

**LONDON BOROUGH OF HARROW
GAMBLING ACT 2005
LOCAL AREA PROFILE**

1. Introduction

This profile is published by Harrow Council as part of its role under the Gambling Act 2005 to assist holders of premises licences produce their local risk assessments required under the Gambling Commission's Social Responsibility Code provisions of the its Licence Conditions and Codes of Practise.

2. Risk assessments are to help operators further the statutory licensing objectives of:

- preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime,
- (b) ensuring that gambling is conducted in a fair and open way, and
- (c) protecting children and other vulnerable persons from being harmed or exploited by gambling

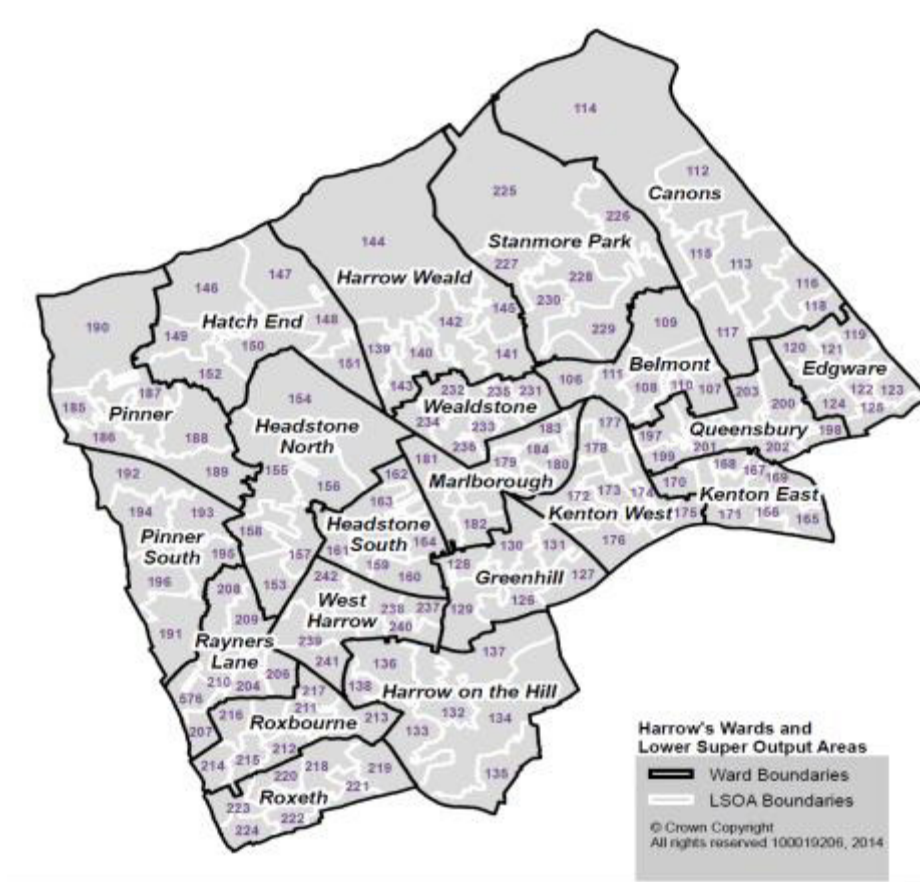
Our definition of vulnerable persons mirrors that of the Commission in that they are:

- people who gamble more than they want to
- people who gamble beyond their means; and/or
- people who may not be able to make informed or balanced decisions about gambling, for example because of mental health problems, learning disabilities, or substance misuse relating to alcohol or drugs.

3. This is the first profile to be produced and any comments or suggestions on how to improve its usefulness can be sent to licensing@harrow.gov.uk. The profile will be reviewed periodically every 18-24 months.

4. The Borough of Harrow

Harrow is an outer London Borough in north west London; approximately ten miles from central London, covering 50 square kilometres (20 square miles). Harrow is the 12th largest borough in Greater London in terms of size. Harrow borders Hertfordshire to the north and four London Boroughs: Barnet to the east, Brent to the south east, Ealing to the south and Hillingdon to the west.



5. Population

Around 243,500 people live in Harrow; just over half of them are female. Seven percent of the population are children under 5 years old and 7% are aged over 75. Compared to London, the population of Harrow has a greater proportion of older people (over 60) and a lower proportion of people in their 20s and 30s. The age structure of the population varies across the borough with more children living in the south and central corridor and more people aged over 65 living in the north of the borough.

6. Area backgrounds

We do not currently have statistics for problem gambling at a local level although we will look at monitoring levels of self-exclusions from premises.

Locally, Greenhill is the main hotspot for alcohol and drug related-call outs from the London Ambulance Service for alcohol; the number is twice that of the next highest ward, Harrow on the Hill, and about 17 times the number in Pinner South (the ward with the smallest number). In 2011 to 2013, there were 233 call outs specifically for binge drinking in Greenhill. The next highest ward was Harrow on the Hill with 123.

7. Ethnicity

Harrow is one of the most ethnically diverse boroughs in the country.

In 2011, 43% of the Harrow population were from an Asian/ Asian British background, the percentage from a white ethnic background was almost equal; 42%. A further 8% were from Black/ African/ Caribbean/ Black British ethnic background. Over the next 10 years it is predicted that the local Black, Asian and minority ethnic (BAME) population in

Harrow will increase from almost 54% to 68%.

As with the age structure of the population, the ethnic mix also varies across the borough. In Pinner and Pinner South wards BAME groups make up around 40% of the population while in Queensbury, Kenton West and Kenton East, BAME groups make up over 70% of the population (data from Census 2011).

