

July 2021



# Gambling Local Area Profile Project

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**Introduction and Background**

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The Gambling Act 2005 gave Local Authorities (LA's) responsibility for issuing premises licenses for gambling venues. The advice contained within the Act was that LA's should '*aim to permit*' premises licenses so long as applications are reasonably consistent with the following objectives;

- a) Preventing gambling from being a source of crime and 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

More recently, there have been some changes in the recommended approach to gambling licensing and regulation, as expressed in various documents published by the Gambling Commission (GC, 2015; GC, 2012). These changes can be summarised into three broad themes:

- Increased focus on risk and regulation
- Greater attention to local area risk, and;
- Encouragement of partnership and collaboration between stakeholders to mitigate risk

From April 2016, all industry operators have to undertake local area risk assessments to explore what risks gambling venues pose to the licensing objectives, including the protection of young and vulnerable people.

### **Aims of the Analysis**

Using the work completed by Manchester City Council and the City of Westminster as a reference point, '*Exploring area-based vulnerability to gambling-related harm: Developing the gambling-related harm risk index*' and '*Exploring area based vulnerability to harm: who is vulnerable?*', this report has three main aims;

- Consider, in the Warrington context, the types of people who may be at greater risk of harm from gambling and where they might be located
- Using the identified datasets, create a 'Local Risk Rank' showing areas with greater concentrations of people who are more likely to be vulnerable to harm.
- Provide the basis for an intelligence led approach in decision making

### **Approach**

Spatial analysis has been used to examine local variation in vulnerability to gambling-related harm in Warrington. In order to do this we have;

- Identified the main characteristics associated with gambling-related harm using the work completed by Manchester City Council and the City of Westminster identified characteristic
- For each characteristic, the availability of local level data was reviewed and further datasets were assessed against within the local context.
- Sought to combine this information into a single model that shows areas of greater or lower potential risks

It is important to note at this stage that the approach taken uses a more probabilistic approach as opposed to a deterministic approach. With this, we are identifying patterns that highlight the potential presence of a range of causal processes (Carter & New, 2004), however, the association itself is not deterministic i.e. 'x' causes 'y', but more general where 'x' may generate 'y' outcome under 'a', 'b', or 'c' circumstances (Pawson & Tilly, 1997; Wardle, 2015b).

This approach, as used in the studies by Manchester and Westminster *"reflects the uncertainty of subjective experiences whilst recognising there are general patterns"* that can be used in risk based models without being able to fully and accurately predict the exact outcomes for each individual. As people and places vary, the potential risk varies, the model developed by Manchester and Westminster, and subsequently adopted here, seeks to identify the spatial variation of risk and to visualise this on a map.

## National Picture:

The headline figures from the Gambling participation report published in February 2021 and show the following:

**42%** : % of people who have participated in any form of gambling in the past four weeks. Down from 47% in 2019.

**28%** : % of people who have participated in gambling in the past 4 weeks, excl. those who had only played the National Lottery draw. Down from 33% in 2019.

**24%** : % of people who had gambled online in the past four weeks. Up from 21% in 2019

**1%** : % of people who had played on machines in a bookmakers in the past four weeks. Same as in 2019.

**0.8%** : Proportion of respondents who were identified as problem gamblers

**2.9%** : Proportion who were identified as low/moderate risk gamblers. From 3.9% in 2019.

The Gambling Commission also produced a report on Young people and gambling, in November 2020. Some of the key findings include:

- 9% of 11-16 year old had spent their own money on gambling in the past week (within seven days prior to completing the survey).
- Of those spending their own money on gambling, 11% of boys aged 11-16 and 6% of girls had gambled within the last seven days.
- The most prevalent forms of gambling in the past week are private bets with friends and family (5%), playing cards for money with friends and family (3%) and any other gambling (3%).
- 91% of those aged 11-16 hadn't gambled in the last seven days (89% of boys and 94% of girls hadn't gambled in the last seven days).

## Summary:

Having considered both the national and local picture, and through the analysis of Warrington data sets, the key findings for Warrington show:

- 13 Lower Super Output Areas (LSOAs) were identified as most at risk of gambling related harm (red ranked).
- Of the 13 identified most at risk, 4 are in the Bewsey and Whitecross ward, 2 are in the Fairfield and Howley, Orford and Latchford East. One area is in Poulton North, Great Sankey South and Poplars and Hulme.
- Of the 13 identified most at risk areas, 8 are in the 20% most deprived areas, 2 LSOAs are in the IMD 3<sup>rd</sup> Decile for deprivation, with the other 3 LSOAs in the 4<sup>th</sup> Decile for deprivation.
- The top three LSOAs most vulnerable to Gambling Related Harm were in Fairfield and Howley, Orford and Bewsey and Whitecross.

