



EAST SUFFOLK COUNCIL
LOCAL AREA PROFILE
GAMBLING ACT 2005

JANUARY 2022

Introduction

The Council is the licensing authority under the Gambling Act 2005 (the Act) and is responsible for issuing premises licences and permits for gambling venues in East Suffolk. When we exercise our gambling functions, we must have regard to the Act and its regulations, gambling codes of practice, our Gambling Policy and the Gambling Commission's Guidance to Local Authorities (GLA).

The Act requires the Council to 'aim to permit' gambling and therefore aim to issue premises licences if applications are 'reasonably' consistent with the following licensing objectives:

- preventing gambling from being a source of crime and disorder, being associated with crime or disorder or being used to support crime
- ensuring that gambling is conducted in a fair and open way, and
- protecting children and other vulnerable persons from being harmed or exploited by gambling

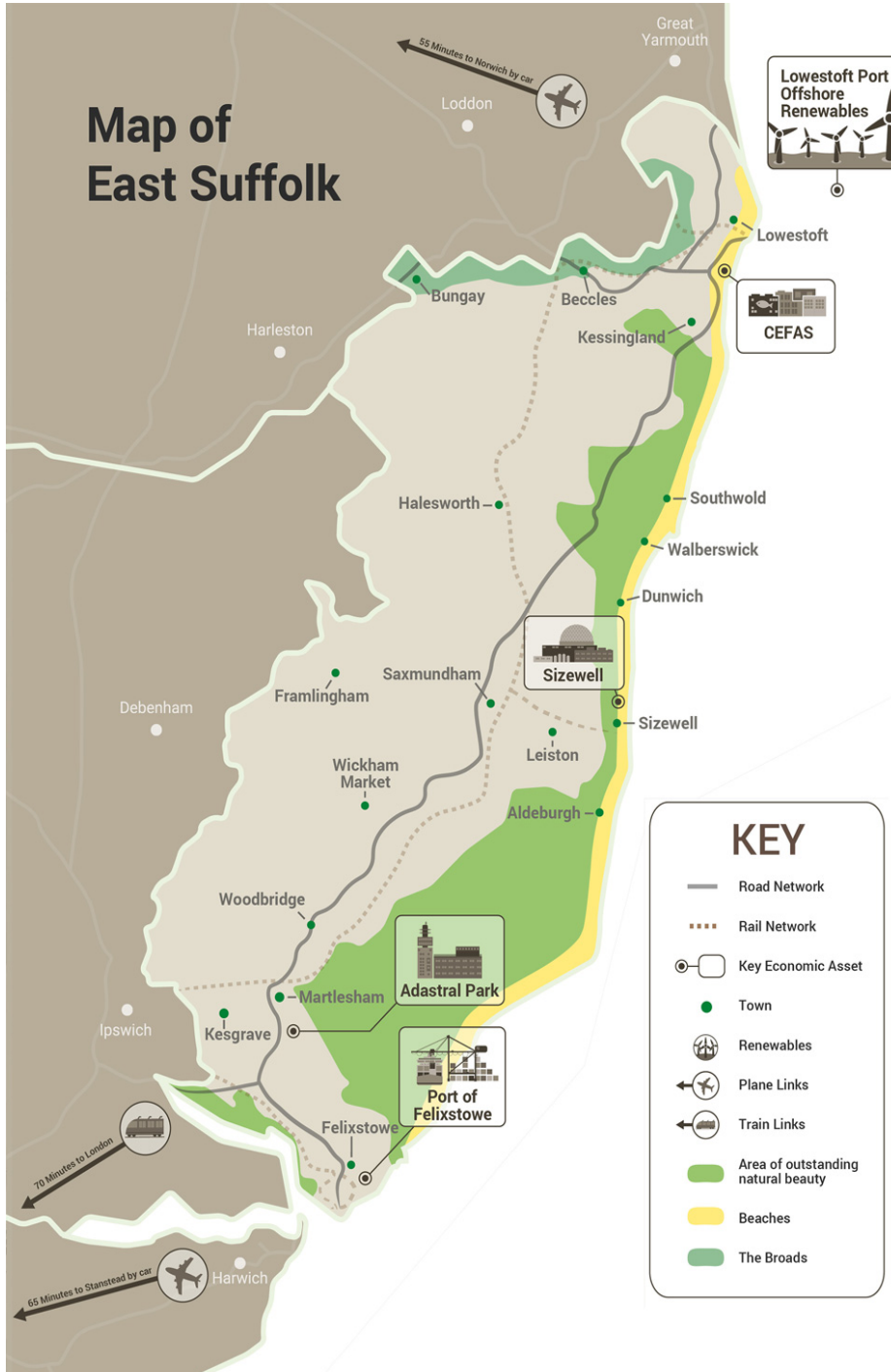
In its GLA, the Gambling Commission recommends the approach the Council should take to gambling licensing and regulation. In September 2015, the Gambling Commission issued a revised GLA (edition 5) with several changes for licensing authorities that fall under three broad themes:

- increased focus on risk and regulation
- greater attention to local area risk, and
- encouraging partnership and collaboration between stakeholders to mitigate risk

In addition, changes to the Gambling Licence Conditions and Codes of Practice (LCCP) that took effect in April 2016, require all industry operators to undertake local area risk assessments to identify the risks their gambling venues pose to the licensing objectives.

A local area profile is an assessment of the key characteristics of a council district, in the context of gambling-related harm. The information obtained for the assessment helps to provide a better understanding of the types of people that are at risk of being vulnerable to gambling-related harm, where they are located and any current or emerging problems that may increase that risk. The local area profile will help to develop a Gambling Policy and set out our expectations of operators of gambling premises.

Map of East Suffolk



KEY

- Road Network
- Rail Network
- Key Economic Asset
- Town
- Renewables
- Plane Links
- Train Links
- Area of outstanding natural beauty
- Beaches
- The Broads

Information about East Suffolk

East Suffolk Council is situated along the entire east coast of the county of Suffolk and is bounded by the sea to the east, the Norfolk county boundary to the north and the estuary of the River Orwell and Harwich harbour mouth to the south. It has land borders with Ipswich Borough Council to the south and Mid Suffolk District Council to the west. The northern boundary borders Great Yarmouth Borough Council and South Norfolk District Council. East Suffolk has a coastline of 49 miles (79 km).



The A12 runs north-south from the A14 to Lowestoft and is the main trunk road through the area. Furthermore, the eastern tip of the A14 arterial trunk road also runs through the south of the district to terminate at Felixstowe. There are rail links that run north and east from Ipswich connecting with the towns and villages across the area including Lowestoft and Felixstowe.

The combined area of East Suffolk is approximately 487 square miles (1261 square km) and is home to approximately 242,500 people. East Suffolk has a higher proportion of older residents compared to the overall number for Suffolk. There is a higher proportion of over 65s compared to the Suffolk average and the England average.



The area is predominantly rural but includes some large towns such as Lowestoft and Felixstowe, an urban fringe development area east of Ipswich and an urban area in the vicinity of Woodbridge. The rural area has a number of market towns scattered across the area that act as small sub-centres for shops, basic services and facilities that are diverse in character. The towns and smaller village settlements reflect the history, size and location of east Suffolk. There is a strong identity with the character of the area which local residents associate with, combined with links to local industries that have developed over the years.

There is a significant tourism thread that runs through the entire area which is particularly reflected in small coastal resorts. The two larger towns of Lowestoft and Felixstowe are well renowned nationally in the fishing, shipping and container industries. More recently the emerging energy industries around wind power and wind turbines have seen significant investment in the area.

East Suffolk Council currently licences 37 gambling premises. The majority are bingo premises, in Felixstowe, Lowestoft and holiday parks, betting shop premises around the district and adult gaming centres most of which are around the coastal town of Felixstowe.

Traditionally sea-side resorts have a number of ‘penny-arcade’ establishments which are regulated by issue of permits. Alongside these attractions there are commonly ‘adult gaming centres’ which house the higher pay-machines but within a controlled and monitored area.