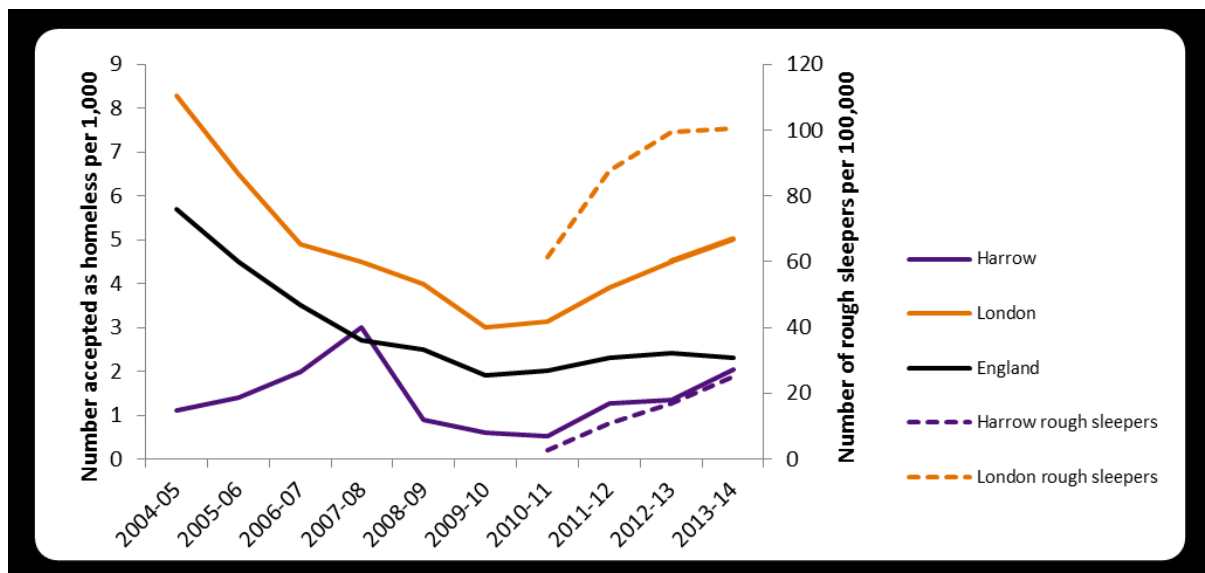
8. Religious diversity

Alongside ethnic diversity, Harrow has great religious diversity. Harrow is home to one of the largest Hindu communities in the country, making up 26% of the population. There is also a greater proportion of people of Muslim and Jewish faith than the national average.

9. Deprivation and homelessness

Harrow is ranked 203rd out of 354 districts in England on the Index of Multiple Deprivation (where 1st is the most deprived) taking account housing, employment and income. Most deprivation is in the centre of the borough, with pockets in the south and east. Harrow's least deprived areas are found in the west of the borough. Not all disadvantaged people live in deprived areas and conversely, not everyone living in a deprived area is disadvantaged.

The last available figures show homelessness has increased in Harrow although still below the London average, although caution is needed given the statistics are currently two years old.



10. Mosaic Profiles

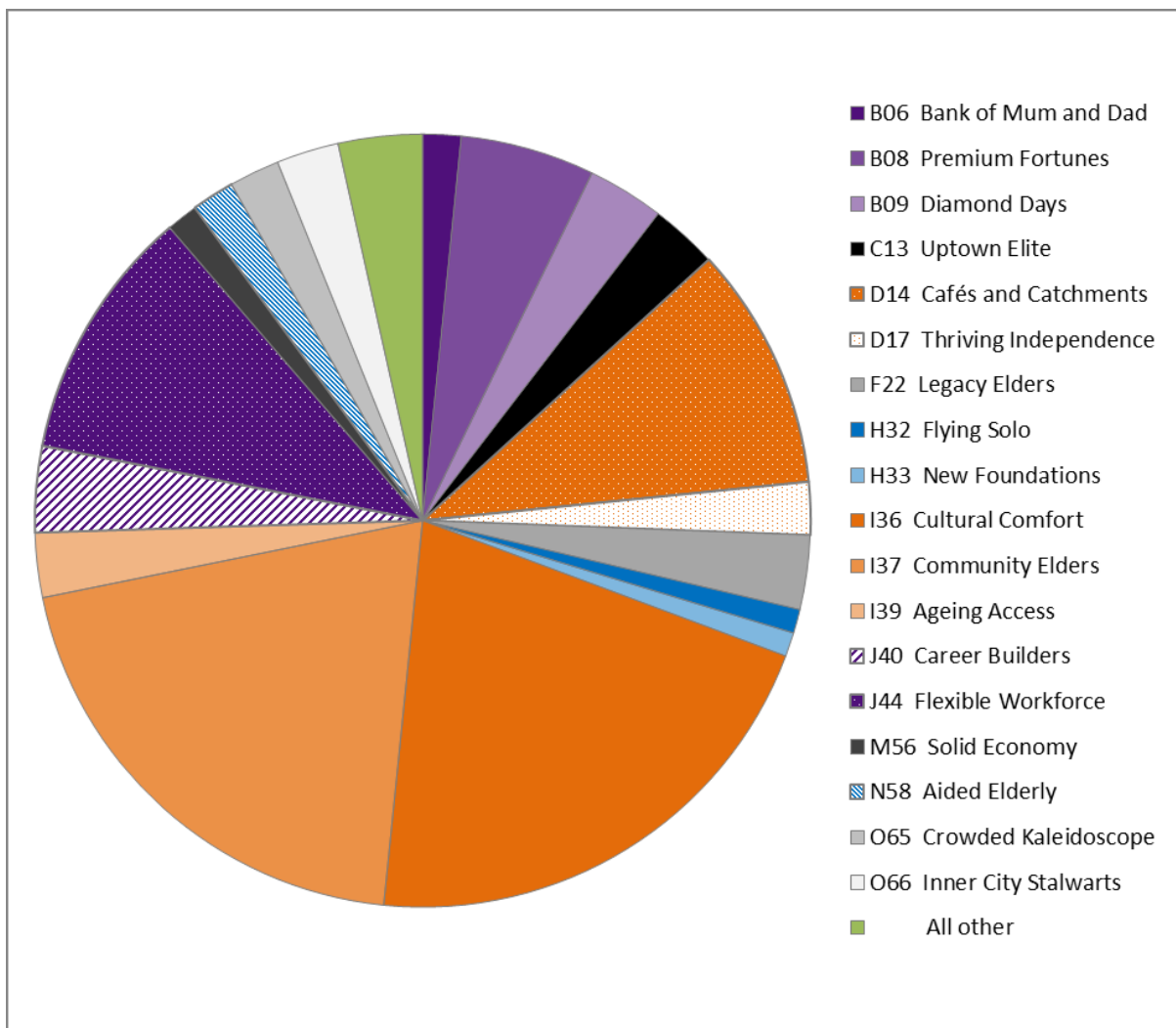
Segmentation provides a different approach to looking at the residents of Harrow in terms of their lifestyle choices, preferences and attitudes. The profiles can be informative in improving public services in Harrow.