- The most vulnerable LSOA in Fairfield and Howley has a range of services offered within the Town Centre that may draw potentially vulnerable people into the Town Centre.
- Within the 'Amber' range of the ranking system, 2 are in Bewsey and Whitecross, Chapelford and Old Hall, Fairfield and Howley, Latchford East and Poplars and Hulme. The most vulnerable being in Fairfield and Howley.

## Who is vulnerable? Findings from Manchester and Westminster:

In their study, Manchester and Westminster conducted research to establish the theoretical and empirical basis for their risk-index models. The two phase approach consisted of stakeholder interviews followed by Quick Scoping Reviews (QSR). The process identified the following themes;

1. Those with constrained social and economic circumstances (*those living in deprived areas, those who were unemployed, those with low income, those experiencing social isolation, homeless populations, offenders, migrants etc.*)
2. Those with certain demographic characteristics (*age, gender, ethnicity – though broadly accepted that these characteristics often serve as a proxy for other mechanisms*)
3. Those who may have poor judgement (*certain mental health conditions, learning disabilities or low educational attainment, temporary impairment, longer term difficulties due to substance use/ misuse issues etc.*)
4. Other groups, such as problem gamblers seeking treatment or those with substance abuse/ misuse issues

The diagram on the following page demonstrates which of the identified characteristics had strong empirical evidence. The characteristics which are shaded in darker grey show where there was good evidence to support that these characteristics are associated with higher risk of harm. Lighter grey demonstrates emerging evidence and the remaining characteristics are mixed/ limited/ no evidence.

Demographics	Socio-economic	Poor judgement/impairment	Other
Youth	Unemployed	Low educational attainment	Poor mental health
Older people	Low income	Low IQ	Substance abuse/misuse
Women	Deprived areas	Under influence alcohol/drugs	Problem gamblers
Ethnic groups	Financial difficulties/debt	Learning disabilities	
	Homeless	Personality traits	
	Immigrants		
	Prisoners/probation		

*\*Table taken from Manchester/ Westminster Report*

## Datasets and Data Sources:

The datasets used to inform the Warrington spatial analysis are based on the best available local data to represent each of the risk factors identified – some of which have multiple datasets. Some data used may be considered proxy measures where an ideal measure was not available.

Given the profile aims to capture local variation, the model uses data at the smallest geographic scale or unit possible, including Lower Super Output Area (LSOA) and where appropriate, full postal addresses. Where possible, we have used the latest, most up to date data available, however, the age of the data does vary i.e. data derived from the national census the data was last collected in 2011.

## Caveats and Data Limitations:

The profiles are based on current knowledge and available data. There are a number of potential groups (such as immigrants) who we have very limited data on and therefore were not included in the current profiles. The Census information is from 2011 and therefore

caution is required as this data might not be wholly representative of the current situation in Warrington.

### Results

It is important to note that the maps in the subsequent sections of this report show the risk of gambling related harm at a given location. **They do not show where problem gambling is occurring.** As previously discussed, the model used is a probabilistic measure of risk to gambling harm vulnerability among the Warrington population. In essence, the areas ranked as 'red' are the locations at the greatest risk of experiencing harms associated with gambling.

The risk ranking has a total score of 0-127 where Warrington has 127 LSOAs. For the purpose of this report 127 is the most at risk location;

