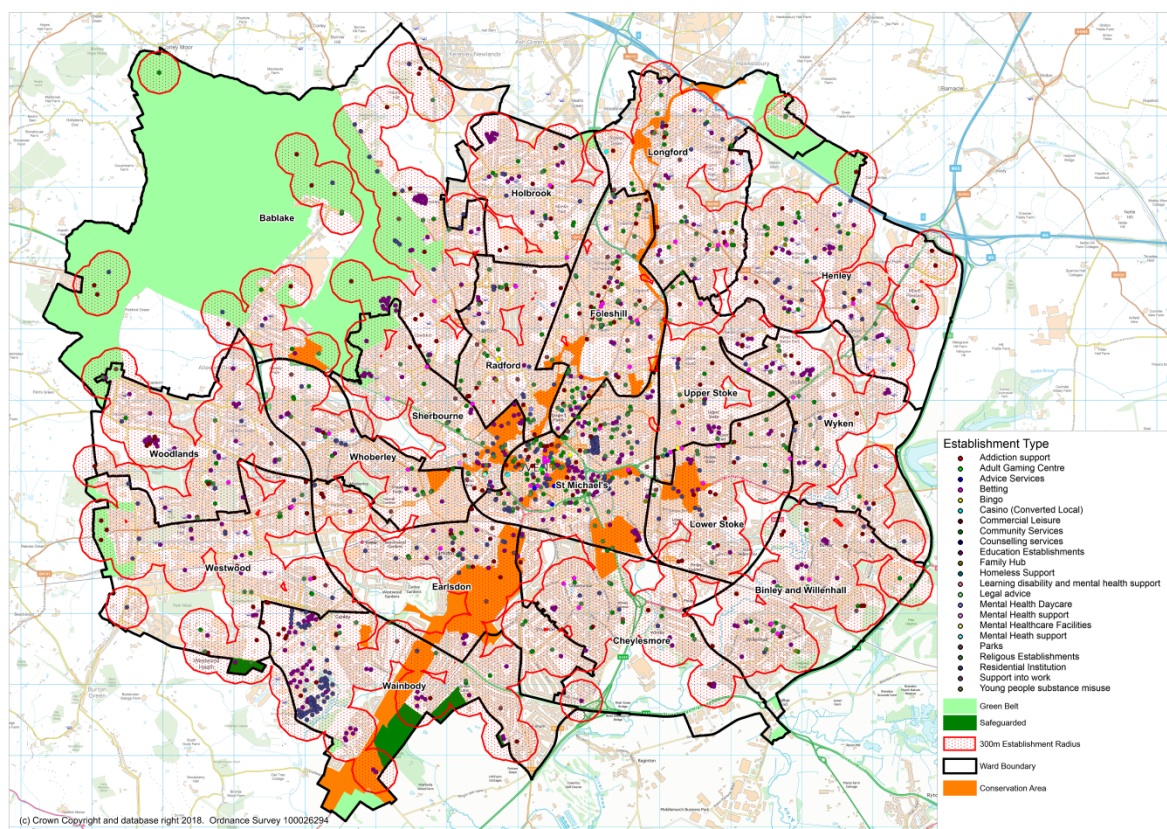


LOCAL AREA PROFILE & RISK ASSESSMENTS



The Gambling Commission's social responsibility code within the Licence Conditions and Codes of Practice, require gambling operators to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises and to have policies, procedures and control measures in place to mitigate the risks. This provision came into force on 6th April 2016. Coventry City Council has produced this guidance to assist gambling operators in undertaking and preparing their local (premises) risk assessment.

The plan provides details of the location that the Licensing Authority consider are sensitive premises, and this should be considered by licensees along with relevant matters identified in the Licensing Authority's Statement of Gambling Policy when assessing and making their risk assessments.

The Licensing Authority considers the following as examples of sensitive premises (although this list is not exhaustive):

- Educational facilities in the local area
- Community centres
- Any vulnerable group or venues relating to those vulnerable groups: i.e.
 - Homeless or rough sleeper shelters and care/support facilities
 - Hospitals, mental health or gambling care providers
 - Alcohol or drug support facilities
- Religious Establishments

If an operator intends to apply for a new premises licence or a variation to a premises licence then a local risk assessment must be carried out. The assessment should be based on how the premises are proposed to operate and will need to identify the risk factors associated with the local area in which the premises are located. These factors are risks that relate to the potential impact a gambling premises and the risks its operation may have on the licensing objectives, considerations for operators are also identified in the Licensing Authority Gambling Policy.

Operators are required to review their local risk assessment if significant changes in local circumstances occur. The following lists sets out some examples of what the Licensing Authority considers to be significant changes in local circumstances:

- Any substantial building development or conversion of existing premises in the local area which may increase the number of vulnerable persons in the area;
- Educational facilities increase in the local area. This may occur as a result of the construction of a new school/college or where a significant change is made to an existing establishment;
- Any vulnerable group identified by the Licensing Authority or venues relating to those vulnerable groups are opened in proximity to gambling premises (e.g. additional homeless hostels or gambling or mental health care/support facilities are opened in the local area); and
- The deprivation levels of the area.

When preparing an application to vary the premises licence the operator must undertake a review of the local risk assessment and update it if necessary. Operators submitting a variation application to the Licensing Authority should provide a copy of the reviewed local risk assessment when submitting the application.

An operator will need to consider risks in relation to how the premises will be or is run. Identification of risks associated with these elements will be dependent on the type of premises and the local area. Elements to be considered include:

- How the gambling operation will relate to how the operator conducts its business;
- What gambling products it provides in the premises;
- The facilities to enable gambling within the premises;
- The staffing levels within the premises;
- The level and requirement for staff training;
- Whether loyalty or account cards are used or not;
- The policies and procedures it has in place in relation to regulatory requirements of the Act or to comply with the LCCP;
- The security and crime prevention arrangements it has in place;

- How it advertises locally and on the premises;
- The marketing material within the premises; and
- The display and provision of information, etc.

The design and layout of the premises is a key consideration as this could have a significant impact on the risk to the licensing objectives. The design of the premises is an important factor when considering local risks. Premises which are located within an area which has a high number of children and young people present throughout the day may identify that the standard external design is not appropriate. Control measures to mitigate the risk of attracting children to gambling or gaining access to restricted premises will need to be considered.

Risks to be considered may include:

- Whether the premises allows a direct line of sight of gaming machines from the cashier counter;
- Whether the premises is sufficiently covered by CCTV to enable the identification of offenders;
- Whether the premises windows are screened or covered to obscure the interior of the premises;
- What age verification policies are in place; and
- Provision of magnetic door locks.

Operators will be expected to identify the local risk factors surrounding the premises, which will differ from location to location. The Licensing Authority will consider the assessment and assess the risks identified and the measures implemented to mitigate those risks when a completed assessment is provided with a new application or with a variation application. Some control measures identified in the assessment may be put forward as conditions to be attached to the licence to address any significant local concerns.