Harrow Council, with Experian, has created eight Harrow customer profiles or segments. They are based on Experian's Mosaic Public Sector classification, which uses over 850 million pieces of information across 450 different data points condensed using the latest

analytical techniques to identify 15 summary groups and 66 detailed types that are easy to interpret and understand. Not all of these groups or types are present in Harrow: 86.5% of Harrow households fall within just 5 of the 15 main groups and 96.5% of Harrow's households fall into 18 of the 66 detailed types.

The Mosaic segmentation shows Harrow is family orientated place; two thirds of households live in mixed households with the majority of households having children. Aside from young children, many families include adult children or a number of non-related families living in the same address. There is a high level of owner occupier in Harrow and as such, some segments can be classified as 'asset rich' and 'income poor' especially if they work in low paid or irregular employment patterns. For example families that fall within "urban cohesion" (groups prefixed with I) and "prestige positions" (groups prefixed with B) are more likely to be asset rich than those in "municipal challenge" (groups prefixed with O).

The data shows that 24% of households are single occupancy (differing age ranges) and 25% of households have a household income of £70,000 or more. The engagement and technology preferences reflect that email is the overall preferred communication method although 2.3%, (almost 1,700) Harrow households do not have internet access.



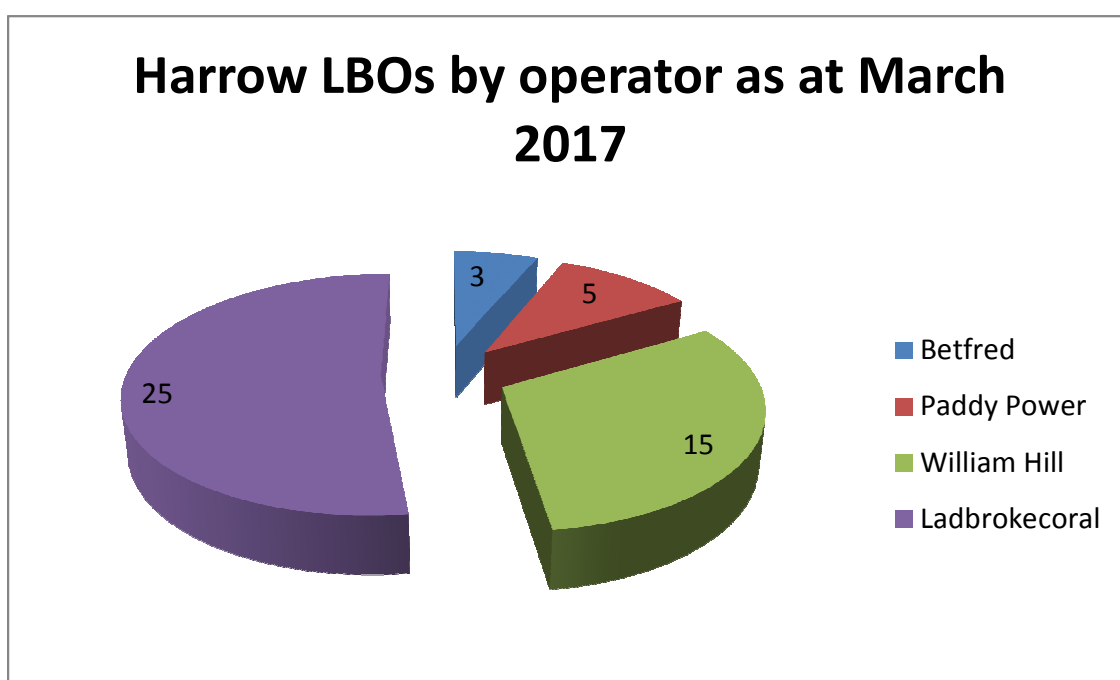
11. Gambling landscape

As of March 2017 gambling premises could be found in all wards within the Borough with the exception of Pinner South, Kenton East and Kenton West (see appendix 1). The vast majority of premises-based gambling takes place in around 59 betting premises, all of which are owned by nationally recognised operators. There are two adult gaming centres (in Greenhill and Wealdstone wards); there are no casinos, track betting, family entertainment centre or bingo premises.

Gaming machines are found in 58 pubs; sixteen members' clubs have club machine permits and five have club gaming permits.

There are approximately 185 National Lottery draw-back outlets within the Borough (source: Gambling Commission, May 2015).