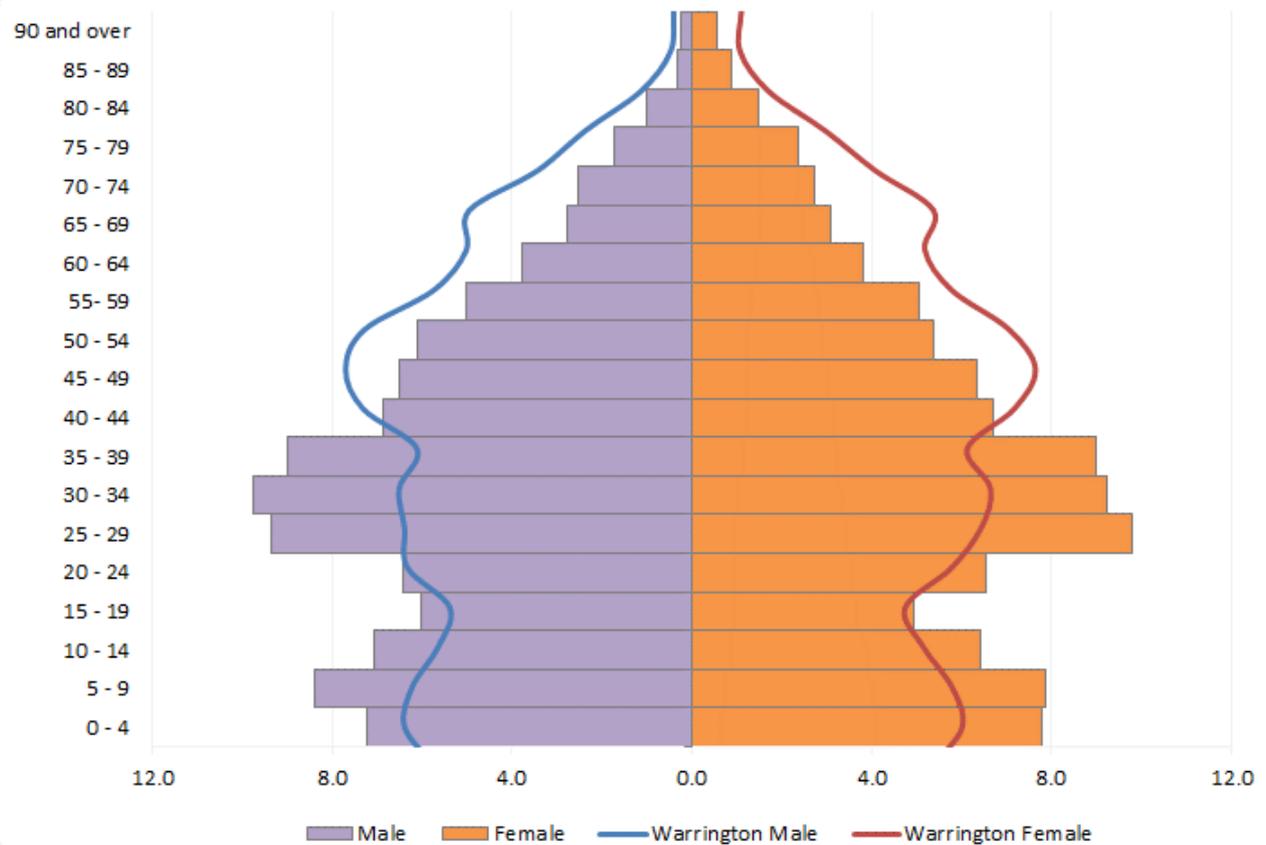
Average rank 1 to 101	
Average rank 102 to 114 (lowest 20%)	
Average rank 115 to 127 (lowest 10%)	

For the measures sourced from Census data, NOMIS, Police and IMD and relative measure of ranking was used where the performance of one LSOA was in relation to the performance of the rest of the LSOAs in the Borough. For the facilities locational data sets, a standard weighting system was employed where a score for the presence of a specific facility was given, adding to the total score for the LSOA. The higher the score, the greater the risk.

## Red ranked LSOAs by measure:

Ward and LSOA Code	Average (median) age of residents in years	Aged 10 to 17	Aged 18 to 24	Lone Parent households with one or more dependent children	People aged 3+ whose main language is not English	Number of residents from BME & White Other ethnic groups	Overall level of deprivation - IMD score	National (England) decile	Residents in receipt of Universal Credit	Number of reported Crime and ASB incidents	Average Rank
Fairfield and Howley - E01033299	30	254	279	122	225	472	25.8	4	433	347	127
Orford - E01012520	35	174	144	84	59	164	52.8	1	283	302	126
Bewsey and Whitecross - E01012455	32	263	186	139	179	394	51.1	1	466	465	125
Latchford East - E01012507	36	143	182	84	80	217	31.6	3	274	345	124
Orford - E01012526	32	238	179	137	119	253	47.1	1	364	236	123
Bewsey and Whitecross - E01012454	33	227	244	90	179	520	25.2	4	387	505	122
Great Sankey South - E01012458	35	274	195	110	122	327	28.7	3	363	291	121
Bewsey and Whitecross - E01012453	32	229	169	124	62	186	49.0	1	373	355	120
Latchford East - E01012504	31	280	232	101	54	204	24.8	4	353	279	119
Poulton North - E01012545	36	224	120	134	47	200	42.0	2	302	280	118
Fairfield and Howley - E01012480	37	150	172	59	267	560	41.4	2	387	662	117
Bewsey and Whitecross - E01012457	36	114	157	82	228	618	35.9	2	340	458	116
Poplars and Hulme - E01012533	30	242	161	137	75	171	58.3	1	353	279	115

## Red ranked LSOAs by age band:



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The age profile of the Red (highest ranked) LSOAs shows that they have significantly higher percentages of adults between the ages of 25 and 39 when compared to Warrington as a whole. The profile also shows that the highest ranked LSOAs is lower, in percentage terms, than Warrington in all age bands over the age of 45.

