

Swale Borough Council

Statement of Gambling Principles – Local Area Profile

1. Introduction

This profile has been produced by Swale Borough Council as an appendix to the Borough Council's Gambling Policy following the recommendations of the Gambling Commission and the Local Government Association. Data has been included from a number of published sources together with information from the Responsible Authorities. The profile is intended to assist local Gambling Operators prepare their local assessments.

Since 6th April 2016 gambling operators have been required to undertake risk assessments for their premises which should take into account the nature and characteristics of the locality in which they are situated, e.g. proximity of schools or churches. Such risk assessments should give due consideration to this Local Area Profile which is compiled with respect to any reported gambling –related problems in the area.

The general aims of the following Gambling Act 2005 local area profile are:

- a) to identify the areas within Swale Borough mostly likely to be at risk of gambling related harm, which may help to identify possible persons who could be at risk of gambling related harm
- b) to provide sufficient and relevant information to inform local authorities where current and potential gambling related issues are present so controls and measures can be put in place to minimise these issues/risks
- c) to inform the local authority of information relevant to Swale in order to provide a footing for the decision-making process in gambling contexts

Our Approach

We have used spatial analysis to identify potential vulnerability to gambling-related harm in Swale and to visualise this on maps.

We identified the available local data that best represents these characteristics in Swale and combined this with other local information to identify areas of higher or lower potential risks.

We have based our approach on the 'possible' risk to gambling-related harm. This does not mean that just because an area is 'seen' as being at higher risk that all people in that area will suffer harm or be at risk of suffering harm.

2. Geography

Swale is a local government district with borough status in Kent, England and is bounded by Medway to the west, Canterbury to the east, Ashford to the south and Maidstone to the south west.

Swale is the bridging point between north and east Kent, named after the narrow channel of tidal water between mainland Kent and the Isle of Sheppey. It is a Borough of some 140,800 people who primarily live in its three main towns, Sittingbourne, Faversham and Sheerness

Swale is close both to London and mainland Europe and well connected to the national motorway network. The M2 runs east-west across the Borough, providing access to destinations between the Channel Ports and London. Via the A249 there is alternative access along the M20. London is accessible in a little over an hour by high-speed rail services. As a coastal Borough, the Port of Sheerness gives access, via its deep-water berths, to the largest ships in the world; its imports distributed to all corners of the UK. Swale is also within easy reach of other major Kent centres - Canterbury, Ashford, Maidstone and the Medway Towns.

Sittingbourne (population 49,300) is the main town, acting as a population, employment and service centre for the Borough. These functions and the town's present day character have their roots in past travellers and pilgrims and the industries that settled there. It is a product of its location on the London-Dover road and at the head of an inlet of the Swale, Milton Creek.

A unique feature within Kent is the Isle of Sheppey, separated from the mainland by the Swale. Its main town is Sheerness (population 12,500). It owes much of its distinctiveness to its role as a traditional seaside town and the past and present industries that established there, particularly the former naval dockyard and the current Port facility. The town centre functions as the main shopping and service centre for the Island's residents and visitors.

Faversham (population 19,600) is an attractive and historic small market town at the centre of a rich farming hinterland. Faversham and Oare are located at the head of two creeks and surrounded by attractive countryside. The town is best known for its continued links with brewing and food. This and the town's industrial and maritime heritage produce its present-day character - an outstanding range of historic buildings, streets and waterways and a town centre with a strong independent retail and service sector.

Outside the towns, from Hartlip in the west to Dunkirk in the east, Sheldwich in the south to Shellness in the north, are the Borough's extensive rural areas. There is a great diversity of settlements and landscapes, many of great charm and character. Larger villages along the main transport routes like Newington, Teynham and Boughton have a range of local facilities and services. Away from the main routes are smaller, more isolated settlements and hamlets like Conyer, Warden and Throwley Forstal.

Over the last 20 years most of the villages and towns in Swale have experienced growth, with growth in the towns the most rapid. Over the last 60 years population growth has been amongst the most rapid in Kent. Now, Swale has the third largest district population in Kent and built development has similarly physically grown - in the last 10 years more employment floorspace has been built than anywhere else in the county and Swale has the fourth highest level of dwelling completions over the 10 years to 2014.

3. Diversity

The diversity of its communities - ages, ethnicity, skills and trades - has been Swale's strength for centuries. The area has been a draw to many people throughout history, from Iron Age settlers, Roman and Saxon invaders and Flemish refugees, through to 20th Century arrivals from London and today's communities from Eastern Europe and Africa along with others who seek the area's cheaper housing and good transport links. All bring their own cultures and skills which further enrich and diversify the Borough. Ethnic minorities are still a small proportion of the population, although Swale is becoming more ethnically diverse, mostly to those from Black African, Black British, Asian or British Asian backgrounds.

Although a very small proportion of the population, Swale also has one of the larger Gypsy and Traveller communities in Kent, both on their own sites and in permanent housing.

Almost 63% of the population of Swale regard themselves as Christian. Other religious communities such as Hindu, Muslim and Jewish, although not well represented, are likely to rise in line with the increase in the diversity of ethnicity in the Borough.

Swale has a wide mix of household types - married couples, families, lone parents and single older persons. The proportion of older people and those co-habiting has increased while the number of married and one person households is relatively stable.

The most common types of housing within Swale are semi-detached houses/bungalows and terraced properties and this is reflected across private, rented and registered social landlord properties. Swale has a higher proportion than the South East average of those owning their own homes (68%) and this has increased in the last 10 years by 2%.(2.9)

4. Deprivation Areas

There are wide contrasts between neighbourhoods in the Borough, from the most prosperous parts of Faversham and rural areas in the south of the Borough, to some of England's most deprived neighbourhoods in Sheerness, Bluetown, Queenborough, Rushenden, Leysdown and Warden, Davington, Murston and Milton Regis. This deprivation displays itself particularly in the poorer levels of educational attainments, ability to access jobs and health of these communities.

5. Economy

Many present day Swale industries - paper, brick, brewing, cement, steel and maritime - have roots in the past. Swale makes things, grows things, imports things and moves them around but there are relatively fewer offices, financial and high-tech businesses than most other parts of the South East

The town centres and industrial estates at Sittingbourne, Faversham, Sheerness and Queenborough are our main centres of economic activity. The largest industrial centre is at Eurolink, Sittingbourne, whilst Sheerness is a deep water port with rail freight

connections and one of the UK's largest import points for fruit, timber, paper products and vehicles.

The largest private sector employers in Swale are in the industrial and transportation sectors including DS Smith Paper Ltd, Aesica (pharmaceuticals), Medway Ports and Shepherd Neame (brewers). There are more recent additions to employment in the Borough including major distribution and logistics firms (such as Morrisons) as well as growth in environmental, renewable resources and science-based industries such as those at the Kent Science Park, near Sittingbourne. Less recognised as a significant employer, is the public sector, including from the prisons on the Isle of Sheppey.

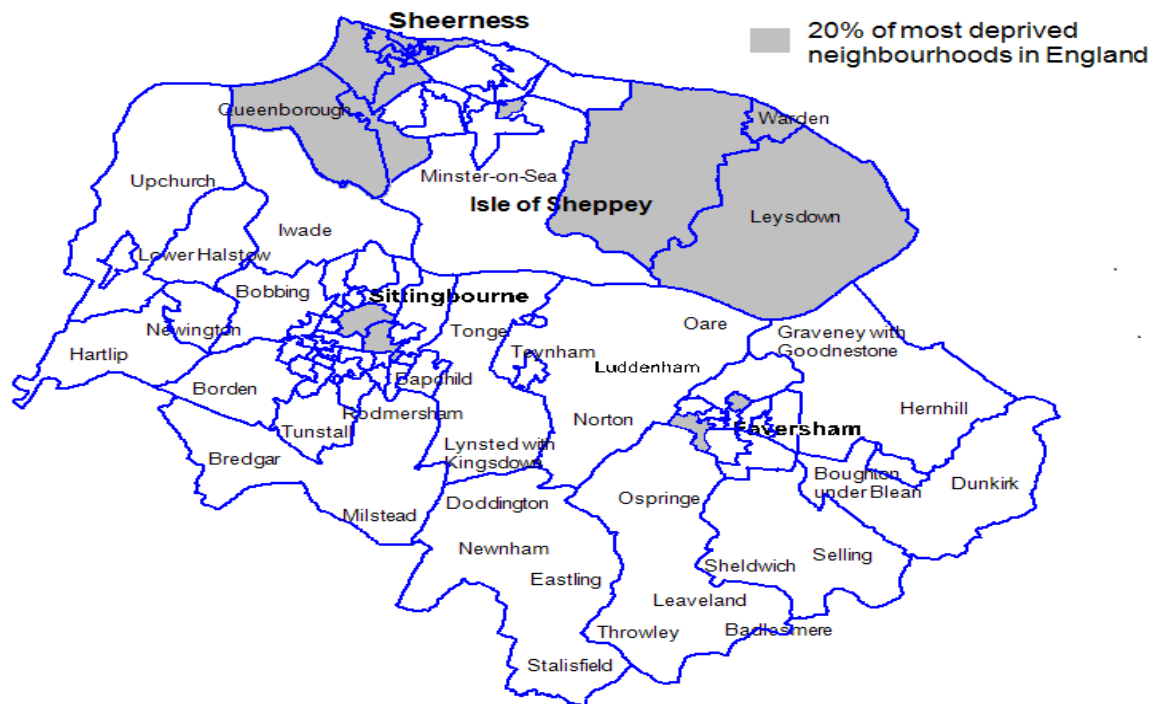
Within the rural area there are many, mostly small, businesses which significantly contribute towards employment in the Borough. Whilst this aspect of the local economy is sometimes overlooked,

Swale has the second largest agricultural workforce in Kent and makes a significant contribution to UK food supplies, particularly in fruit and cereals. Another understated and undervalued employment resource is tourism. Swale has an inviting built and natural environment which attracts visitors who explore Swale itself and further afield. During 2009, it was estimated that the expenditure of day and overnight visitors brought over £200m into Swale.