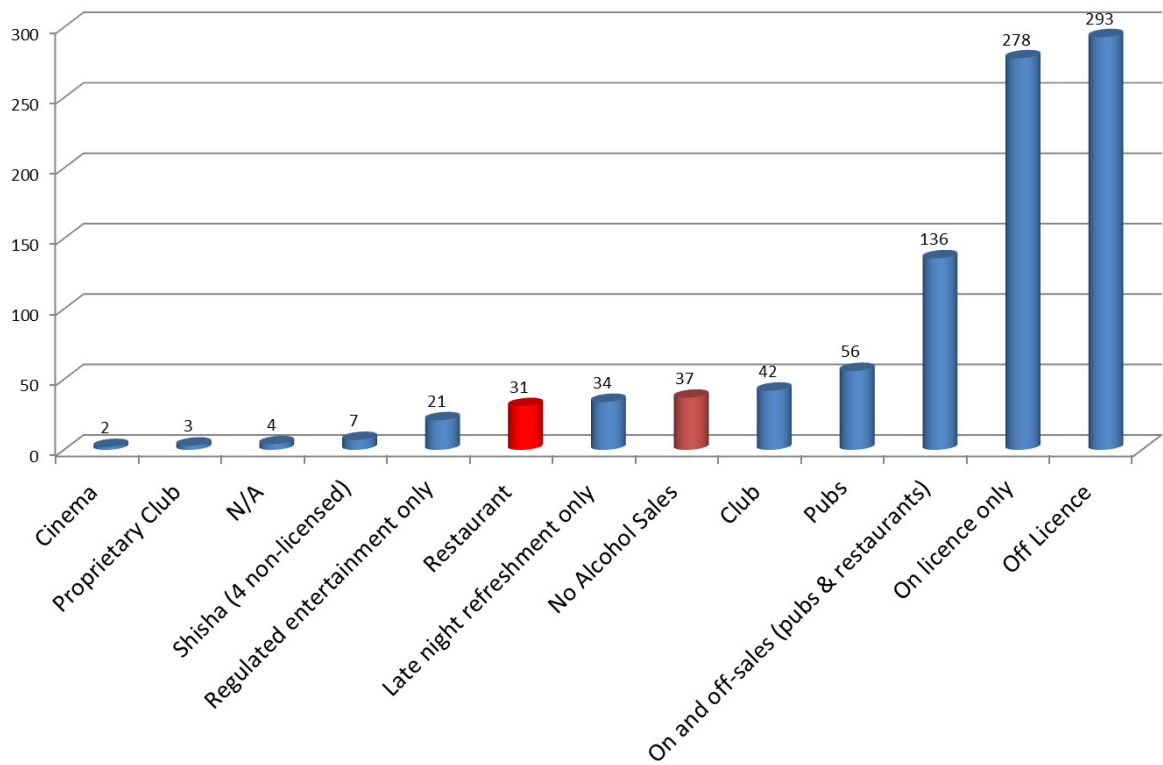
The makeup of betting establishments as of March 2017 is:



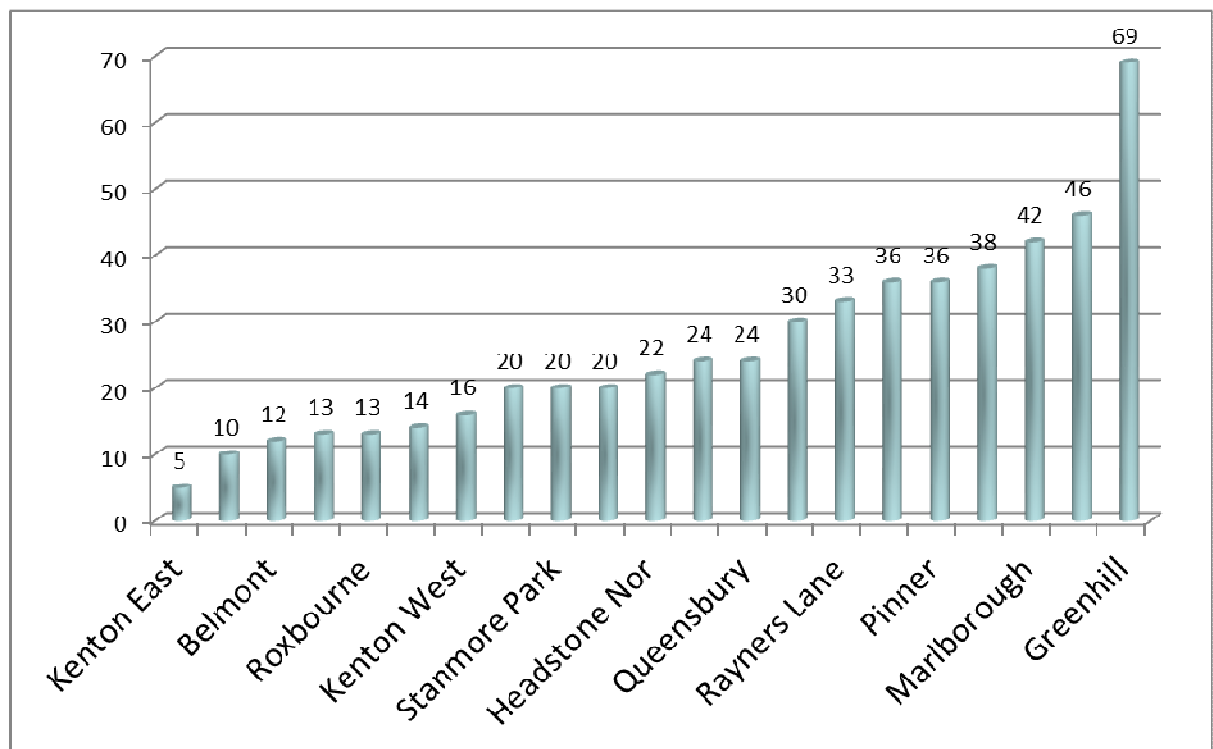
Statistics from the Campaign for Fairer Gambling indicated a spend in Harrow in 2014 of around £67.5m on Fixed Odds Betting Terminals (with a loss of around £12.9m). According to the Association of British Bookmakers the average amount spent in a game was £8.31 and the average player plays for 9.24 minutes.

12. Alcohol landscape

The table below shows the different types of licensed premises in Harrow as at April 2016:



The table below shows the location by ward of alcohol-licensed premises:



12. Leisure areas

There are no designated leisure areas (such as leisure parks etc) in Harrow. St Georges' Shopping Centre in central Harrow contains the largest concentration of leisure facilities with a multiplex cinema, several restaurants and a gym.

13. Addiction and substance misuse

The NHS Harrow Recovery Centre is located at 33a Station Road, Harrow and provides community drug and alcohol treatment services. There is no dedicated NHS gambling addiction services in the Borough.

Bowden House Clinic on Harrow-on-the-Hill is a private facility that offers treatment for various psychiatric problems including gambling addiction.

Harrow does not have regular Gamblers' Anonymous meetings – the nearest locations are in Eastcote, Wembley and Borehamwood.

