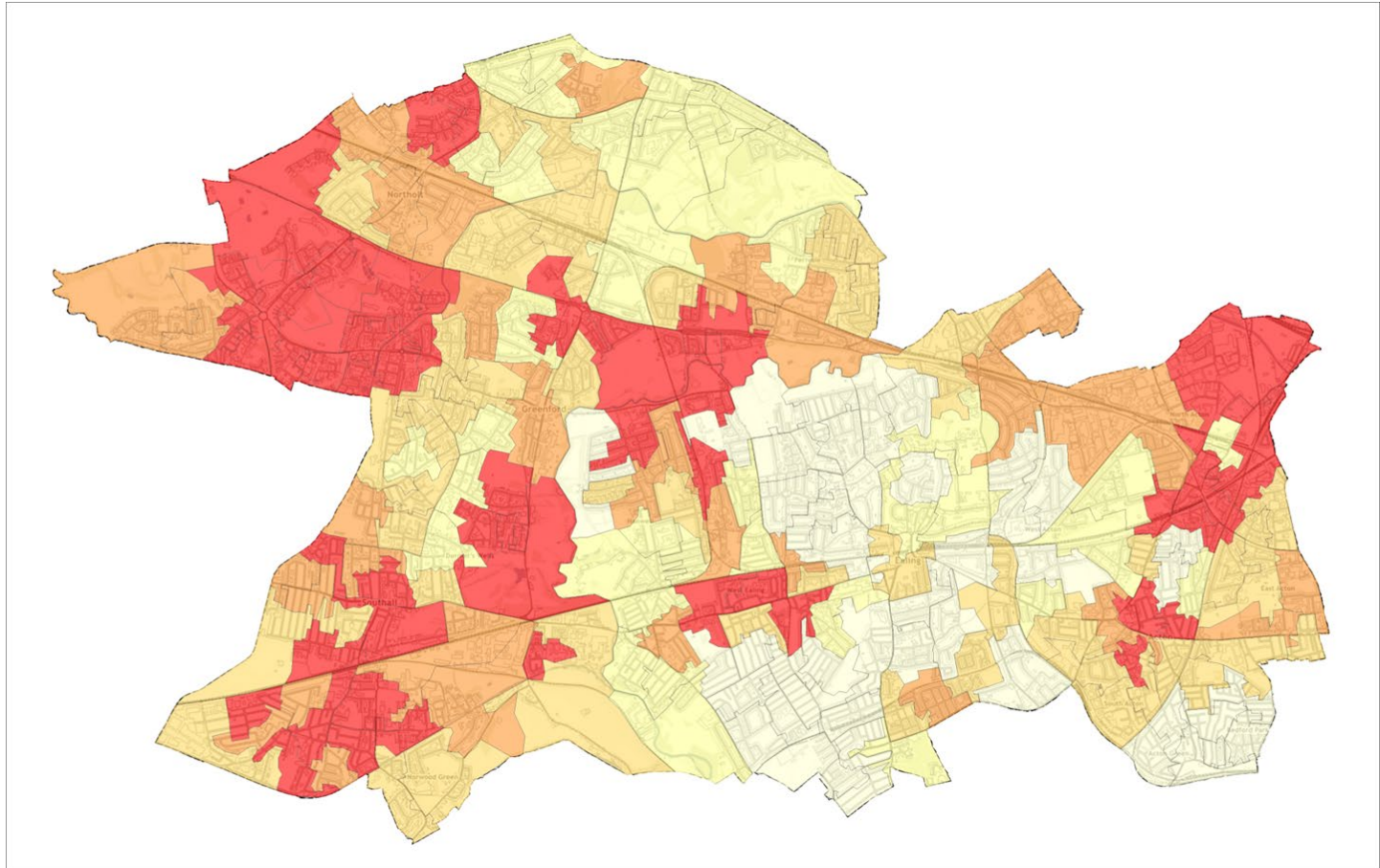
4

# Map 4: Deprivation-Based Vulnerability Assessment by LSOA

This map uses the **2025 Index of Multiple Deprivation**—with additional weighting for income, employment, crime, and children-affected indicators—combined with Acorn demographic profiling.