# ACORN PROFILE OVERVIEW



Profile: **ACORN Red**  
 Base: **North West**

The Acorn Profile Overview provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

## KEY FEATURES (Based on most over-represented in the profile)

	Age	<b>25-34</b>		Social Grade	<b>C1</b>		Children At Home	<b>1</b>
	House Tenure	<b>Social Rented</b>		Household Income	<b>£27k</b>		Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage	Index
0-17	23%	108
18-24	9%	105
25-34	16%	121
35-49	20%	102
50-64	17%	90
65-74	8%	81
75+	7%	82

### FAMILY

Family Type	Percentage	Index
Couple - No Children	15%	88
Couple - With Children	17%	87
Lone Parent	11%	141
Single - No Children	22%	131
All Student/Pensioner	16%	79

### KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 48.0% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is E.
- There is a higher proportion of people in this profile who are unemployed than in the base.

### INCOME

Income Range	Percentage	Index
£0-£20k	48%	133
£20k-£40k	32%	103
£40k-£60k	13%	76
£60k-£80k	4%	55
£80k-£100k	2%	40
£100k+	2%	27

### SOCIAL GRADE

Social Grade	Percentage	Index
A8	14%	60
C1	26%	89
C2	17%	111
D	19%	134
E	24%	141

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	38%	99
Part-Time	18%	101
Self-emp.	7%	79
Retired	5%	82
Unemp.	12%	143
Student	5%	95
Other	15%	124

## MOTOR & HOME

### CARS

Car Type	Percentage	Index
No Cars	34%	138
1 Car	48%	102
2 Cars	15%	66
3+ Cars	3%	49

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	19%	86
Small Family Car	23%	90
Large Family Car	18%	79
Luxury/Executive	1%	32
Sports/4x4/MPV	4%	92

### KEY INSIGHTS

- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a sports/4x4/MPV.
- Terraced houses are 49.4% more likely than in the base.
- 31.0% of the households in the profile are likely to be social rented.
- About 10% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 1 person appear more than in the base.

### TENURE

Tenure Type	Percentage	Index
Owned Outright	21%	66
Owned Mortgage	25%	82
Private Rented	22%	123
Social Rented	31%	165

### TYPE

Property Type	Percentage	Index
Terraced	46%	145
Semi-detached	29%	80
Flat	18%	136
Detached	6%	33
Bungalow	3%	46

### BEDROOMS

Bedrooms	Percentage	Index
1	10%	145
2	34%	134
3	46%	97
4	8%	49
5+	2%	40

### SIZE

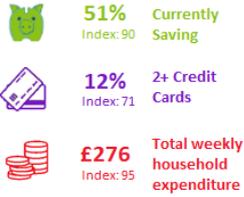
Household Size	Percentage	Index
1 Person	22%	118
2 People	34%	95
3-4 People	35%	98
5+ People	9%	92

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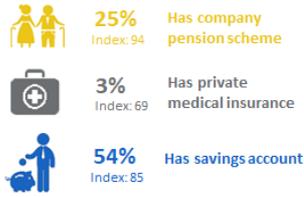


## FINANCIAL BEHAVIOUR & ATTITUDES

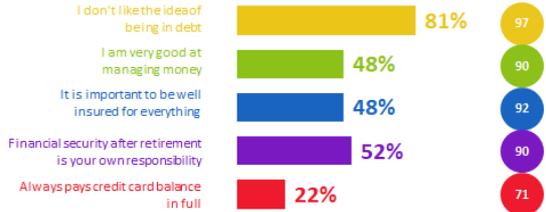
### SPEND & SAVE



### FUTURE PLANNING

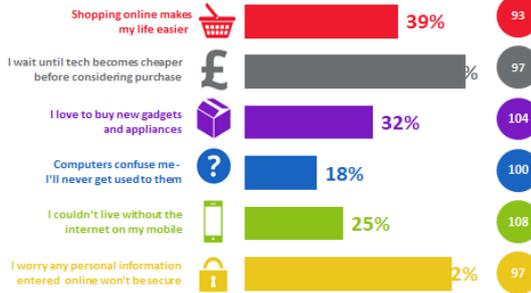


### APPROACH TO FINANCE



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

### ATTITUDES



### MARKETING - FUTURE RESPONSE



### KEY INSIGHTS

- Most people in this profile prefer to be contacted via visit.
- A greater proportion than in the base prefer mail as their channel of choice.
- Approximately 14% of this profile is likely to respond to a leaflet.