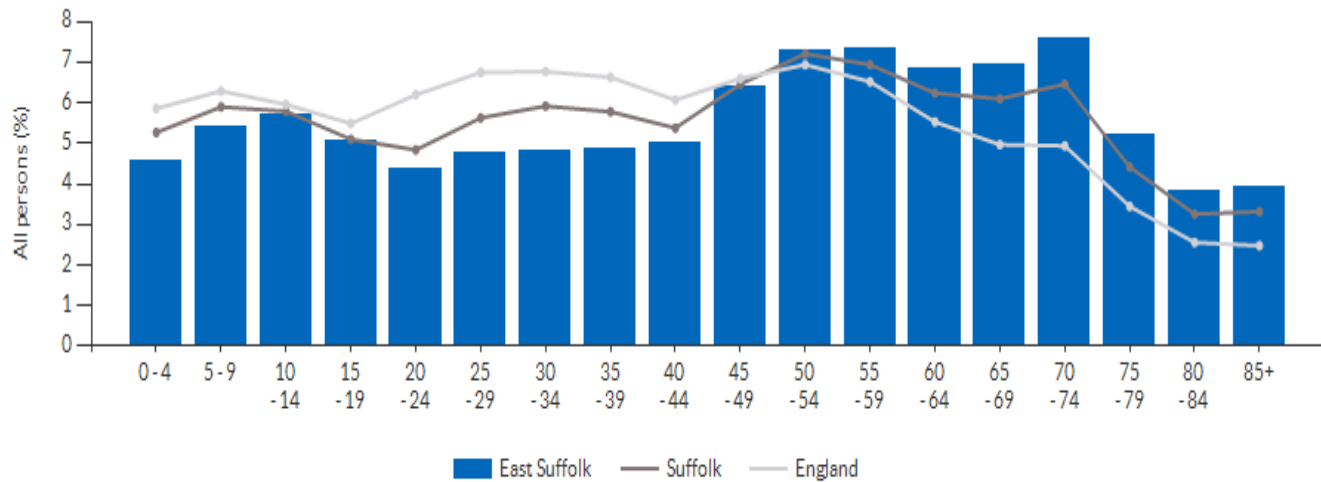
At the time of preparing this edition of the statement of principles, there has been no evidence, or intelligence, to support any assertion that any part of the district had or is experiencing problems from gambling activities. The gambling premises have not appeared on any late-night economy police statistics and we have had no representations at the time of applications or variations. Nevertheless potential risks are always present and the Council encourages operators and all others involved to work together to address such issues.

The licensing team will monitor any local concerns brought to its attention in the future, along with any linked crimes, and/or representations; with a view to identifying areas of concern and mapping vulnerabilities.

Locations of Licensed Premises (at time of preparing this Local Area Profile)		Adult Gaming Centre	Betting	Betting - Track	Bingo	Family Entertainment Centre
Beccles			1			
Corton					1	
Felixstowe		9	3		2	
Foxhall				1		
Kessingland		1			2	
Leiston			1			
Lowestoft		1	8		4	
Martlesham			1			
Oulton Broad						1
Saxmundham			1		1	

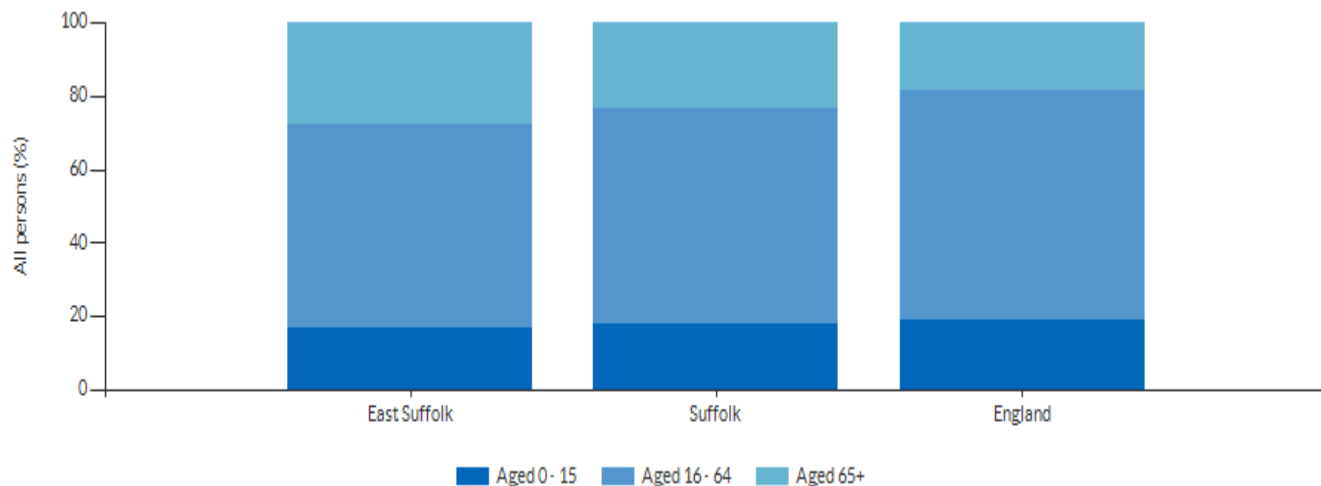
Population in East Suffolk

Population estimates for all persons by 5-year age group for 2019



Date: 2019 Source: ONS

Population estimates for all persons by broad age group for 2019



Date: 2019 Source: ONS

Employment and unemployment (Jan 2020-Dec 2020)