Some 44% of Swale's working residents are employed in the Borough, whilst the remaining 56% commute to areas outside. Of these around 26% work in the main towns of Kent with 18% within Medway, Canterbury and Maidstone, a further 8% travel to London. Some 70% of the journeys to Canterbury are generated from Faversham alone.(2.14) The main reason for working outside Swale is the lack of availability of certain types of jobs within the Borough and the higher salaries available elsewhere.

Swale has the third highest number of international migrant workers of all Kent local authorities and has seen significant growth in economic migration from within the EU (particularly Lithuania, Poland, and Bulgaria) not only for agricultural work but for an increasing number of other work opportunities.

6. Deprivation Map



Based on the English Indices of Deprivation 2015, Sheerness East tops the list of the most deprived area in Kent.

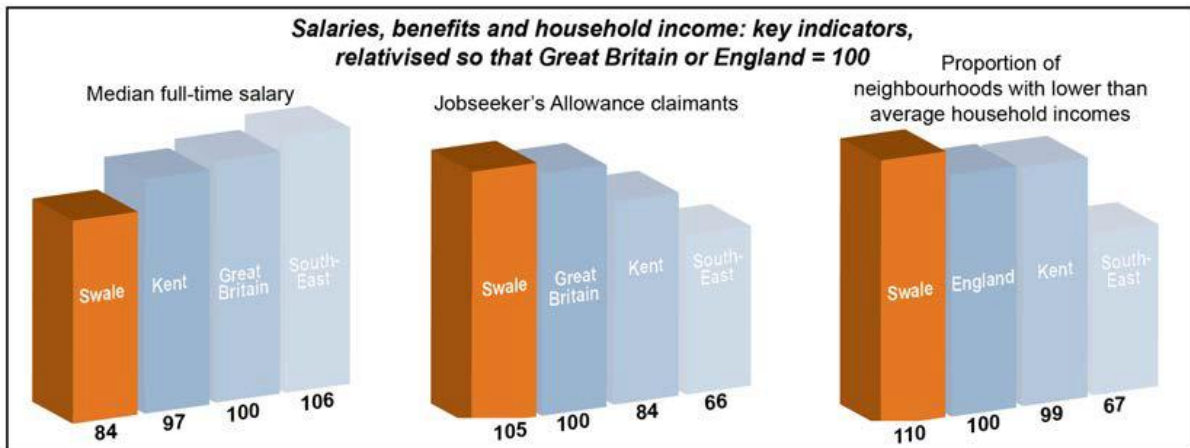
Table 14: IDACI (ID2015): top 20 most deprived areas in Kent

The top 20 most deprived areas within Kent: ID2015: Income Deprivation Affecting Children Index (IDACI) domain

Source: English Indices of Deprivation 2015, DCLG:Department for Communities and Local Government

Table presented by Strategic Business Development & Intelligence, Kent County Council

Lower Super Output area	Electoral Ward	Local Authority	IDACI score	National Rank out of 32,844 LSOAs	Within top 10% most deprived in England	Kent rank out of 902 LSOAs
Swale 001A	Sheerness East	Swale	0.59	166	yes	1
Thanet 001E	Margate Central	Thanet	0.55	360	yes	2
Shepway 014A	Folkestone Harbour	Shepway	0.55	369	yes	3
Thanet 004A	Cliftonville West	Thanet	0.54	420	yes	4
Thanet 001D	Cliftonville West	Thanet	0.54	440	yes	5
Thanet 001A	Cliftonville West	Thanet	0.53	451	yes	6
Thanet 006D	Dane Valley	Thanet	0.52	566	yes	7
Swale 001B	Sheerness East	Swale	0.52	606	yes	8
Swale 005C	Queenborough and Halfway	Swale	0.51	615	yes	9
Swale 002C	Sheerness West	Swale	0.51	652	ves	10



7. Sittingbourne

Fails to provide the range and quality of public, cultural and commercial services expected for its size and growth area status with insufficient spending retained within the Borough.

The largest town in Kent without a dedicated further education facility. Poor transport conditions and public transport facilities in central areas of the town.

Has an indistinct cultural and architectural identity and a poor quality green urban environment in the centre and north of the town, including notable deficiencies in parks and gardens, street trees, natural and semi-natural green space, amenity green space, provision for children and young people and allotments. Pockets of deprivation, particularly in the north of the town in Murston, Milton Regis and Kemsley.

Out-commuting from Sittingbourne (49% of resident workforce)

Has a potential under supply of employment sites for industrial uses if the remaining land bank is used by land-hungry uses.

8. Isle of Sheppey

Sheerness struggles to maintain its role as the main commercial and service centre for the Island. The health of the town centre needs to be improved, but there are limited opportunities available within its confines or at its edges, although there are regeneration and enhancement opportunities at its centre.

Pockets of deprivation at Sheerness, Queenborough and western communities. Queenborough/Rushenden has major regeneration opportunities. Undeveloped transport network. Unmade roads and cul-de-sacs to the eastern end of the Island and deprived communities increase isolation and promote unsustainable travel patterns. Significant off-Island commuting (59% of resident workforce).

The Island's tourism offer is unique to Kent, but under-exploited, whilst the traditional 'bucket and spade' product faces challenges to meet modern demands and expectations. Sustainable rural tourism, the Island's historic assets and links with aviation pioneers are potential growth areas. Deficiencies in natural and semi-natural green space, formal outdoor sport facilities and allotments.

9. Faversham

A typically Kentish market town, rich in-built heritage and unique for its morphology north of the A2 (Watling Street).

Despite the town's prosperous image, Davington is amongst the most deprived neighbourhoods in England. The town centre is healthy but needs to further consolidate its character and role as the primary service centre for eastern Swale and further widen its development as a local tourism and cultural centre.

Existing employment allocations need to be developed or replaced, but there needs to be an improved quality of employment sites commensurate to its scale and location. Faversham Creek is under used and silting up but has regeneration opportunities. Out-commuting (46% of resident workforce), mostly the short distance to Canterbury. Deficiencies in parks and gardens, formal outdoor sport facilities and amenity green space.

10. Swale

The area served by the Council covers 373.5 square kilometres.

The population of Swale is distributed as follows:

Table 1 – Mid 2017 total population estimate for Swale

2017 Mid-Year population Estimates					
Local Authority	Total Persons	Males		Females	
		Number	%	Number	%
Swale	148500	73500	49.5	75,100	50.5

Table 2 - Breakdown of Swale population – Age

Swale, 2017						
	% of total Total population		% of total Males population		% of total Females population	
All Ages	146,700	100%	72,500	49.5%	74,200	50.5%
0-4	9,200	6.3%	4,800	3.2%	4,500	3.0%
5-9	9,800	6.7%	5,000	3.4%	4,800	3.3%
10-14	8,800	6.0%	4,500	3.1%	4,200	2.9%
15-19	8,500	5.8%	4,400	3.0%	4,100	2.8%
20-24	8,100	5.5%	4,300	2.9%	3,800	2.6%
25-29	8,900	6.1%	4,500	3.1%	4,400	3.0%
30-34	8,900	6.1%	4,300	2.9%	4,600	3.2%
35-39	8,900	6.1%	4,200	2.9%	4,700	3.2%
40-44	8,600	5.9%	4,200	2.8%	4,400	3.0%
45-49	10,200	7.0%	5,000	3.4%	5,200	3.5%
50-54	10,900	7.5%	5,400	3.7%	5,500	3.8%
55-59	9,500	6.5%	4,700	3.2%	4,800	3.2%
60-64	8,400	5.7%	4,300	2.9%	4,100	2.8%
65-69	8,400	5.7%	4,100	2.8%	4,300	3.0%
70-74	7,800	5.3%	3,800	2.6%	4,100	2.8%
75-79	5,100	3.5%	2,400	1.7%	2,600	1.8%
80-84	3,400	2.3%	1,500	1.0%	1,900	1.3%
85+	3,200	2.2%	1,100	0.8%	2,100	1.4%

11. What is Gambling Related Harm?

Gambling related harm is a broad concept that impacts a wide range of people including families, colleagues and those within the wider community who may not have been involved in gambling themselves.

Harms may include financial hardship, relationship breakdown, domestic violence, mental health problems and suicidal thoughts.