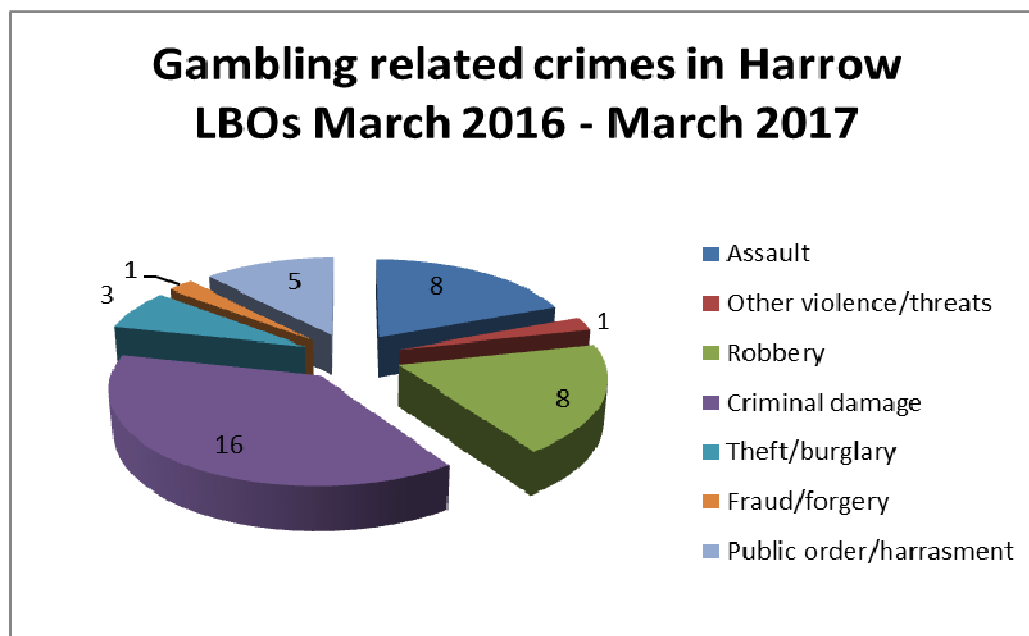
The nearest facilities provided by Gamcare are in Clapham and in central London.

14. Areas of potential high risk or concern

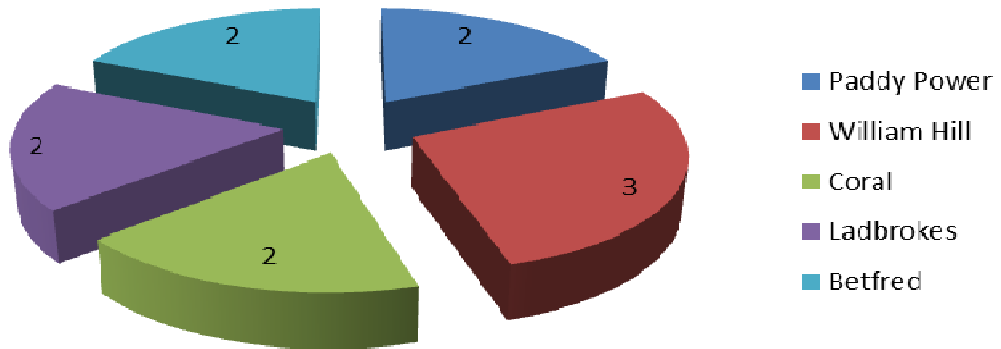
The wards with the highest incidences of anti-social behaviour and gang-related activities are Wealdstone and Greenhill.

Street drinking is not a significant issue within the Borough although it does occur sporadically, particularly within Wealdstone ward. A Public Spaces Protection Order is in place across the Borough allowing police officers and police community support officers to confiscate alcohol being drunk in public places.

15. The following analysis has been conducted of reported crimes to the Metropolitan Police Service between March 2016 and March 2017:

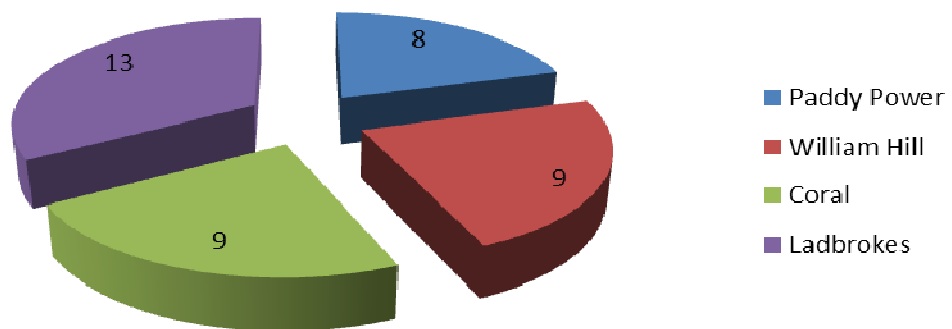


Non-gambling related offences committed within Harrow LBOs March 2016 - March 2017