Significant pockets of high deprivation appear in:

- **Southall**
- **Northolt**
- **Acton**
- Parts of **Greenford**
- Areas between **Hanwell and West Ealing**

These areas are of heightened vulnerability due to financial stress, reduced local resilience, and higher likelihood of individuals experiencing or being at risk of gambling harm.

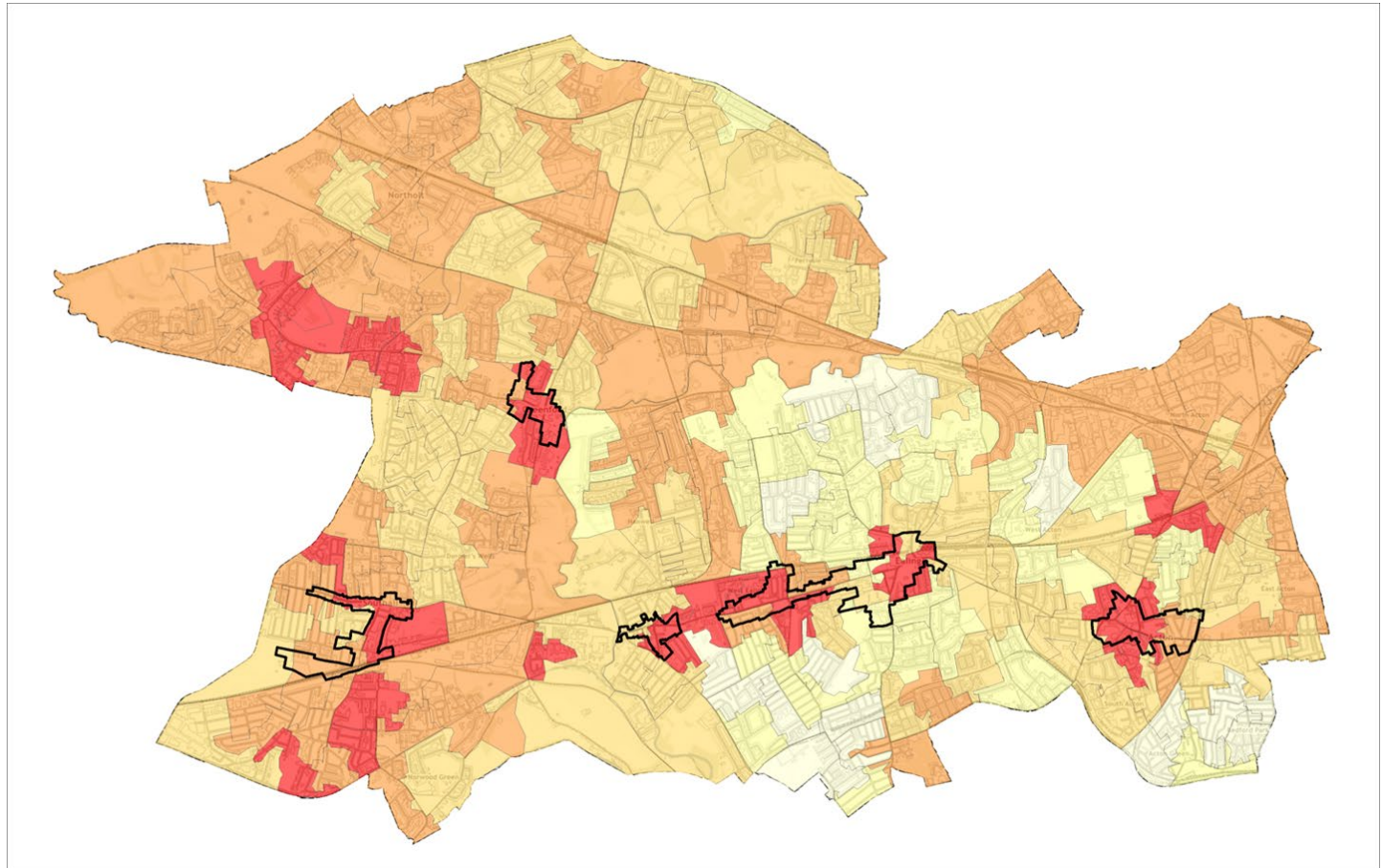# Map 5: Deprivation Combined with Existing Gambling Premises

Overlaying deprivation with the presence of gambling premises highlights several **"higher-risk" zones**, where the likelihood of harm is magnified by both:

- **greater environmental exposure**, and
- **underlying socioeconomic vulnerability**.

