



# Gambling Act Local Area Profile

## under the Gambling Act 2005

2019 – 2022



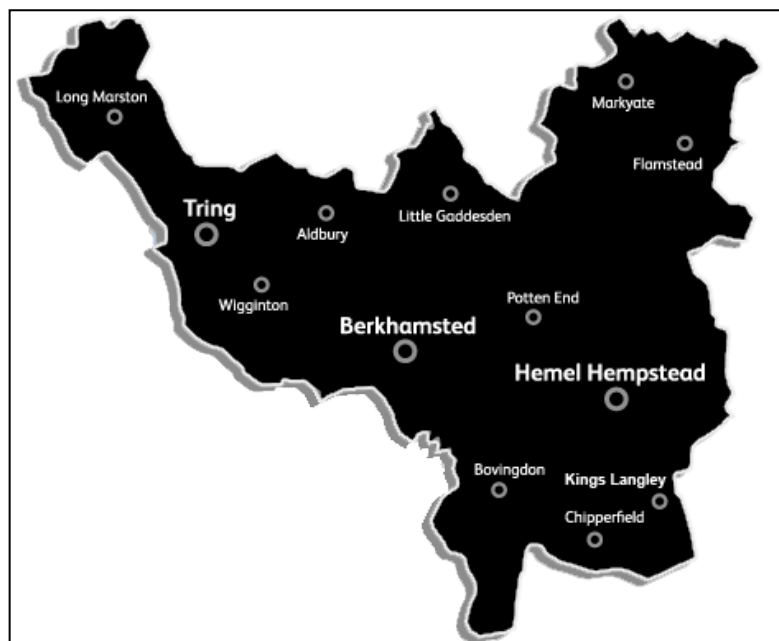
Date of publication	
Version no.	1.0
Date of expiry	

Working in partnership, to create a Borough which enables the communities of Dacorum to thrive and prosper

Affordable Housing ♦ Regeneration ♦ Building Community Capacity ♦ Safe and Clean Environment ♦ Dacorum Delivers

## 1. About Dacorum

- 1.1. Situated in western Hertfordshire, Dacorum is a borough with a mixture of strong urban and rural identities. It includes the towns of Hemel Hempstead, Berkhamsted and Tring as well as a number of villages, from Long Marston in the west to Flaunden in the south-east. Over a third of the borough's 210 square kilometres have been designated as part of the Chilterns Area of Outstanding Natural Beauty, while most of the rest has high landscape quality and potential.



- 1.2. One of the first 'New Towns' built after the Second World War, Hemel Hempstead's development reflects the original concept of the new town as a series of integrated communities with individual identity and neighbourhood focus. The rapid growth of Hemel Hempstead is reflected in the large number of buildings of similar age and appearance.
- 1.3. Much of the rest of the borough is rural, including two market towns: Berkhamsted and Tring. Although agriculture is no longer a major employment sector in Dacorum, our communities value their rural heritage, and the conservation of historic buildings and landscapes are important considerations. We know that our communities expect good, modern services and thriving town centres. Dacorum Borough Council works closely with the town and parish councils which represent communities in rural areas of the borough, to deliver these aims.
- 1.4. Dacorum has a population of 144,800<sup>1</sup>, the largest of the Hertfordshire districts. Further information about Dacorum and the demographics of its populace can be found in the 'Statistics about Dacorum' area of the council's website<sup>2</sup>.
- 1.5. The borough is continuing to develop, and with significant regeneration planned for much of the borough and Hemel Hempstead in particular over the coming years, it is an exciting time for those who live and work in the area.

---

<sup>1</sup> Office of National Statistics, Census 2011 (published July 2012)

<sup>2</sup> [www.dacorum.gov.uk/home/community-living/statistics-about-dacorum](http://www.dacorum.gov.uk/home/community-living/statistics-about-dacorum)

## 2. About this document

- 2.1. This document is Dacorum Borough Council's Local Area Profile, as described in the Gambling Commission Guidance to Licensing Authorities, for consideration by operators when creating their Local Risk Assessments (LRAs)
- 2.2. This Local Area Profile was consulted on and published by the Council concurrently with the current Gambling Act Statement of Principles and published on our website - [www.dacorum.gov.uk/licensing](http://www.dacorum.gov.uk/licensing).
- 2.3. As stated in the Gambling Commission's Licence Conditions and Codes of Practice (LCCP), licensees have a social responsibility to assess local risks to the licensing objectives posed by the provision of gambling facilities. Although it is not a requirement for licensing authorities to complete a risk assessment of their area, it is emphasised by the Gambling Commission that such assessments, referred to as local area profiles, are of significant benefit to both the licensing authority and operators. Benefits are specifically set out under section 6.53 of the Gambling Commission's guidance as follows:
  - i. It enables licensing authorities to better serve their local community, by better reflecting the community and the risks within it;
  - ii. Greater clarity for operators as to the relevant factors in licensing authority decision making, will lead to improved premises licence applications, with the operator already incorporating controls and measures to mitigate risk in their application;
  - iii. It enables licensing authorities to make robust but fair decisions, based on a clear, published set of factors and risks, which are therefore less susceptible to challenge; and
  - iv. It encourages a proactive approach to risk that is likely to result in reduced compliance and enforcement action.

## 3. Risk Assessment Considerations

- 3.1 At the time of this LAP being published Dacorum has 17 gambling premises licences currently issued, 2 adult gaming centres and 15 betting shops and there are no areas with a high density of gambling premises.

An up to date map showing the locations of existing gambling premises is <http://www.dacorum.gov.uk/home/environment-street-care/licensing/gambling-lotteries/premises-licences>

In assessing local area profiles, licensing authorities can also take into account the location of:

- schools, sixth form colleges, youth centres etc. with regard to the potential risk of underage gambling
- hostels or support services for vulnerable people, such as those with addiction issues or who are homeless, given the greater risk of problem gambling among these groups
- religious buildings
- any known information about issues with problem gambling
- the surrounding night time economy and possible interaction with gambling premises

- patterns of crime or anti-social behaviour in the area where they are specifically linked to gambling premises
- the socio-economic makeup of the area
- the density of different types of gambling premises in certain locations
- specific types of gambling premises in the local area

The Council does not have any evidence that there are specific issues at the moment. However, any operators preparing local risk assessments would be expected to take the above in to account and be aware of the social and physical makeup of the immediate vicinity of their proposed or existing location.

To do so an operator should consider the Ward Profiles found on our website,

<http://www.dacorum.gov.uk/home/community-living/statistics-about-dacorum>

and local crime statistics available via the Police.uk website:

<https://www.police.uk/hertfordshire/#neighbourhoods>

Risk assessments would be expected to include relevant control measures to counteract issues identified by the operator. Risk assessments for existing premises must reference regulatory return data including problem and underage customers. If a local risk assessment identifies any particular area of concerns they should contact the most appropriate Responsible Authority before submitting an application for a new licence or variation.

In a similar manner the Local Authority will inform any operator if they become aware a substantial change to local circumstances with an expectation that the operator update their risk assessment.



To make an application or for further guidance, please visit our website:  
[www.dacorum.gov.uk/licensing](http://www.dacorum.gov.uk/licensing)

For informal advice or queries, please email:  
[licensing@dacorum.gov.uk](mailto:licensing@dacorum.gov.uk)