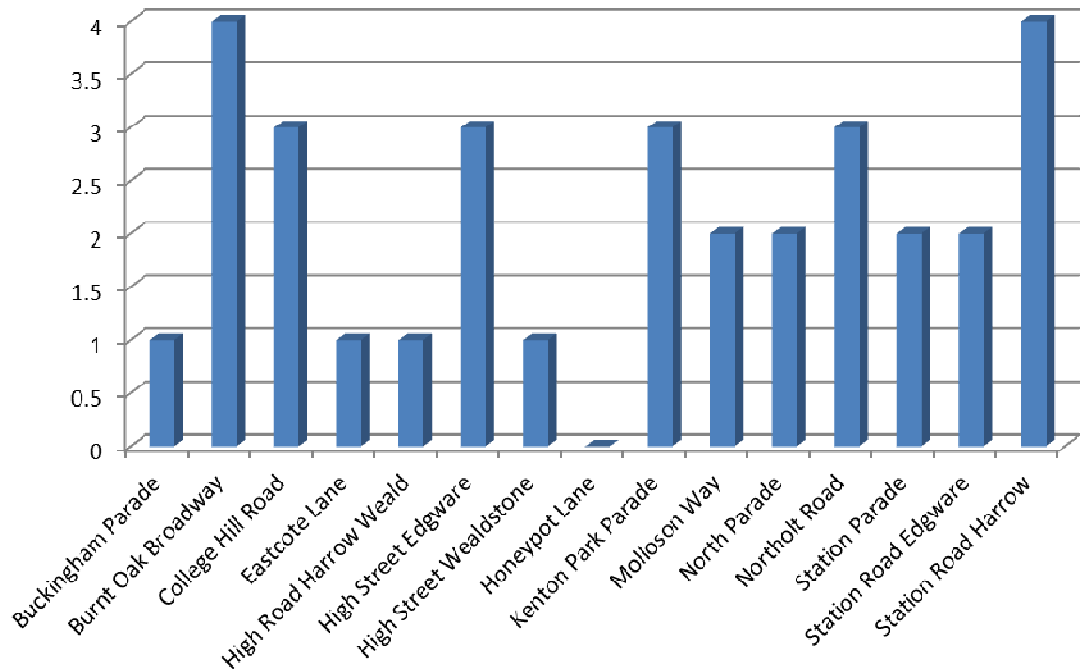


Gambling-related offences committed within Harrow LBOs

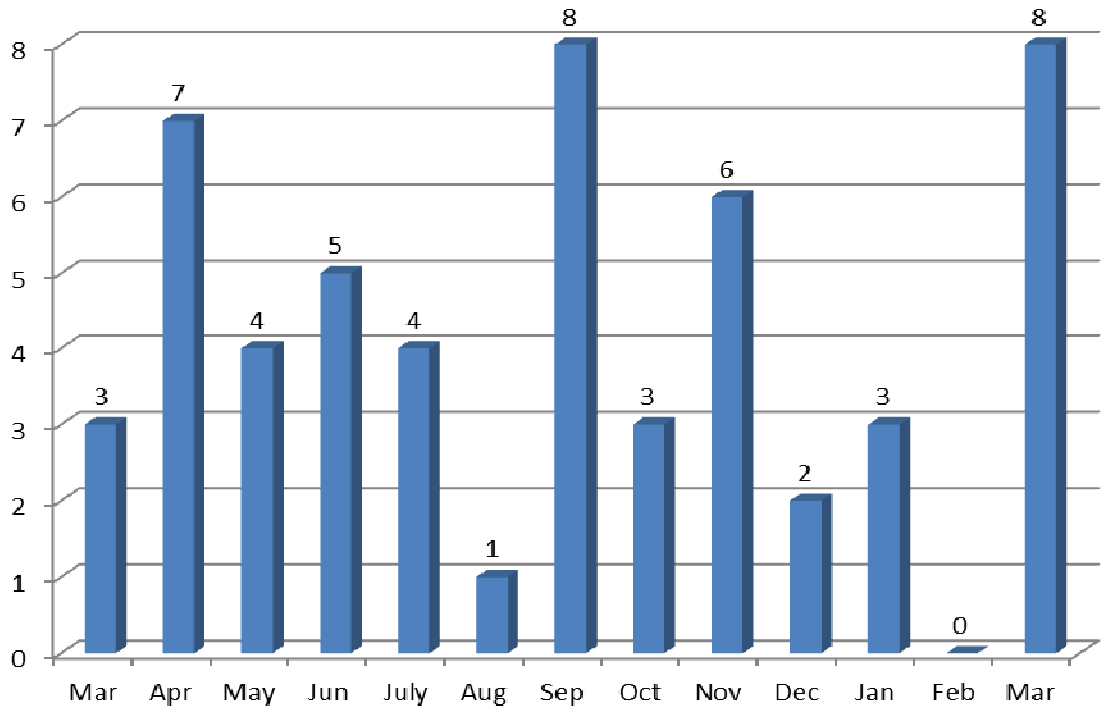
March 2016 - March 2017

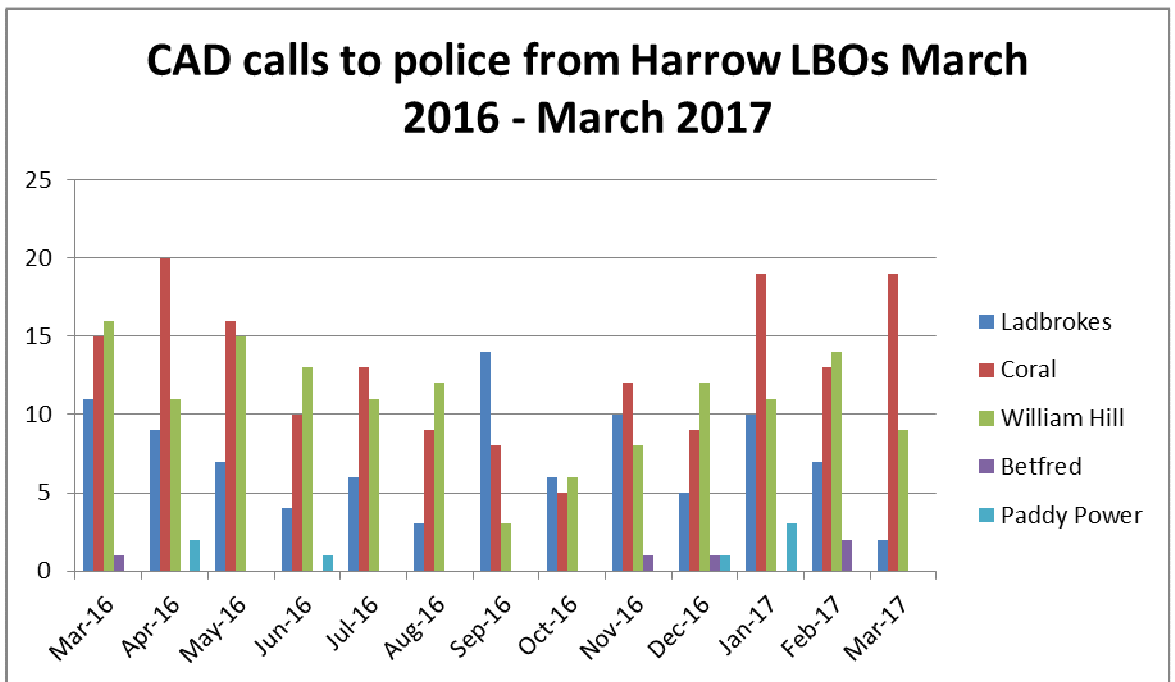
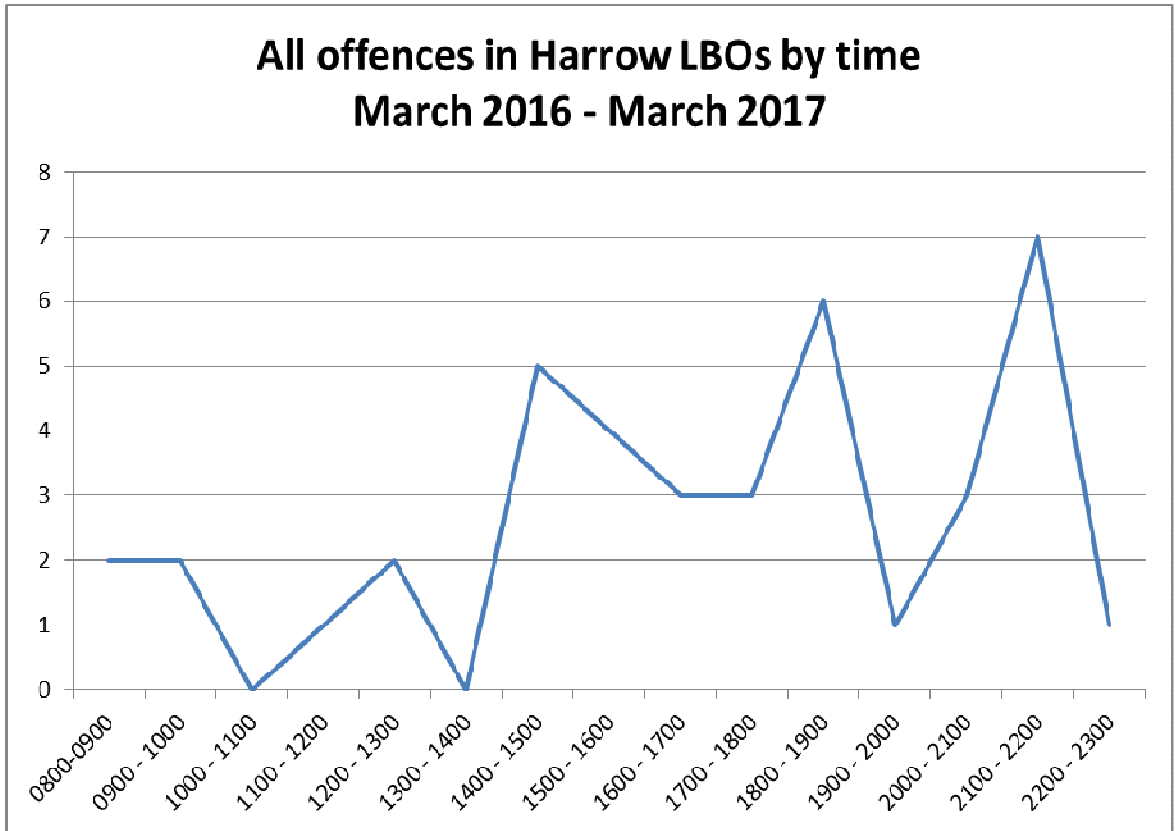


All offences in Harrow LBOs by location March 2016 - March 2017



All offences in Harrow LBOs by month of year March 2016 - March 2017





16. Schools

The University of Westminster has a significant site just outside the Borough in Northwick Park. We do not consider most secondary schools to be of high risk to gambling premises due to the statutory ban on under-18s being on licensed premises, the gambling landscape (see section 5, above) and the industry-wide adoption of