The most recent Health Survey statistics for England found that 56 per cent of the population in England have spent money on at least one gambling activity in the past year. The Health Survey statistics also indicate that in 2016, 0.7 per cent of people in England (approximately 300,000 people) identified as problem gamblers, with 3.6 per cent (approximately 1,610,000 people - 6.6% of gamblers) at low or moderate risk based on their gambling

Recent research by Leeds Beckett University for Leeds City Council has concluded that gambling behaviour and problem gambling are not equally distributed across England and that certain areas experience higher rates of problem gambling.

Definition of Problem Gambling

Problem Gambling (or ludomania, but usually referred to as ‘gambling addiction’ or ‘compulsive gambling’) is defined as:

‘an urge to gamble continuously despite harmful negative consequences or a desire to stop’

Nature of harms

The following represents the nature of harms to individuals which can be broadly grouped as follows:

- a) Detriments to the person's health, both morbidity and mortality
- b) Emotional or psychological distress
- c) Financial difficulties diverted financial resources, bankruptcy or reduction of financial situation.
- d) Reduced performance / loss of role at employment or study
- e) Relationship conflict or breakdown
- f) Criminal activity. While a rare outcome of gambling problems, entering the judicial system creates acute harm to individuals as well as the community. This includes (but is not limited to) incarceration, along with psychological harms of shame and stigma.
- g) Harm to family and friends (in terms of the partner (or spouse) and the children of people with gambling problems.
- h) Harm to the community (poverty, poor health, lower levels of social and human capital)
- i) Financial loss to the community

Who can be vulnerable to gambling – related harm?

The Gambling Commission has stated that whilst they did not want to explicitly define who vulnerable people are, this is likely to include people who gamble more than they want to.

The following represents those persons who can be vulnerable to gambling-related harm:

- a) Young people (youth)
- b) Students
- c) Those with mental health problems
- d) Those afflicted with substance use/misuse issues
- e) Those with learning difficulties / disabilities
- f) Immigrants
- g) Ethnic Minorities
- h) Homeless people
- i) Those living in constrained economic circumstances
- j) Those living in deprived areas
- k) Prisoners
- l) Older People
- m) Those with personality /cognitive impairments
- n) Women potentially vulnerable to harm
- o) Other groups/ people

What councils can do

- a) Contribute data and insight to the development of local area profiles to support licensing statements of policy.
- b) Ensure public health teams are aware of harmful gambling and can support services to screen, assess and signpost to appropriate support.
- c) Identify local organisations providing treatment and support, to assist signposting.
- d) Identify appropriate referral pathways.
- e) Work through the Health and Wellbeing Board to develop a coherent approach to problem gambling, include focused prevention work with potential high-risk groups.
- f) Clinical Commissioning Groups should be encouraged to raise awareness of harmful gambling amongst primary care professionals and work with local authorities to signpost to local and national support services
- g) Mental health service providers should consider how they can best identify harmful gambling and provide access to specialist support, particularly for young people presenting through child and adolescent mental health services (CAMHS).

12. The Changing Environment of Gambling

The gambling landscape has changed exponentially in the past 10 years due to online/internet gambling – hand-held technology has spawned a whole new customer base. Gambling is now 24/7, anonymous and engages a higher volume of users.

Recent statistics has shown that 1 in 5 of the United Kingdom are now gambling on-line. However, the most alarming statistic is that over 500,000 children are reported to gamble each week. The most predominant demographic however is professional males aged between 18-35 years old who invariably are in uncontrolled environments where warnings and control are very limited. Television gambling advertisements have risen 600% from 234,000 in 2007 to 1.4m in 2012

These advertisements produced 30.9bn ‘impacts’ – i.e. the number of times a commercial was seen by viewers. Gambling advertising on social media has also increased as the gambling industry owns a ‘freedom’ on the internet that it has never been able to fully realise in the actual physical world.

13. Gambling Premises

The 6 maps below show the distribution of Gambling premises licensed per postcode sector in the Swale area.

<u>Type of premises</u>	<u>Number of Premises</u>
Casinos	Nil
Adult Gaming Centre (AGC)	4
Family Entertainment Centre (FEC's)	5
Betting Premises	11
Bingo Premises	2
Tracks	1

Where a premise does not hold a premises licence but wishes to provide gaming machines, it may apply to the Council for a permit. These regulate gambling and the use of gaming machines in premises where the stakes are low or gambling is not the main function of the premises.

Type of premises	Number of Premises
Unlicensed Family Entertainment Centre (uFEC)	15
Gaming Machine Permit	14
Gaming Machine Notification	82
Club gaming Permit	1
Club machine Permit	15
Small Society Lotteries	60

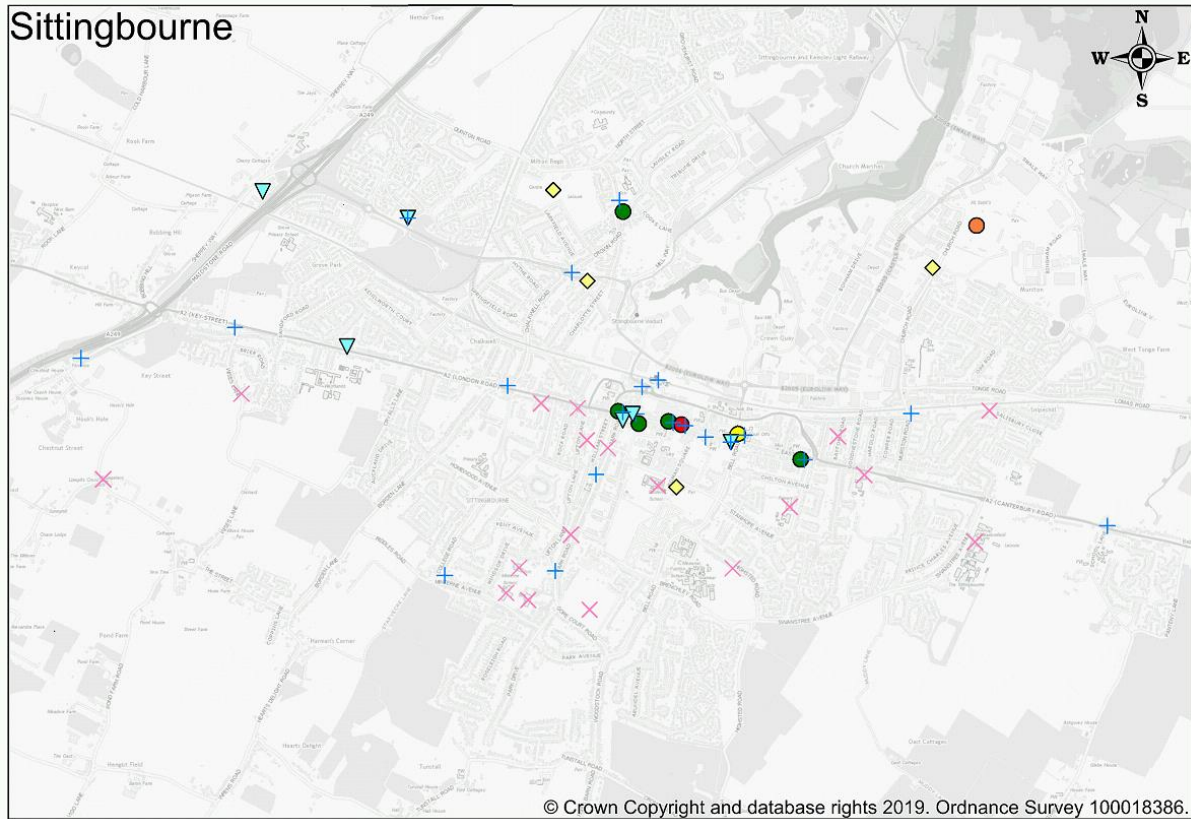
Gambling Act 2005 Local Area Profile January 2019

- Adult Gaming Centre
- Adult Gaming Centre / Family Entertainment Centre
- Betting
- Bingo
- Bingo / Family Entertainment Centre
- Family Entertainment Centre
- Track