High-risk zones include:

- **Northolt**
- **Southall (particularly Broadway and Green)**
- **Acton**
- **Between Hanwell and West Ealing**
- **Parts of Greenford**

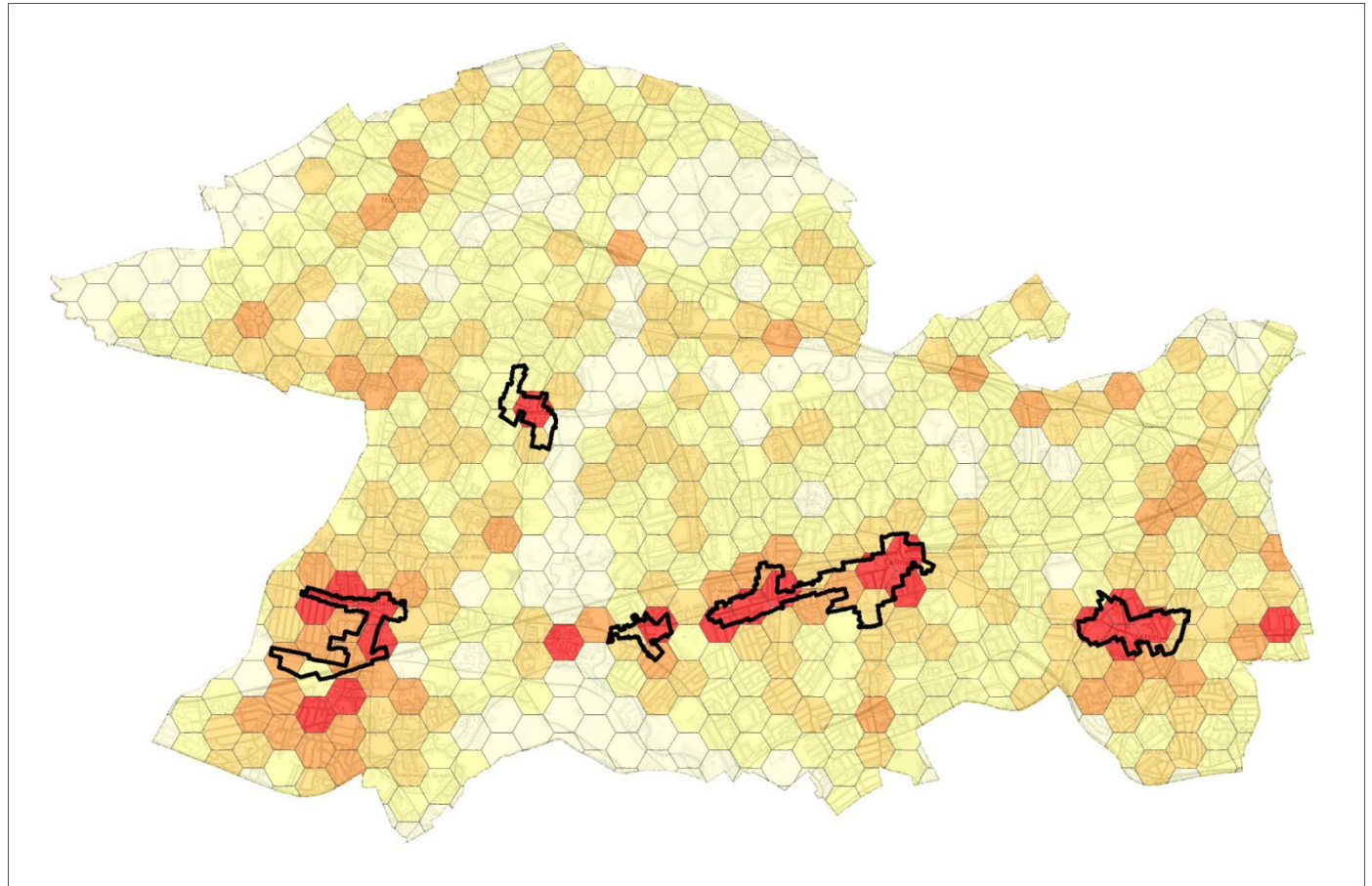This combined analysis is a key tool for informing operator risk assessments.