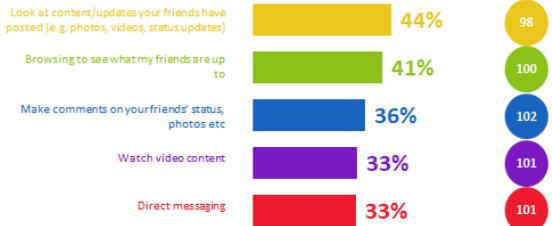
### ACCESSES SOCIAL MEDIA



### BRAND INTERACTION

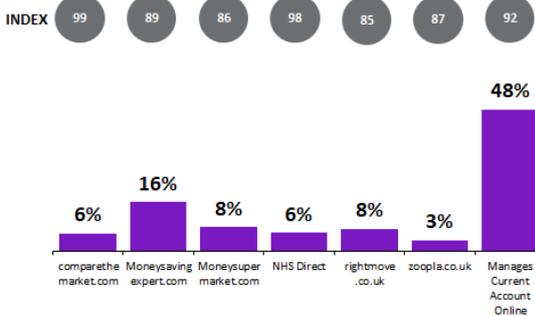


### TOP 5 SOCIAL MEDIA ACTIVITIES

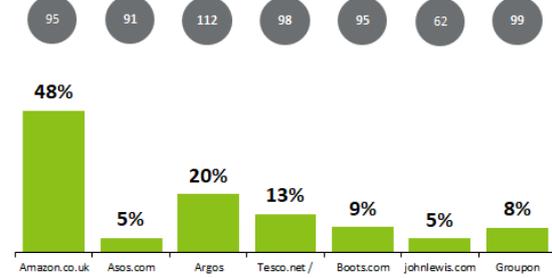


## WEBSITES

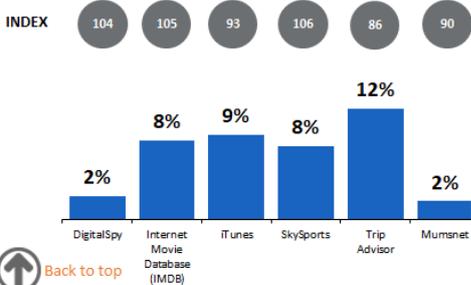
### HOME & FINANCE



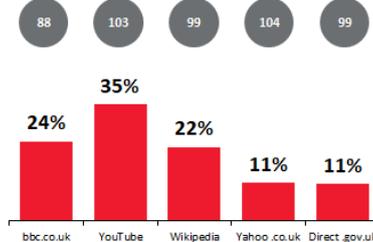
### SHOPPING



### LIFESTYLE



### GENERAL



### KEY INSIGHTS

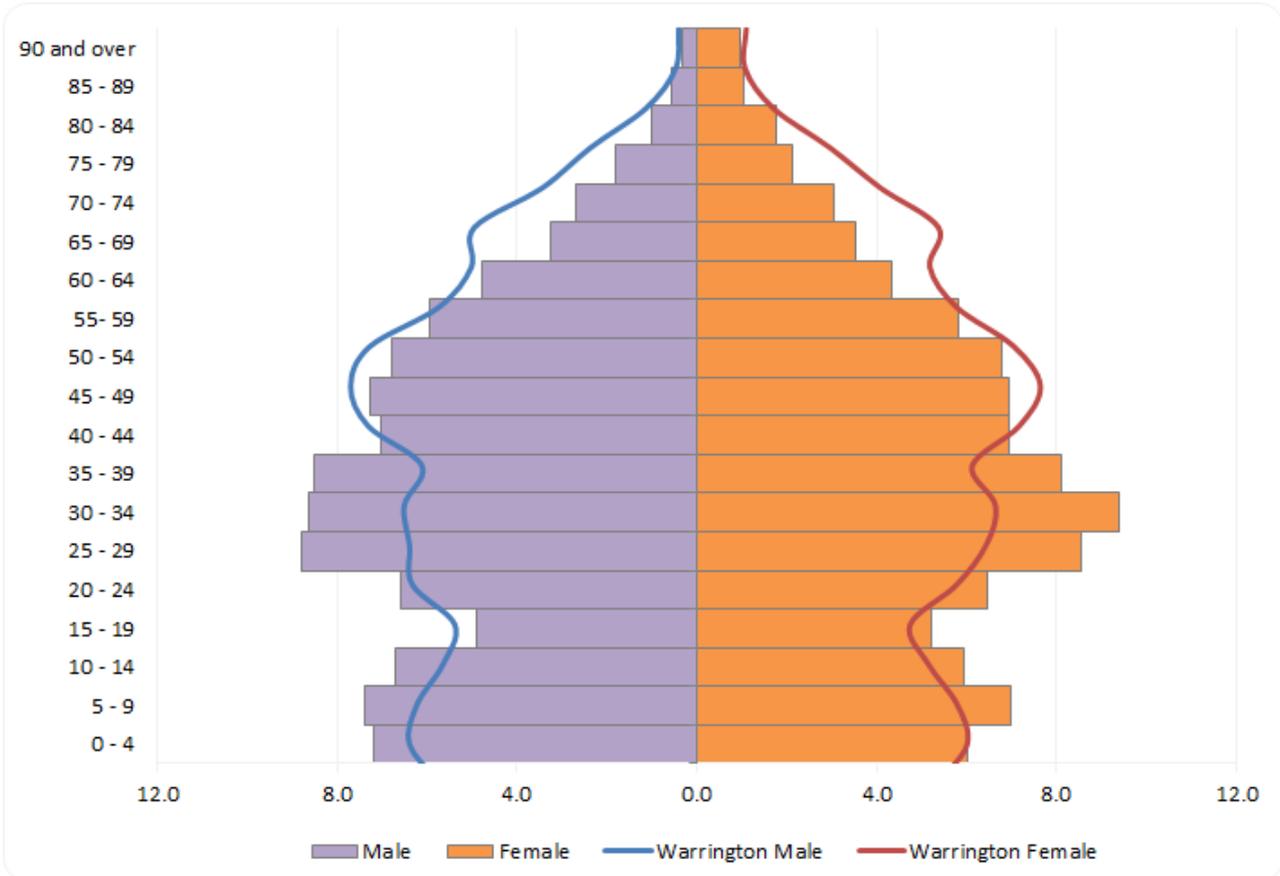
- Most people in this profile will access their social media through their laptop/PC. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "update your status/tell people what you are up to/tell people what's happening"