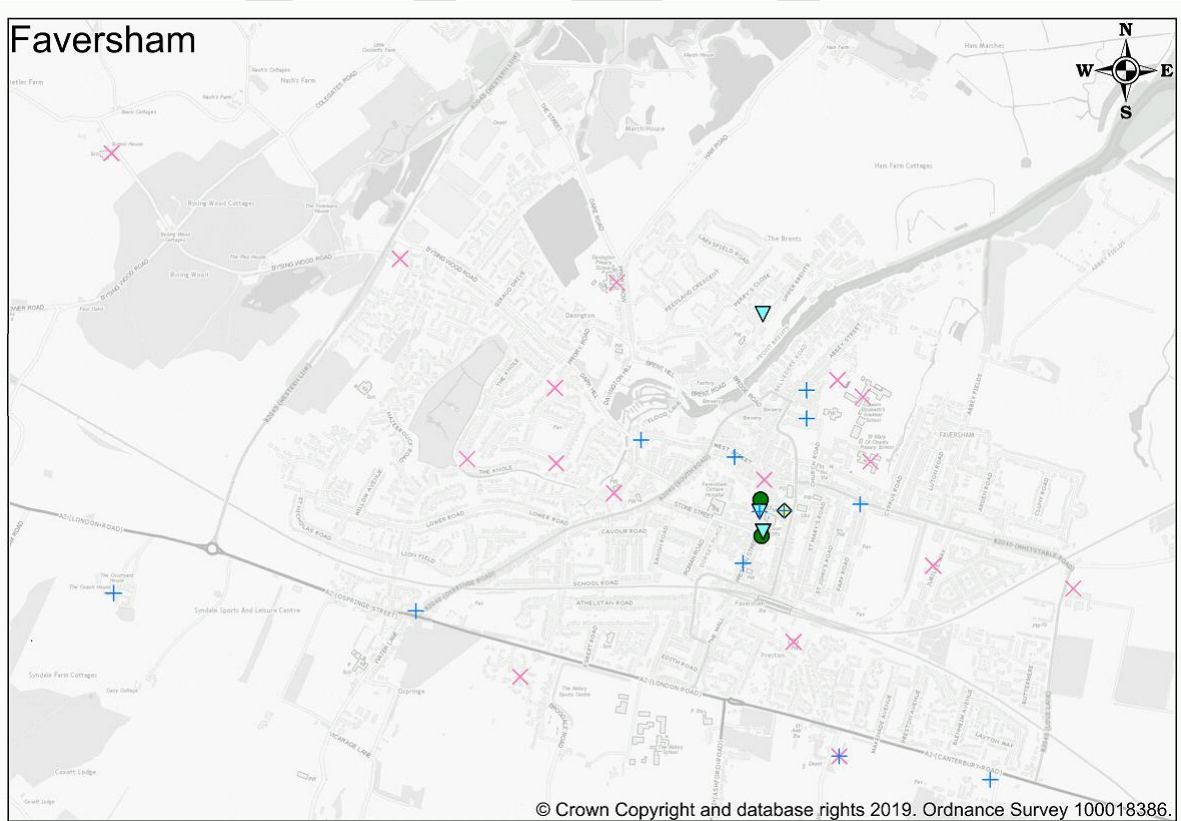
Gambling Act 2005 Local Area Profile September 2019

- Club Gaming Permit
- Club Machine Permit
- ▲ Family Entertainment Centre PL
- ▼ Licensed Premises Gaming Machine Permit
- + Notification of Intent (2 or Less)
- × Small Society Registration
- ★ Unlicensed Family Entertainment Centre