# Map 6: All Crime* in Ealing in 2025

Using a 200-metre hexagonal grid, this map thematically displays the **hotspots of crime** in the borough during 2025.

Crime can be seen to be **primarily concentrated in and around the main town centre areas** of the borough, which have the highest footfall and commercial/retail activity including shops, food outlets, entertainment venues and transport hubs.

These are also the locations which have the greatest concentrations of gambling premises, particularly adult gaming centres and betting shops.
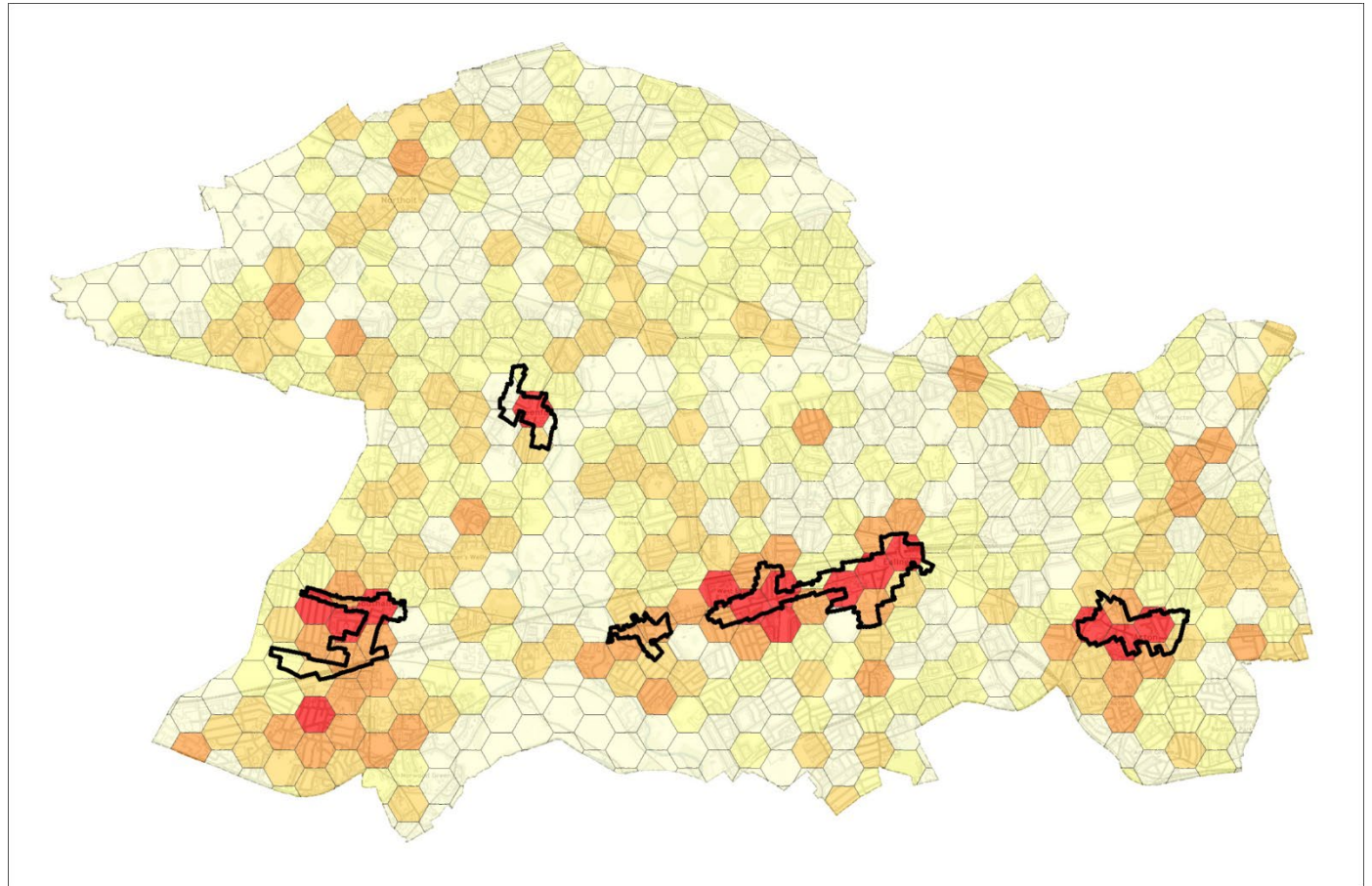