## Amber ranked LSOAs by measure:

Ward and LSOA Code	Average (median) age of residents in years	Aged 10 to 17	Aged 18 to 24	Lone Parent households with one or more dependent children	People aged 3+ whose main language is not English	Number of residents from BME & White Other ethnic groups	Overall level of deprivation - IMD score	National (England) decile	Residents in receipt of Universal Credit	Number of reported Crime and ASB incidents	Average Rank
Fairfield and Howley - E01012483	37	165	110	104	94	284	56.2	1.0	371	333	114
Bewsey and Whitecross - E01033302	34	139	135	64	179	540	30.1	3.0	258	488	113
Fairfield and Howley - E01012479	37	131	149	96	115	276	42.7	2.0	275	281	112
Bewsey and Whitecross - E01033300	32	76	255	12	258	586	41.1	2.0	344	1844	111
Latchford East - E01012506	34	202	136	90	49	99	40.7	2.0	294	195	110
Latchford West - E01012510	40	185	181	66	130	324	26.5	4.0	308	335	109
Birchwood - E01012466	36	145	136	100	60	212	45.0	1.0	316	184	108
Chapelford and Old Hall - E01012568	35	490	317	72	69	502	5.3	10.0	211	275	107
Latchford East - E01012508	37	162	113	85	48	172	49.4	1.0	267	193	106
Chapelford and Old Hall - E01012565	39	329	249	72	110	567	10.9	8.0	181	159	105
Orford - E01033303	34	75	111	69	97	231	32.4	3.0	194	282	104
Poplars and Hulme - E01012534	33	161	139	102	27	111	41.9	2.0	296	237	103
Poplars and Hulme - E01012535	33	201	135	122	35	108	37.0	2.0	310	188	102

## Amber ranked LSOAs by age band:



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The age profile of the Amber (ranked 102-114) LSOAs shows that they have significantly higher percentages of adults between the ages of 25 and 39 when compared to Warrington as a whole. The profile also shows that the amber ranked LSOAs is lower, in percentage terms, than Warrington in all age bands over the age of 45.

# ACORN PROFILE OVERVIEW



Profile: **ACORN Amber**  
 Base: **North West**

The Acorn Profile Overview provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

## KEY FEATURES (Based on most over-represented in the profile)

	Age	<b>25-34</b>		Social Grade	<b>C1</b>		Children At Home	<b>1</b>
	House Tenure	<b>Social Rented</b>		Household Income	<b>£31k</b>		Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage	Index
0-17	22%	104
18-24	9%	100
25-34	15%	114
35-49	20%	103
50-64	18%	95
65-74	9%	87
75+	7%	88

### FAMILY

Family Type	Percentage	Index
Couple - No Children	16%	93
Couple - With Children	18%	92
Lone Parent	10%	127
Single - No Children	21%	124
All Student/Pensioner	18%	84

### KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 44.6% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is E.
- There is a higher proportion of people in this profile who are unemployed than in the base.

### INCOME

Income Range	Percentage	Index
£0-£20k	45%	124
£20k-£40k	30%	98
£40k-£60k	14%	81
£60k-£80k	6%	72
£80k-£100k	3%	69
£100k+	3%	68

### SOCIAL GRADE

Social Grade	Percentage	Index
A8	18%	76
C1	26%	92
C2	16%	106
D	18%	119
E	23%	132

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	39%	101
Part-Time	17%	101
Self-emp.	15%	83
Retired	8%	87
Unemp.	5%	129
Student	4%	90
Other	13%	115

## MOTOR & HOME

### CARS

Car Type	Percentage	Index
No Cars	32%	126
1 Car	47%	99
2 Cars	18%	79
3+ Cars	4%	71

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	20%	88
Small Family Car	24%	91
Large Family Car	19%	85
Luxury/Executive	2%	54
Sports/4x4/MPV	4%	100

### KEY INSIGHTS

- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a sports/4x4/MPV.
- Flats are 46.4% more likely than in the base.
- 28.8% of the households in the profile are likely to be social rented.
- About 10% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 1 person appear more than in the base.