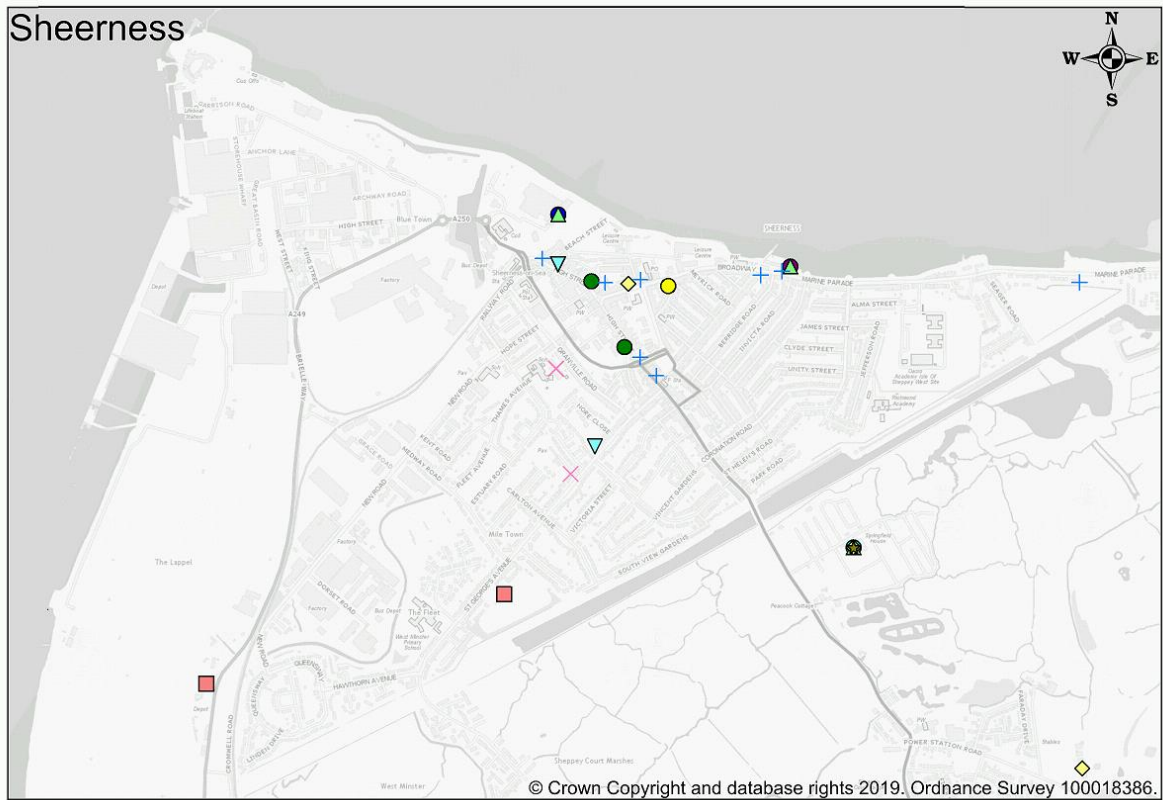
Map 1



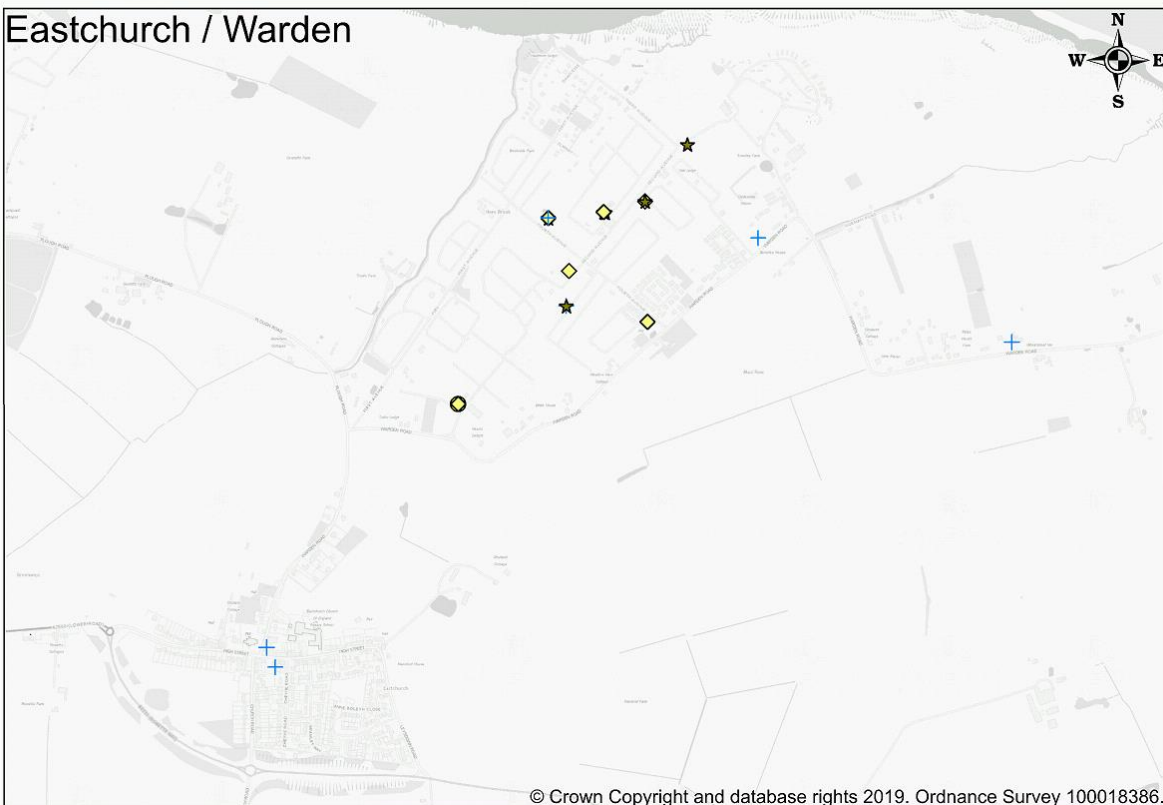
Map 2



Map 3



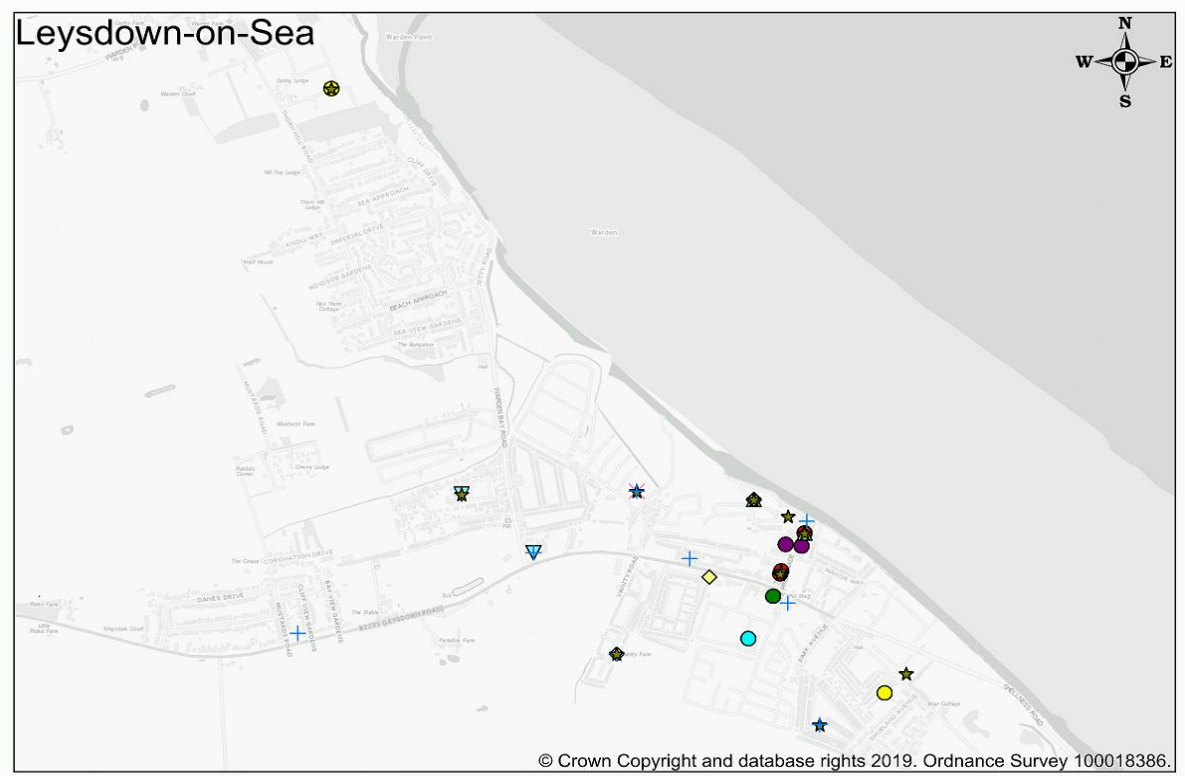
Map 4



Map 5



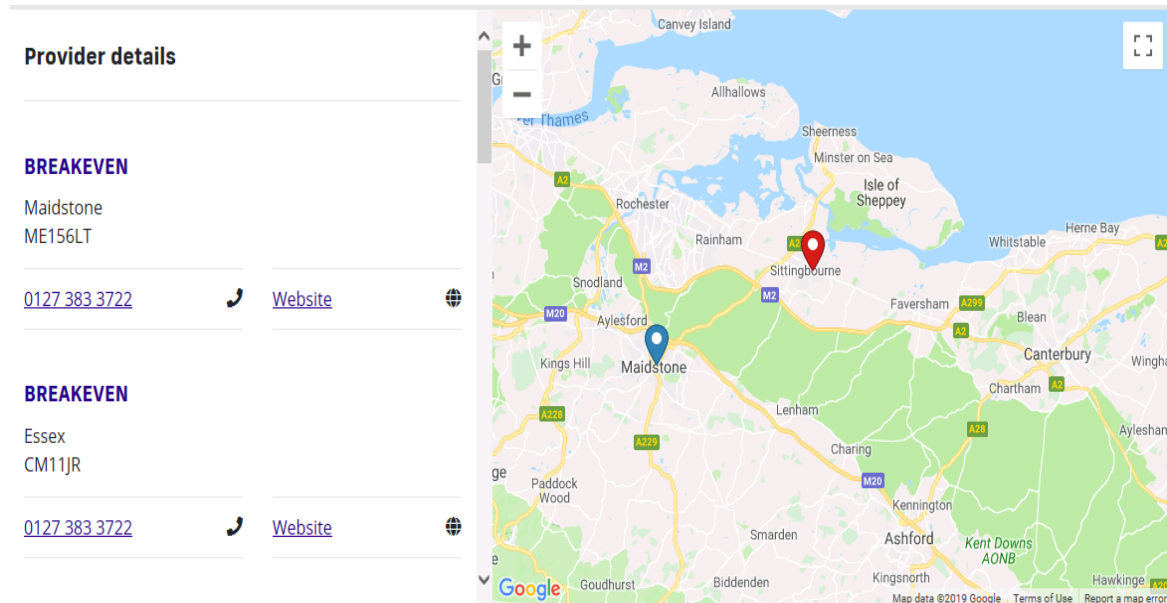
Map 6



14. Risk factor: Problem Gamblers seeking treatment

Dataset Used: Gamblers Anonymous meetings, GamCare counselling locations

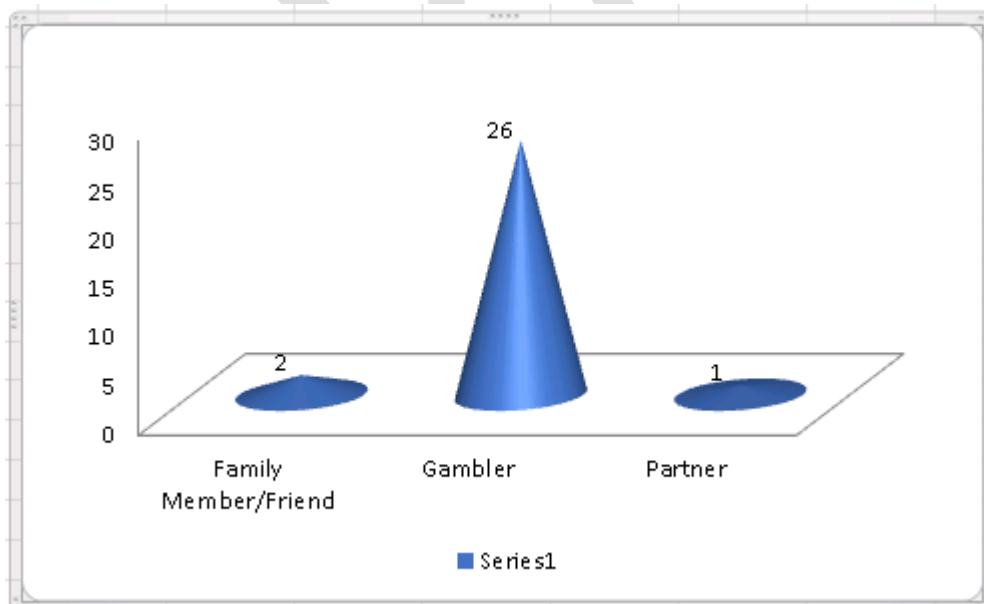
Map 7: Location of Gamcare Counselling locations - Maidstone is the closest one

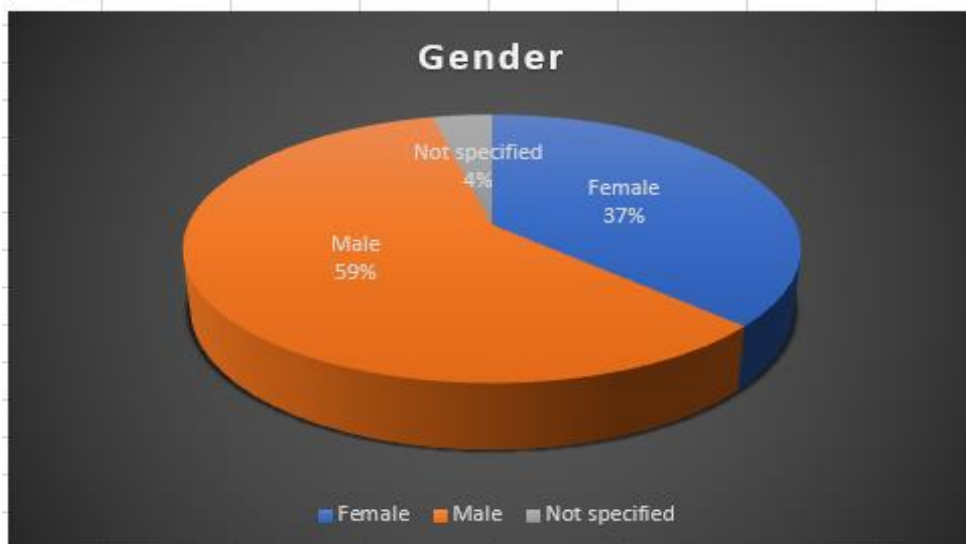
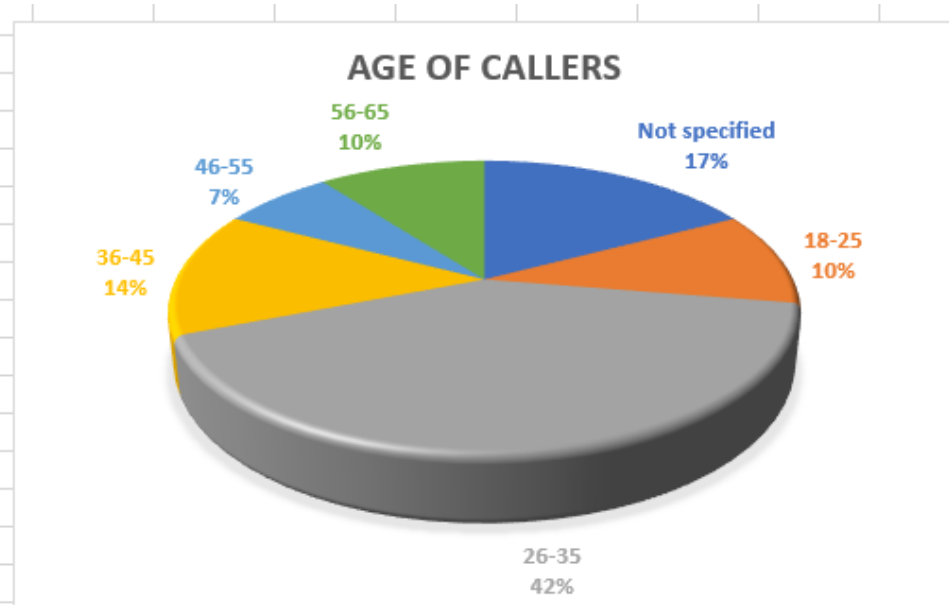