Challenge 21 policies or equivalent. However, Harrow College caters for 14 to 19 year old students and beyond and has campuses in Stanmore, Greenhill, and Harrow Weald wards. Secondary Schools in Harrow offer sixth form education (for 16 – 18 year olds) at:

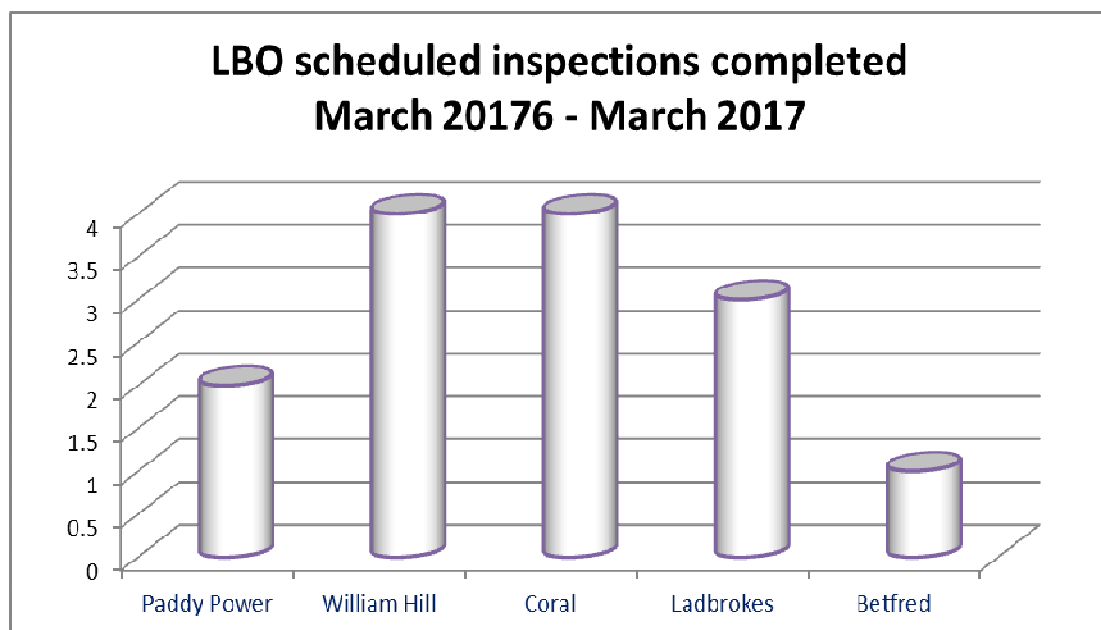
- a. Bentley Wood Sixth Form
- b. Canons Sixth Form
- c. Harrow Sixth Form
- d. Harrow College Sixth Form Centre
- e. Hatch End Sixth Form
- f. Nower Hill Sixth Form
- g. Park Sixth Form
- h. Rooks Heath Sixth Form
- i. St Dominic's Sixth Form College
- j. Sacred Heart Language College Sixth Form
- k. Salvatorian College Sixth Form
- l. Stanmore Sixth Form College
- m. Whitmore Sixth Form