### TENURE

Tenure Type	Percentage	Index
Owned Outright	24%	73
Owned Mortgage	27%	90
Private Rented	20%	108
Social Rented	29%	153

### TYPE

Property Type	Percentage	Index
Terraced	38%	12
Semi-detached	28%	77
Flat	20%	146
Detached	14%	75
Bungalow	4%	61

### BEDROOMS

Bedrooms	Percentage	Index
1	10%	145
2	33%	127
3	43%	89
4	12%	79
5+	3%	59

### SIZE

Household Size	Percentage	Index
1 Person	22%	117
2 People	35%	97
3-4 People	35%	98
5+ People	8%	86

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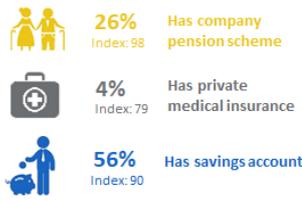


**FINANCIAL BEHAVIOUR & ATTITUDES**

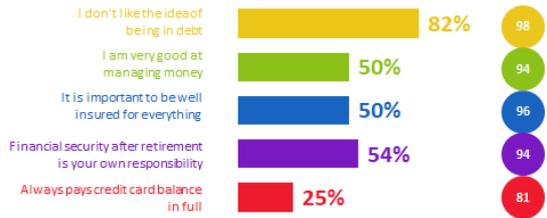
**SPEND & SAVE**



**FUTURE PLANNING**

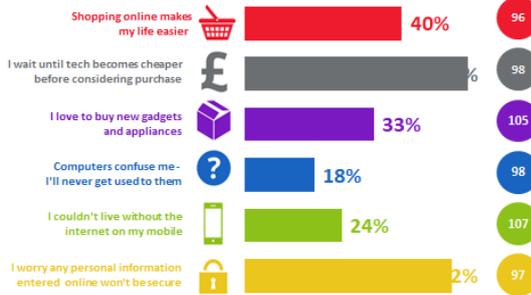


**APPROACH TO FINANCE**



**CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY**

**ATTITUDES**



**MARKETING - FUTURE RESPONSE**



**KEY INSIGHTS**

- Most people in this profile prefer to be contacted via visit.
- A greater proportion than in the base prefer mail as their channel of choice.
- Approximately 14% of this profile is likely to respond to a leaflet.