	East Suffolk (Numbers)	East Suffolk (%)	East (%)	Great Britain (%)
All People				
Economically Active†	110,400	77.8	80.4	79.1
In Employment†	104,700	73.5	77.2	75.4
Employees†	88,300	63.6	66.6	65.2
Self Employed†	16,300	9.9	10.4	9.9
Unemployed (Model-Based)§	4,400	4.0	3.8	4.6

Economic and Employment:

In East Suffolk out of the 89,000 employed, 64% are full-time and 36% part-time. England has slightly more full-time employees (67.8%) but less part-time employees (32.2%).

Source: www.nomisweb.co.uk

The claimant count (the number of people claiming benefit principally for the reason of being unemployed) is 5.1% for East Suffolk, 5.5% for the East of England and 6.4% for England.

In East Suffolk, 4.8% have no qualifications and 36% have level 4 qualifications and above.

In total there are over 9,500 businesses within East Suffolk and the vast majority of these are small (with fewer than 10 employees).

Occupation Groups:

In East Suffolk, 18.8% of employee jobs are in professional occupations, 12.6% in the caring, leisure and other services industry, and 12.1% as managers, directors and senior officials.

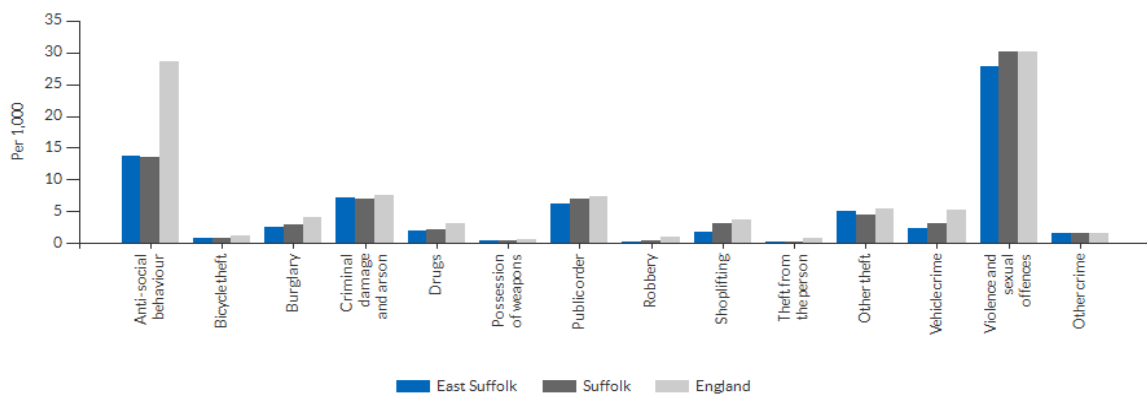
Overall the number of employee jobs in 'wholesale and retail trade: repairs of motorvehicles and motorcycles' was relatively high in East Suffolk (15.7%) which was also similar to Great Britain (15%). Other areas included 'accommodation and food services' (10.1%) which was higher than Great Britain (7.7%) which probably a reflection on the tourism trade within the area. Manufacturing, transportation and storage, and Human Health and Social Work Activities were all at 10.1%.

Source: www.nomisweb.co.uk

Crime and Community Safety:

The total crime rate for East Suffolk continues to remain low and is below crime rates reported for Suffolk and England. The highest numbers reported related to anti-social behaviour, violence and sexual offences and criminal damage and arson. There were 14,972 total number of crime cases during the most recent 12 months (March 2017 – February 2018).

Crime rate by type of crime:

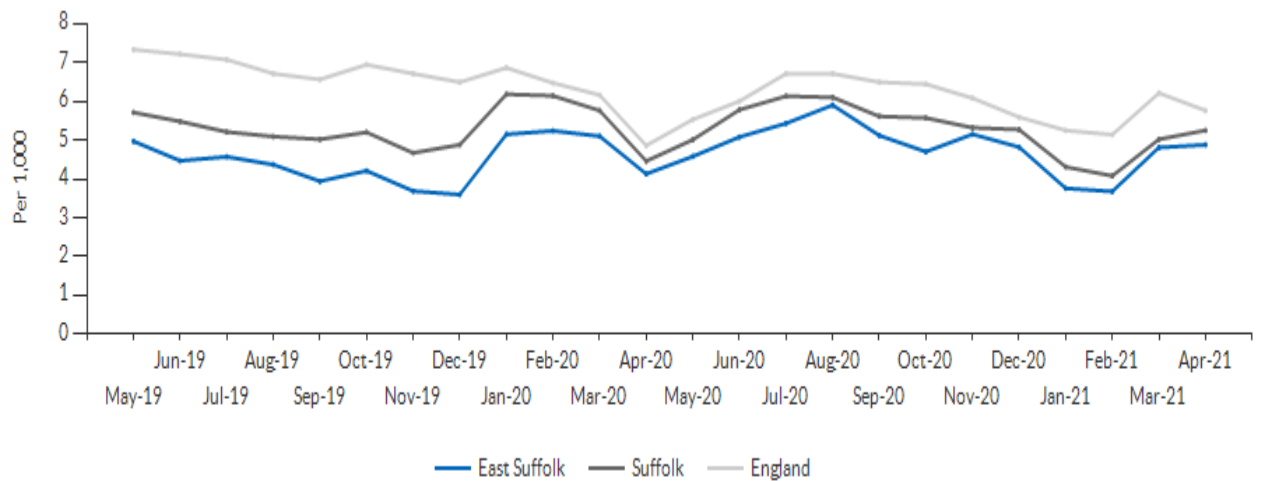


Date: May-20 - Apr-21 Source: data.police.uk

Crime counts and rates by type for East Suffolk (May-20 - Apr-21)

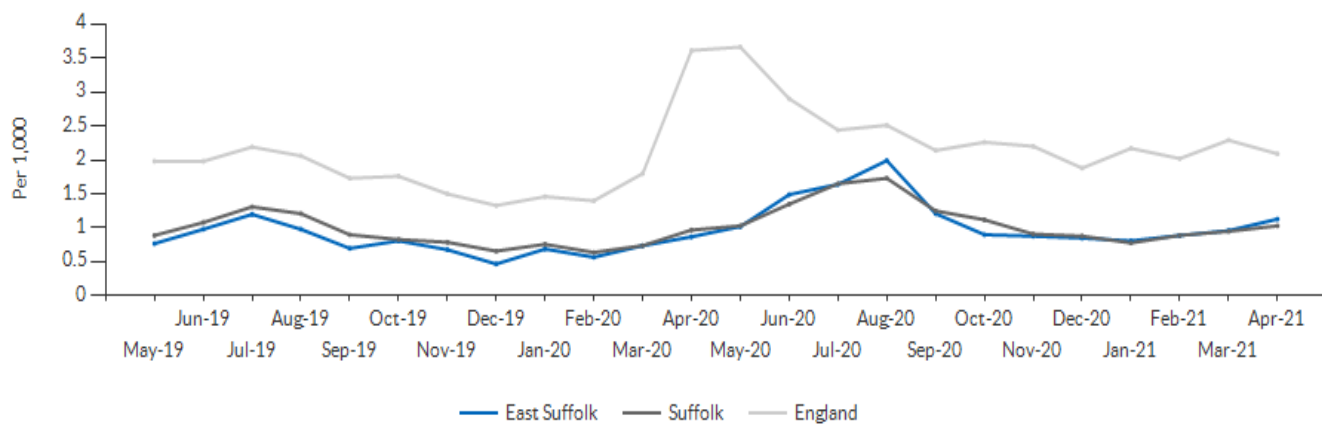
	count	rate (per 1000 population)
Bicycle theft	189	0.8
Burglary	645	2.6
Criminal damage and arson	1,765	7.1
Drugs	474	1.9
Possession of weapons	106	0.4
Public order	1,559	6.3
Robbery	54	0.2
Shoplifting	432	1.7
Theft from the person	56	0.2
Other theft	1,243	5
Vehicle crime	591	2.4
Violence and sexual offences	6,934	27.8
Other crime	398	1.6

Change in the overall crime rate



Source: data.police.uk

Anti-social behaviour rate



Source: data.police.uk

Source: www.suffolkobservatory.info/crime-and-community-safety

Other information:

- 17.8% of households in East Suffolk have no car, this is a similar picture in Suffolk (17.9%), however in England there are more households with no car (25.8%).
- There are 118,570 number of properties in East Suffolk and the average household size is 2.3 (persons per household).
- The median price paid for a property in East Suffolk is £245,000 (Oct 2019 - Sept 2020).

Source: www.suffolkobservatory.info/environment