*Due to issues of privacy, safety and sensitivity, the exact geography of sexual offences is not included in data-sharing agreements and these are not represented on this map

# Map 7: Anti-social Behaviour Calls to Police in Ealing in 2025

Again using a 200-metre hexagonal grid, this map shows the hotspots for **anti-social behaviour** in the borough during 2025.
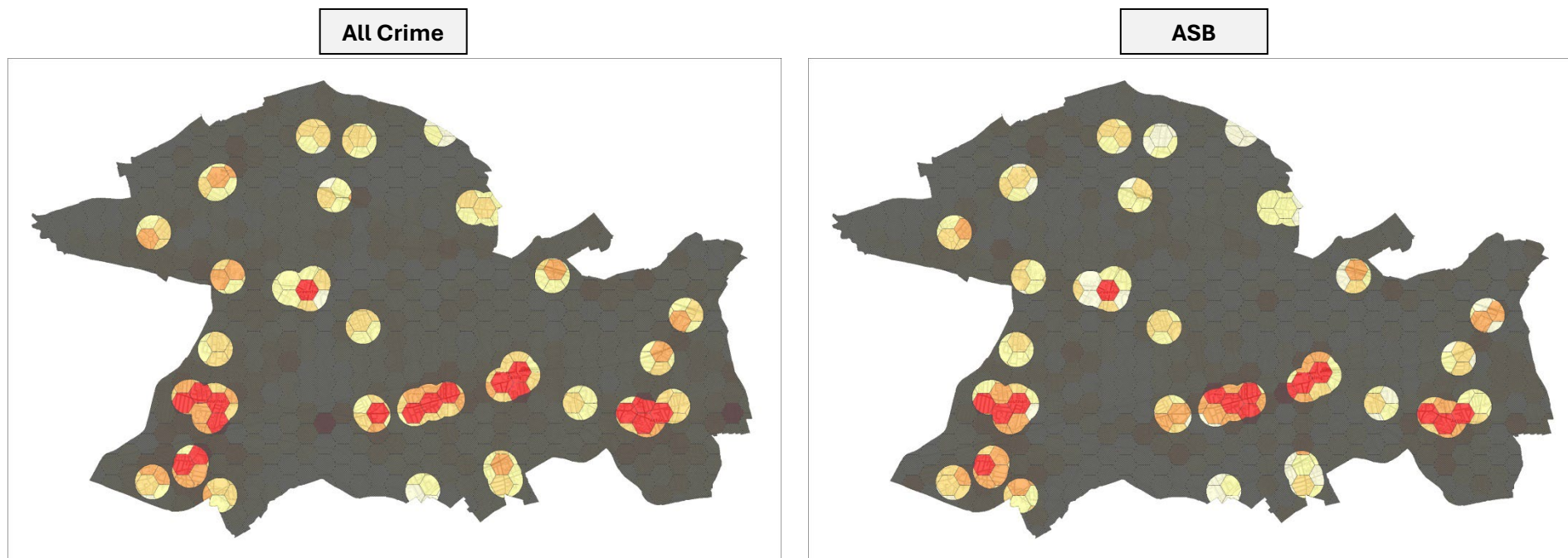
Anti-social behaviour can relate to a wide variety of public concerns, including harassment, begging, noise, people under the influence of drink or drugs, arguments and public order issues.