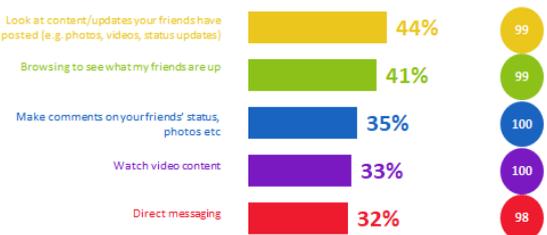
**ACCESSES SOCIAL MEDIA**



**BRAND INTERACTION**

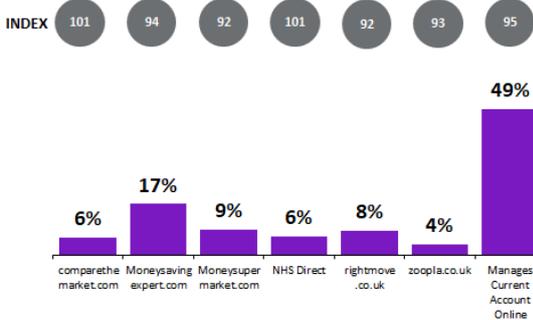


**TOP 5 SOCIAL MEDIA ACTIVITIES**

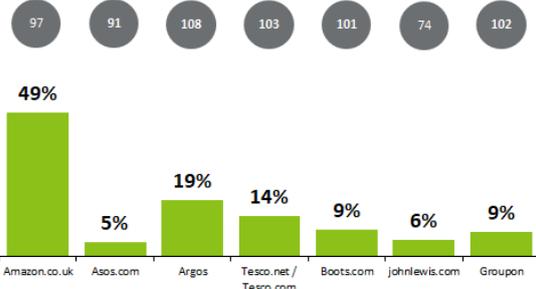


**WEBSITES**

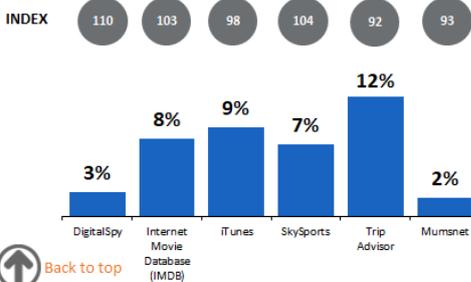
**HOME & FINANCE**



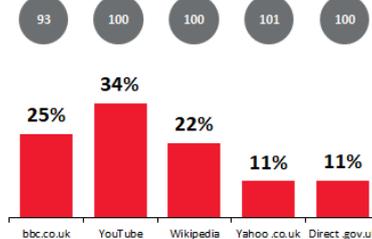
**SHOPPING**



**LIFESTYLE**



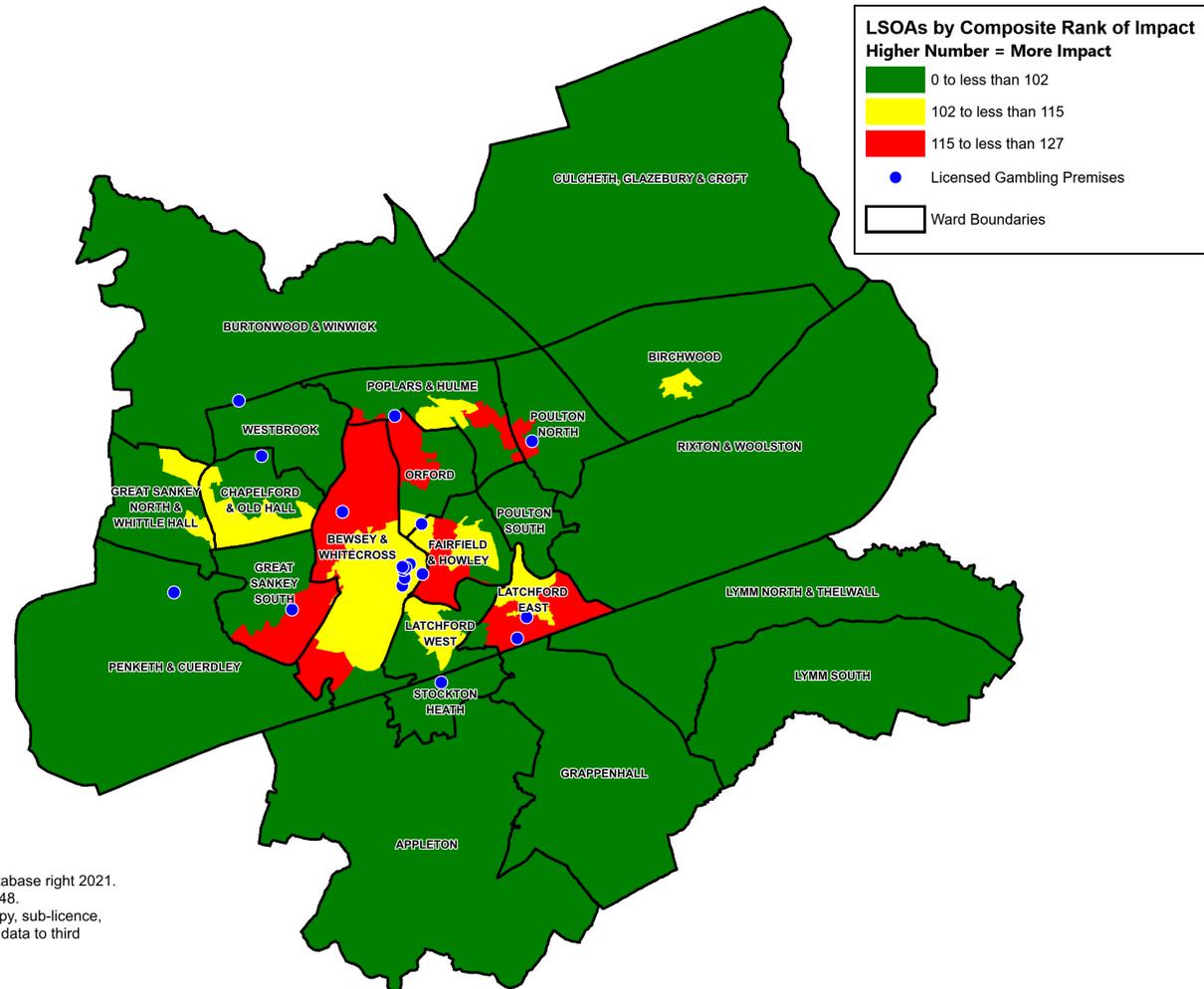
**GENERAL**



**KEY INSIGHTS**

- Most people in this profile will access their social media through their mobile. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "play games".

## LSOA by risk, with betting premises:



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[Accessed: July 2021]