Please see below the details from Breakeven
 The graph shows the calls they received during the period of Jan – Dec 2018

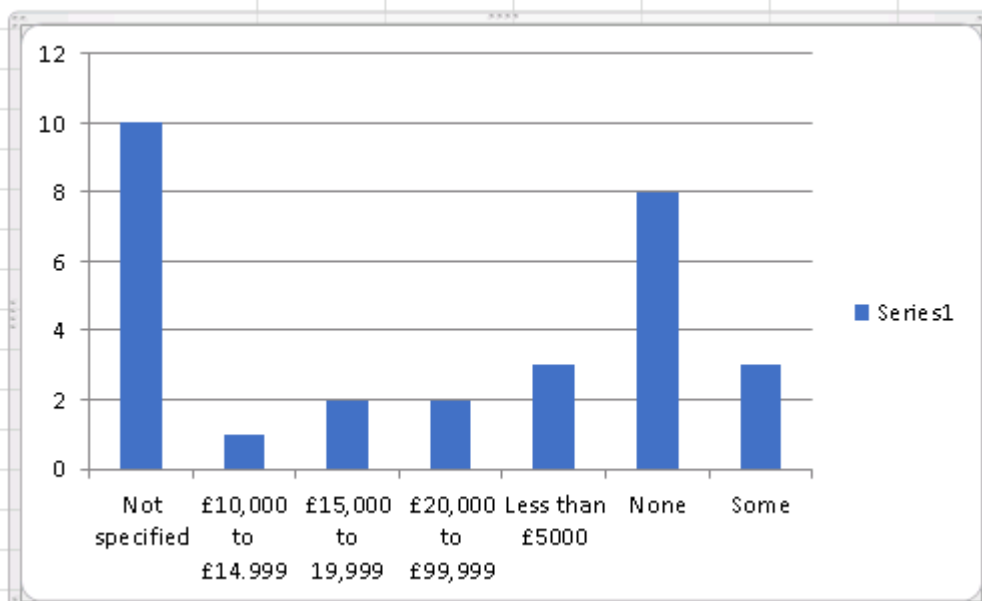
Caller Type

There were a total of 29 callers during that period.

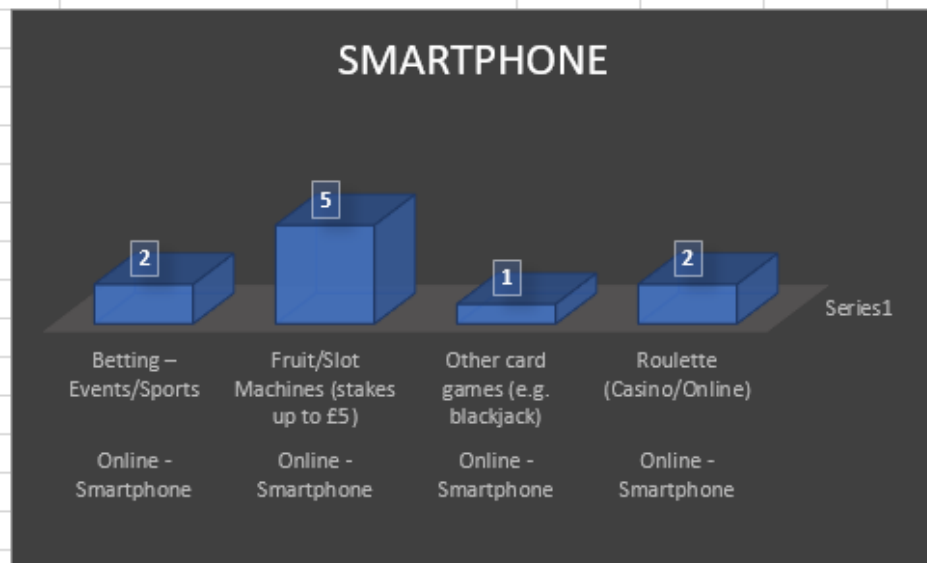




Debt Disclosed – The callers indicated the level of debt they were in



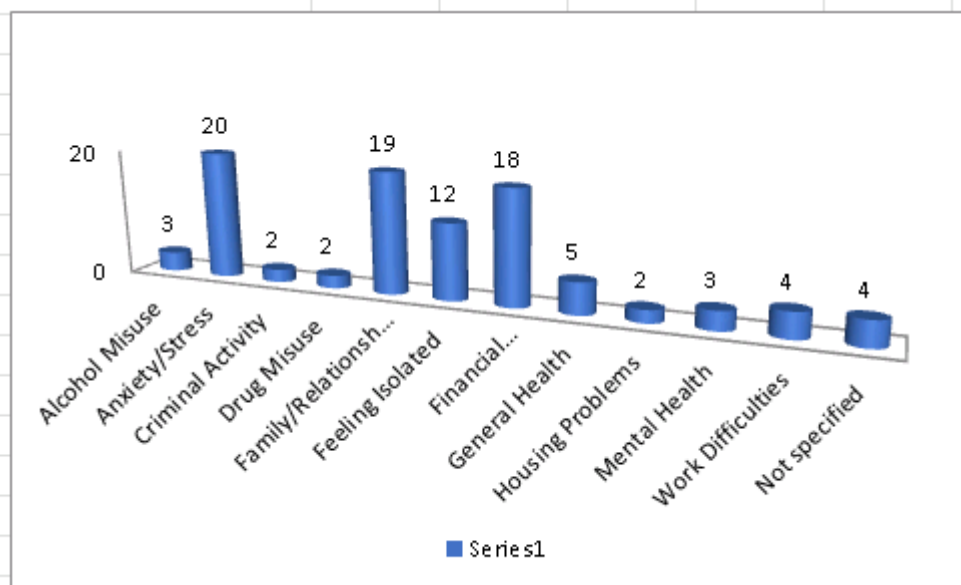
The Gambling location and activity undertaken by the callers



The other categories

Not Specified	Not Specified	1
Arcade - Family	Fruit/Slot Machines (stakes up to £5)	2
Casino	(Not asked)	1
Online - Tablet	Roulette (Casino/Online)	1
Online - Laptop/PC	Fruit/Slot Machines (stakes up to £5)	2

Impacts Discussed (May be more than one per call)



Map 8: Medical Institutions Risk Factor: People with poor mental health

Datasets used: Mental health treatments and recovery centres/clinics within GP surgeries.