17. Money loans

As of May 2016 there were believed to be seven pawnbroker shops in the Borough, five of which are located in central Harrow, and one each in South Harrow (Roxeth ward) and Burnt Oak Broadway (Edgware ward). Whilst there are only a handful of pay-day loan outlets, we have not included these in this assessment due to the ready availability of online loan applications.

18. Local enforcement and compliance

Our enforcement activities under the Gambling Act 2005 are based on good practice. We have assessed the risk to the licensing objectives as being relatively low in that most gambling is conducted within large nationally recognised operations and a regime of programmed inspections for most premises to be inspected approximately 48 months (that is, approximately 25% of premises inspected annually). During 2016 – 2017 the council inspected the following operators and received no complaints relating to gambling activities:

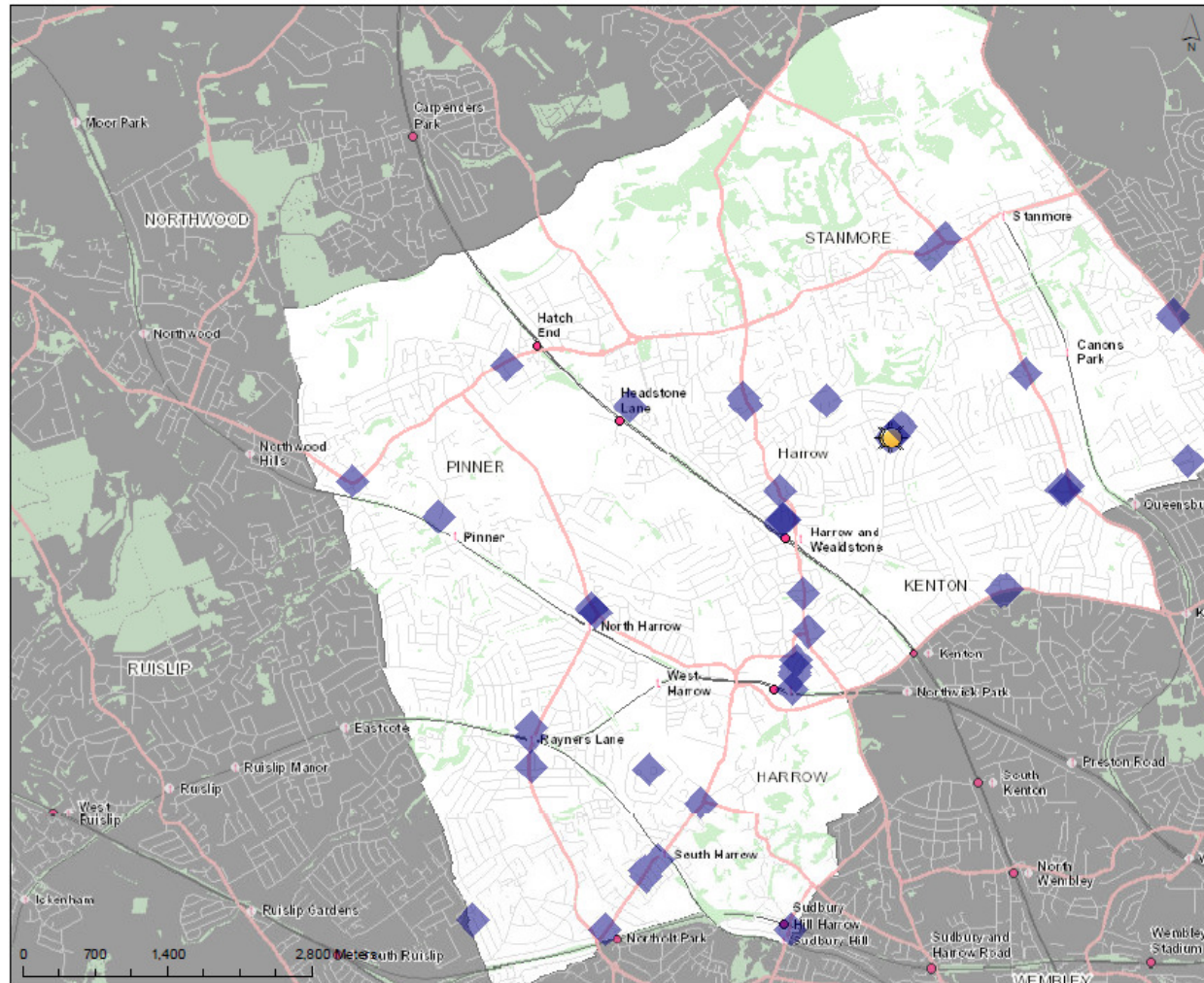


19. During March 2016 – March 2017 the council visited all premises where illegal gaming machines were likely to be found and a small number (fewer than 5) machines were identified and removed.
20. The council supports and plays a role with the Metropolitan Police and Gambling Commission in the Harrow BetWatch scheme, including supporting the banning of undesirable individuals from all licensed betting premises. The council also operates three geographic-based multi-agency Anti-Social Behaviour Action Groups which tackle anti-social behaviour and crime at a tactical level.

APPENDIX 1 – DISTRIBUTION OF LBOs

Location of Harrow LBOs (March 2017)

- Legend
- ◆ Override 1
 - ☀ Override 2



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