The distribution is very similar to that for crime, **with the town centre areas and their surrounds being the locations of the highest levels** of anti-social behaviour calls.

# Maps 8a and 8b: Crime and ASB prevalence in the vicinity of betting shops and adult gaming centres



These maps highlight the **crime** and **anti-social behaviour** levels **within 300 metres** of one or more betting shop or adult gaming centre, showing where high levels of crime and ASB are co-located with gambling-focused premises.

Within the town centre areas, at least one - and in most cases both - maps show the presence of some highest-volume hexagons. Outside of the direct bounds of the town centres, higher crime and ASB is also co-located with gambling premises in Southall.

## Map 9: Secondary School Locations and 300m Buffers

This map shows the borough's secondary schools and a **300-metre buffer** representing a typical pupil walking distance.

Notably:

- **Acton**, **Greenford** and **Southall** town centres lie close to one or more secondary schools.
- Young people in these areas may frequently pass or encounter gambling premises, increasing visibility and normalisation risks.

This proximity is a recognised vulnerability factor and should be considered when assessing new applications or variations.
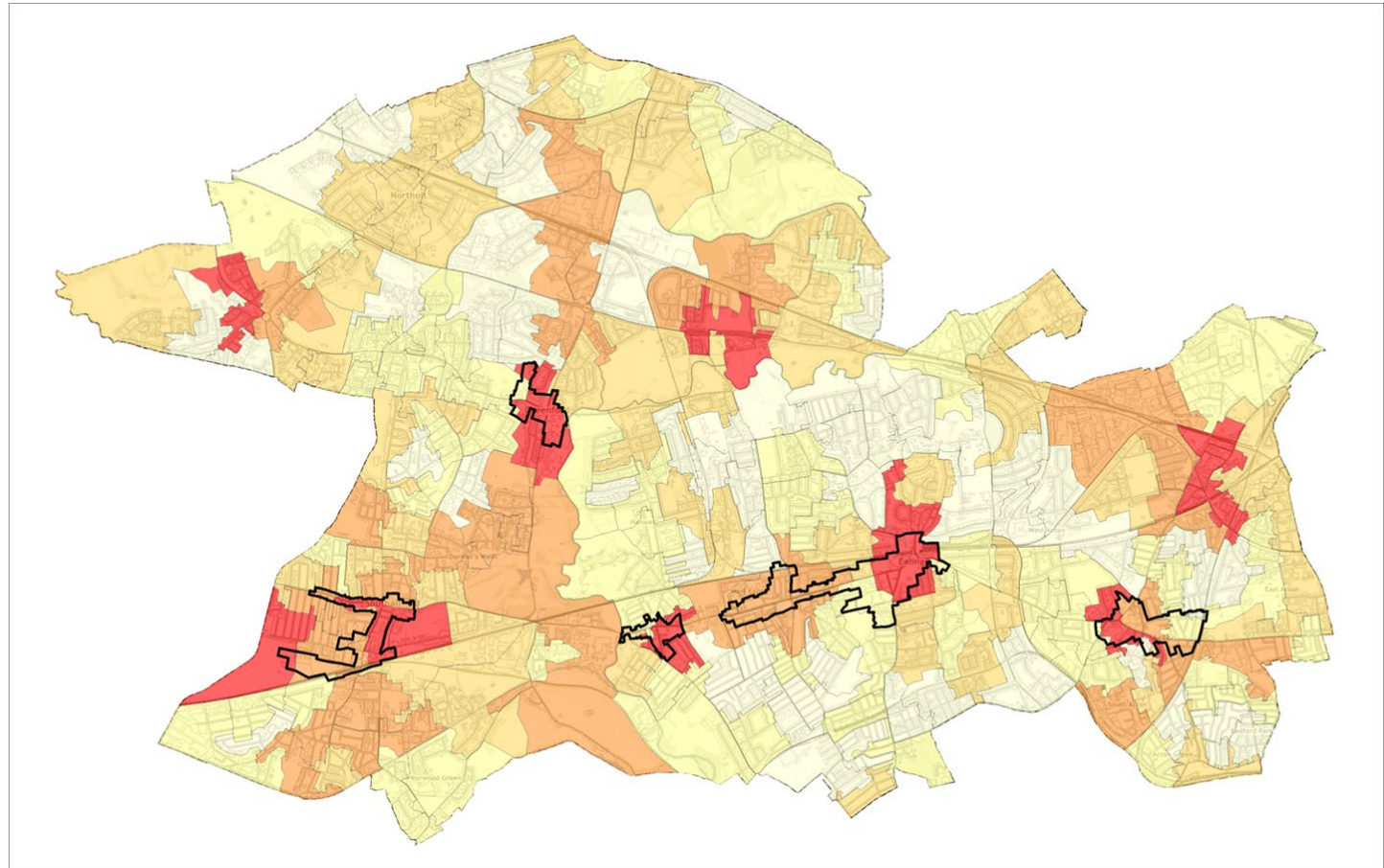
# Map 10: London Ambulance callouts Involving Alcohol or Drugs

