



**BOROUGH OF
BROXBOURNE**
www.broxbourne.gov.uk

BOROUGH OF BROXBOURNE
GAMBLING ACT 2005
LOCAL AREA PROFILE
2022- 2025

ABOUT BROXBOURNE

The Borough of Broxbourne is situated in the County of Hertfordshire, which contains ten district councils in total. The Council area has a population of 99,000 (ONS population estimate). The Borough is situated in the south-east corner of the County, immediately to the north of Greater London. With an area of 52 square kilometres the Borough is one of the smallest in the County. The Borough is a mixed urban and rural area. The largest towns are Cheshunt, Waltham Cross and Hoddesdon. The main urban area is along the eastern side of the Borough bordering the Lee Valley Regional Park and stems out of north London and comprises of an almost continuous string of settlements incorporating Waltham Cross, Cheshunt, Turnford, Wormley, Broxbourne and Hoddesdon. To the west of the A10 London to Cambridge road the Borough is more rural in nature comprising of farmland and the village of Goffs Oak.



THE PROFILE OF BROXBOURNE

The population is relatively diverse with the 2011 Census recording 82% of white British or Irish origin, and 8.2% of other white backgrounds, including well-established Italian, Polish, Ukrainian and Turkish communities and more recent arrivals from Eastern Europe. In 2011, a further 4.2% of the population were of black origin, 2.3% Asian, 2.3% mixed origin and 1% other. Evidence suggests that since the 2011 Census the population has become more diverse.

The average age of the population is increasing, as in the rest of the UK. During the five years from 2020 to 2025, the number of residents aged 75 and over is expected to increase by 17% compared to a 3% increase for the population of the Borough overall (ONS).

In general, the health of Broxbourne residents is good. Life expectancy for a baby born between 2015 and 2017 is 85 for a girl and 81 for a boy (ONS). This is above the average for England. However, health issues associated generally with lifestyle restrict the number of healthy years that residents enjoy. It is estimated that 70% of the adult population is overweight, which is significantly above the average for England at 62% overall (2017/18, Public Health England). Repeated surveys by Sport England have shown that a significant proportion of Broxbourne residents are physically inactive, achieving less than 30 minutes of physical activity or sport each week.

LOCAL AREA PROFILE

This document is the Borough of Broxbourne's Local Area Profile, as described in the Gambling Commission Guidance to Licensing Authorities, for consideration by operators when creating their local risk assessments.

This Local Area Profile is prepared by the Council concurrently with the current Gambling Act statement of licensing principles and published the Council's website –

[Gambling Statement of Principles](#)

As stated in the Gambling Commission's Licence Conditions and Codes of Practice, 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 in the Gambling Commission's guidance as follows:

- (a) It enables licensing authorities to better serve their local community, by better reflecting the community and the risks within it;
- (b) 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;
- (c) 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
- (d) It encourages a proactive approach to risk that is likely to result in reduced compliance and enforcement action.

RISK ASSESSMENT CONSIDERATIONS

At the time of this Local Area Profile being published Broxbourne has fifteen licensed gambling premises under the Gambling Act 2005, which are primarily betting shops.

In assessing local area profiles, licensing authorities can also take into account;

- (a) Local crime statistics;
- (b) Any problems in the area relating to gambling establishments such as anti-social behaviour;
- (c) The location of any nearby sensitive premises such as facilities used by vulnerable persons e.g. drug and alcohol addictions; and

- (d) Whether there is any indication of problems with young persons attempting to access adult gambling facilities in that type of gambling premises in the area.

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 profiles of the Borough that are available, including the Office for National Statistics website;

<https://www.ons.gov.uk/>

and local crime statistics available via the Hertfordshire Constabulary website:

<https://www.herts.police.uk/>

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 licensing authority will inform an operator if they become aware of a substantial change to local circumstances with an expectation that the operator update their risk assessment.

FURTHER INFORMATION

For further information about the Local Area Profile, please contact the Council's licensing office as follows:-

Licensing Office
Borough of Broxbourne
Bishops' College
Churchgate
Cheshunt
Herts
EN8 9XB

email: licensing@broxbourne.gov.uk

Telephone: 01992 785555 ext. 5593

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