15. Risk Factor: Anti-Social Behaviour

Map 9: Crime and Disorder

We acknowledge that crime and anti-social behaviour occur at or near gambling premises. However, the data is not available to identify those events that relate directly to gambling activity or that show a direct link to people who are vulnerable to the risk of gambling related harm. Table A shows a list of offences in the three areas of Swale in relation to location of the gambling premises, but do not infer that the events are directly linked to gambling activity or gambling-related related harm

Swale District 2017/18 Crime Figures (Around Gambling Locations)

Offence	Count of Crimes
BURGLARY	1
BURGLARY NON-DWELLING	1
PUBLIC ORDER OFFENCES	4
PUBLIC FEAR, ALARM OR DISTRESS	4
SEXUAL OFFENCES	1
RAPE	1
THEFT	3
OTHER THEFT	3
Grand Total	9

Faversham 2017/18 Crime Figures (Around Gambling Locations)

Offence	Count of Crimes
BURGLARY	1
BURGLARY NON-DWELLING	1
Grand Total	1

Sittingbourne 2017/18 Crime Figures (Around Gambling Locations)

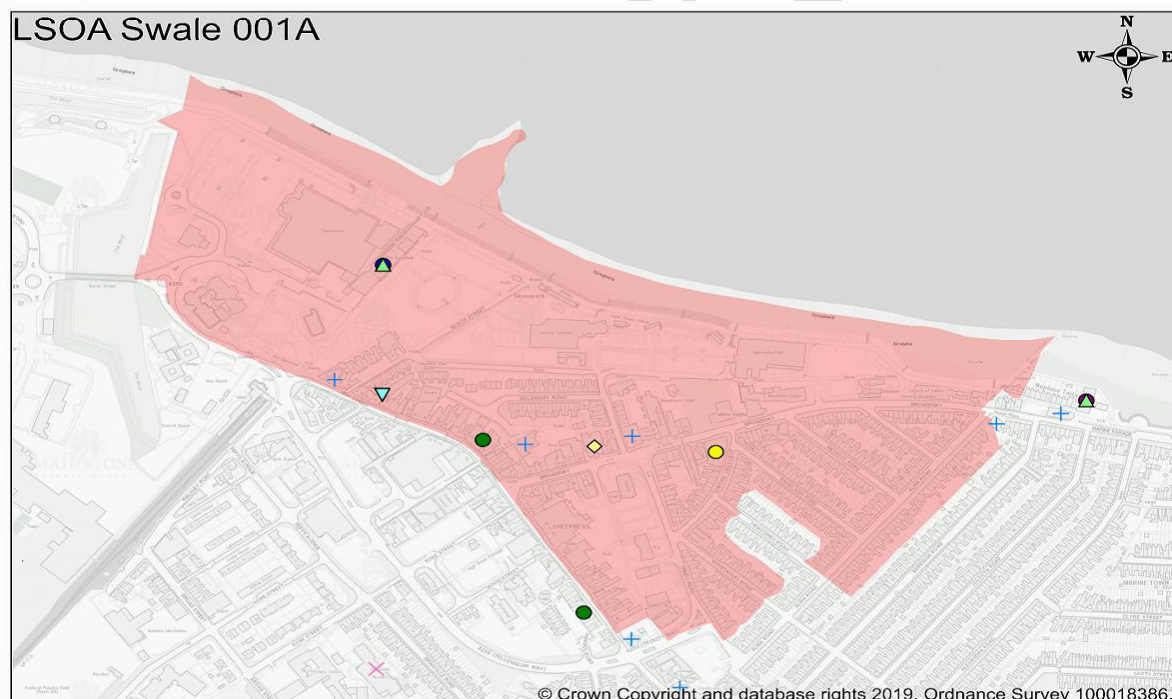
Offence	Count of Crimes
PUBLIC ORDER OFFENCES	2
PUBLIC FEAR, ALARM OR DISTRESS	2
SEXUAL OFFENCES	1
RAPE	1
THEFT	2
OTHER THEFT	2
Grand Total	5

Isle of Sheppey 2017/18 Crime Figures (Around Gambling Locations)

Offence	Count of Crimes
PUBLIC ORDER OFFENCES	2
PUBLIC FEAR, ALARM OR DISTRESS	2
THEFT	1
OTHER THEFT	1
Grand Total	3

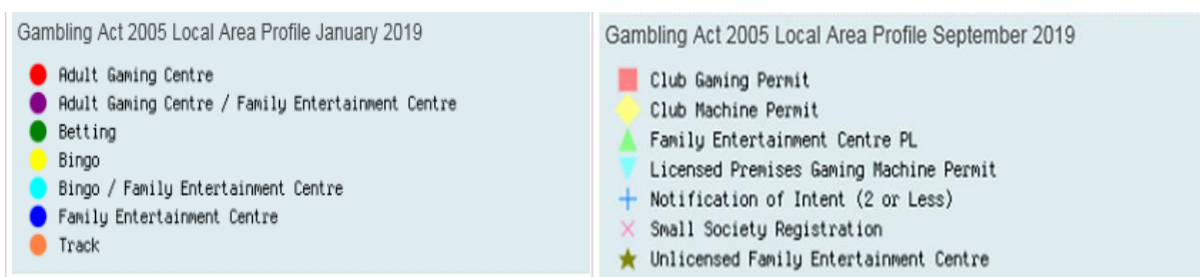
Map 9 Deprivation

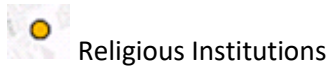
Based on the English Indices of Deprivation 2015, Sheerness East tops the list of the most deprived area in Kent. The shaded area on the map shows Sheerness East and location of the gambling premises in that area.



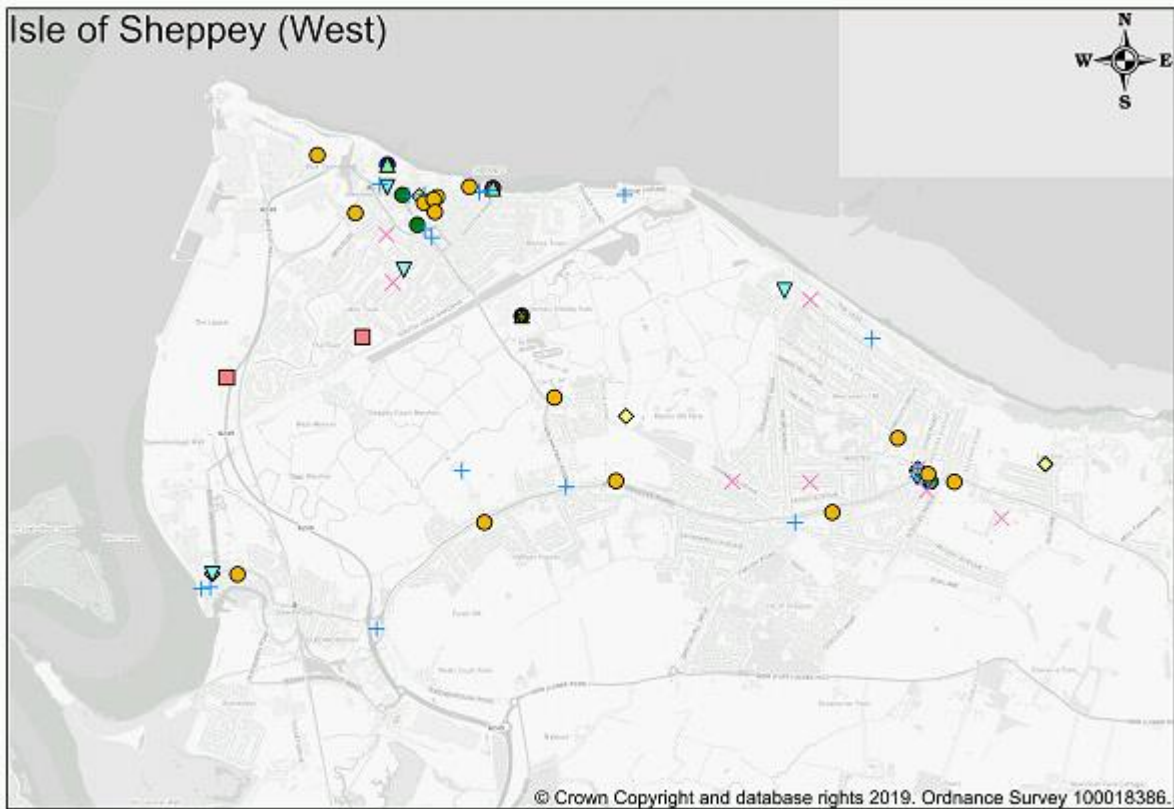
Map 10: Religious Institutions

The location of the religious institutions of Swale is listed on the maps. The licensed gambling premises are also included.