This thematic map highlights areas with the highest number of **London Ambulance Service call-outs related to alcohol or drugs**.

These incident hotspots overlap significantly with:

- **Acton**,
- **Southall**,
- **Greenford**,
- **Ealing/West Ealing**, and
- **Northolt**.

Substance use can increase impulsivity and impair judgement, potentially intensifying gambling risk. Local operators in these areas may need to adopt enhanced mitigation measures—for example strengthening staff training on identifying intoxication or signposting harm-reduction support.

# Summary of Key Findings

Taken together, the mapping analysis provides a clear picture of how gambling opportunities and vulnerability indicators are distributed across Ealing. Several consistent themes emerge:

• **Gambling premises are highly concentrated in the borough's main town centres**, particularly Ealing/West Ealing, Acton, Southall, Greenford and Hanwell. These locations contain both a high number of venues and a greater share of more intensive types such as Adult Gaming Centres and betting shops. This concentration increases visibility and accessibility, creating locations where day-to-day exposure to gambling is inherently higher.

• **When the weighted scoring approach is applied, the intensity of gambling activity becomes even more apparent**, with several LSOAs showing significantly higher exposure scores. This reinforces that certain neighbourhoods experience a much denser mix of gambling opportunities, reflecting not just the number of venues but the relative risk profile of the activities available.

• **Crime and anti-social behaviour are also highly concentrated in the borough's main town centres and the areas adjacent to these.** While it is difficult to establish a direct causational relationship between the co-location of gambling premises and high volumes of crime and anti-social behaviour, it is reasonable to suggest that there may be additional risks and vulnerabilities as a consequence.

• **Areas with higher levels of deprivation closely overlap with areas where gambling premises are clustered.** Parts of Southall, Northolt, Acton and Greenford show strong convergence between socioeconomic vulnerability and availability of gambling. This combined exposure is a recognised risk factor in gambling-related harm, as financial stress, limited resilience and higher crime rates can heighten susceptibility.

• **The overlay of deprivation and gambling premises highlights several 'higher-risk' zones**, where multiple factors align. These areas represent neighbourhoods where additional safeguards, scrutiny and operator risk-mitigation measures may be most appropriate, particularly if further applications are received.

• **Several gambling clusters sit in close proximity to secondary schools.** In town centres such as Acton, Greenford and Southall, young people are likely to pass gambling premises as part of their daily travel. While this does not indicate direct harm, it increases visibility and normalisation for an age group known to be more impressionable.

• **Alcohol and drug-related London Ambulance Service incidents are also concentrated in or near key gambling hotspots.** These overlaps suggest environments where impaired decision-making may amplify risks linked to gambling, including loss of control, escalating spend or increased vulnerability to harm.

Overall, the combined evidence shows that **the highest-risk areas tend to be those where gambling availability, socioeconomic vulnerability, youth exposure and alcohol/drug-related pressures intersect**. These findings should inform Local Risk Assessments.