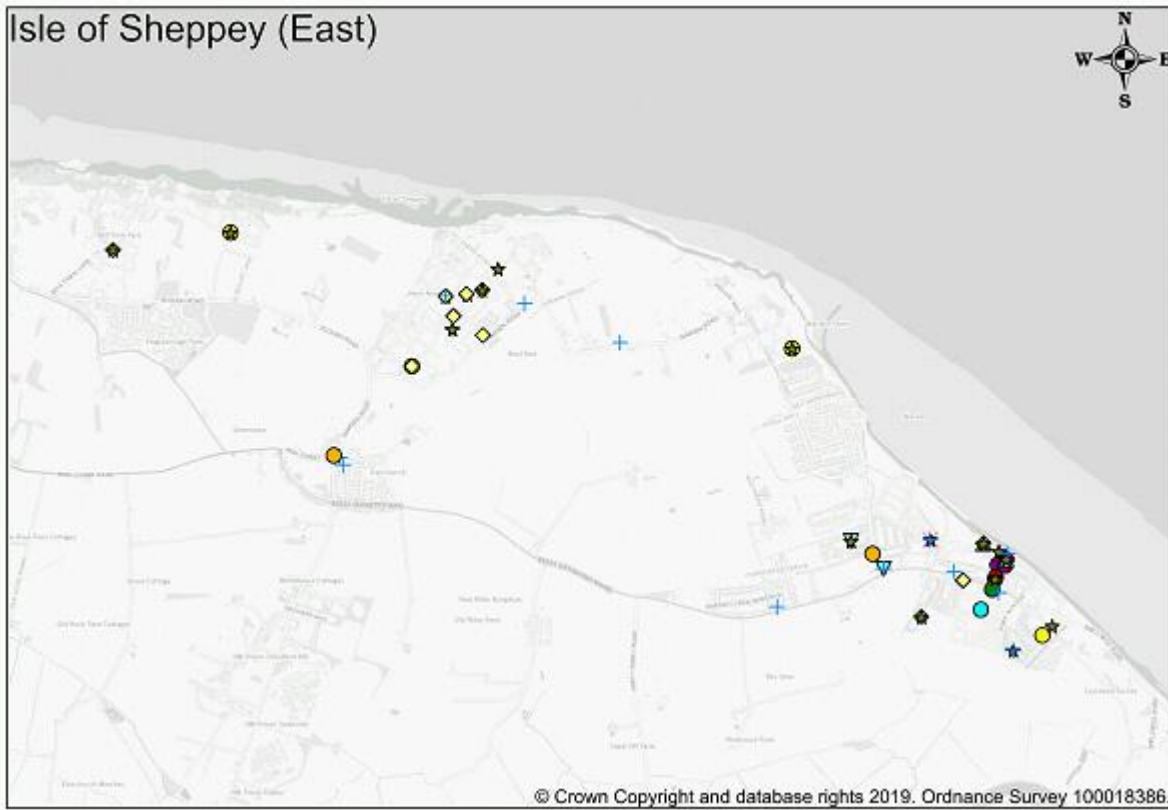


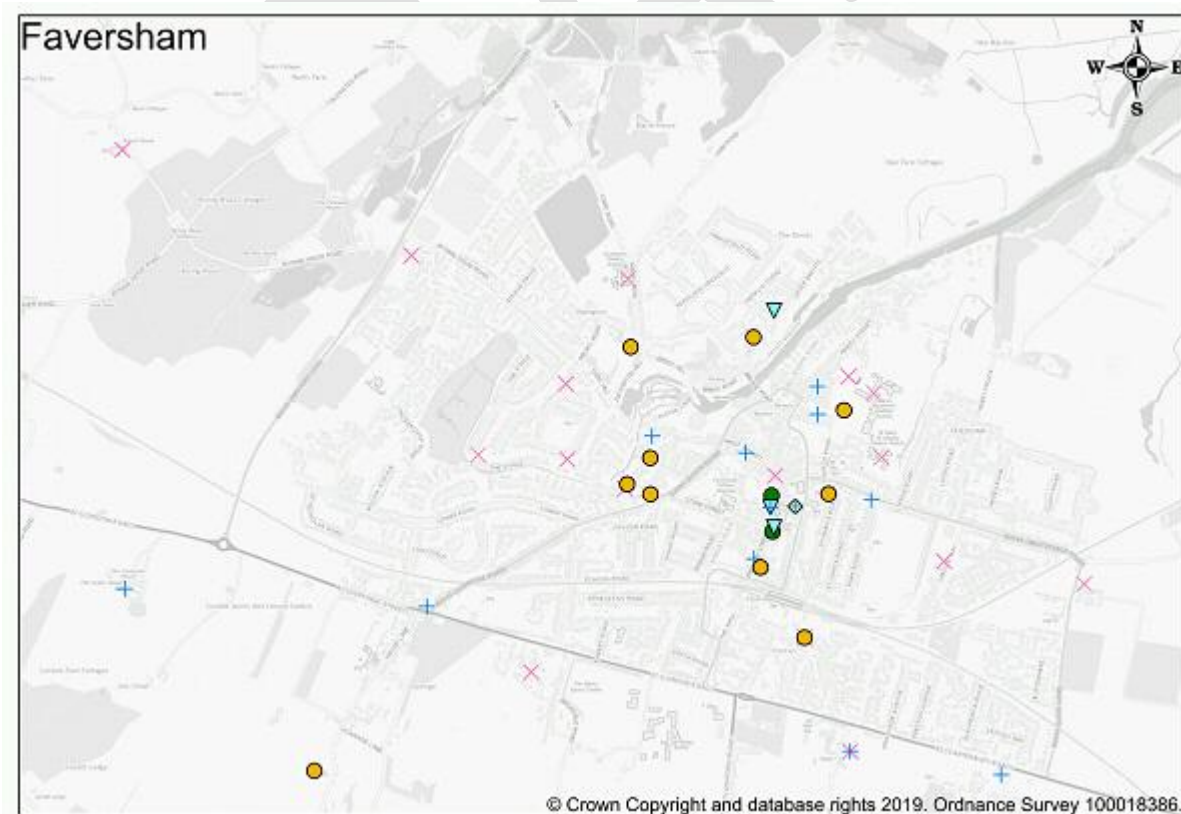
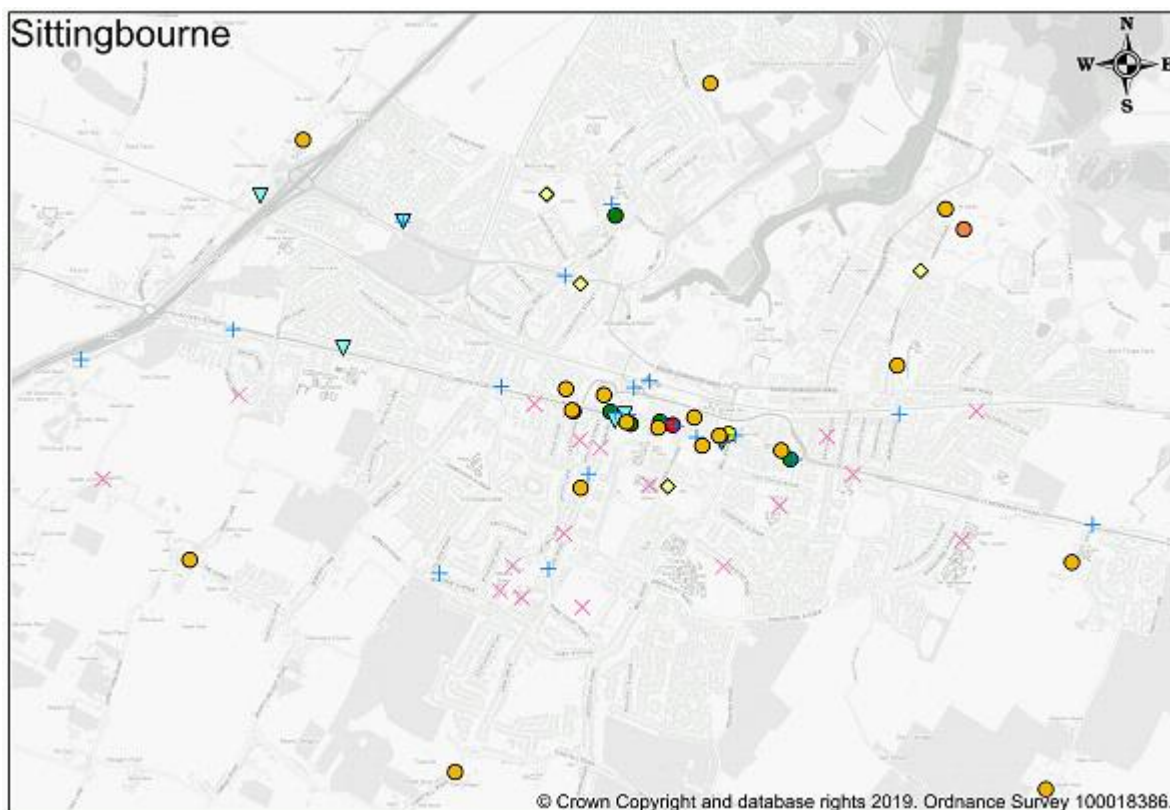


Isle of Sheppey (West)



Isle of Sheppey (East)





16. Summary

Although not a statutory requirement, a Local Area Profile will increase awareness of any identified risks in order to inform operators to provide sufficient detail when completing their risk assessments. This will facilitate constructive engagement with operators and a greater coordinated response to any identified local risks.

There are a few benefits of the Local Profile:

- It enables licensing authorities to better serve their local community, by better reflecting the community and the risks within it
- It provided 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
- It should enable 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
- It encourages a proactive approach to risk that is likely to result in reduced compliance and enforcement action.

It is expected that the Local Area Profile will develop over time and will be influenced by information and intelligence supplied by researchers, key partners and other stakeholders.

List of gambling treatment helplines and contact details

National Gambling Helpline

www.gamcare.org.uk/support-and-counselling/frontline-services/netline

Telephone: 0808 8020 133

Gamblers Anonymous

www.gamblersanonymous.org.uk

GamAnon

www.gamanon.org.uk

Email: contact@gamanon.org.uk

Telephone: 08700 50 88 80

Gordon Moody Association

Email: help@gordonmoody.org.uk

Telephone: 01384 241292

National Problem Gambling Clinic

Email: gambling.cnwl@nhs.net

Telephone: 020 7381 7722

Sources of data:

- (1) Bearing Fruits 2031 – Swale Borough Local Plan 2017
- (2) Swale Crime figures – Kent Police
- (3) Kent County Council Website
- (4) Gambling Commission website
- (5) Local Government Association guidance – Tackling gambling related harm
- (6) Break Even / GamCare
- (7) Ofcom Research - 2012