

Gambling Policy Local Area Profile 2024

BI Service

October 2024

1. Background

- Introduction to the BI Service and wider context of gambling

2. Local Context

- Overview of Hammersmith and Fulham's population, protective and risk factors, deprivation and vulnerability

3. Current Gambling Venues

- Locations of all gambling venues within the borough with drilled down views

4. Crime and ASB Analysis

- Analysis of crime and ASB hotspots in the borough, as well as analysis of offences taking place in gambling premises

5. Additional Contextual Maps

- Supporting maps on related information, such as all crime and ASB offences and education facilities

The Business Intelligence (BI) Service is a team in Hammersmith and Fulham Council made up of data analysts and developers with the goal of enabling the council to improve outcomes for residents through data analytic activities. The service has three main objectives:

- **BI for Our Residents** – improving our understanding of residents within the Borough and putting them at the heart of our plans.
- **BI for Services** – ensuring that services have the correct information and processes in place to optimise decision making.
- **BI for Transformation** – maximising the value our data as a force for good and implementing data driven technical solutions.

The BI Service is split across four sub-teams, comprising the following:

-  Children's Services
-  Adult Social Care and Public Health
-  Corporate
-  Technical (developers)

The Corporate BI team has been instructed to provide a local area profile on Hammersmith and Fulham to inform the Gambling Policy. The report draws upon data and information held by the council and relevant partners, brought together into a single report, to help to inform best practice for both premises and council staff by highlighting risks relevant to all gambling activities.

The format of the output is an infographic-style that reflects the need to make the information as accessible as possible to a wide audience, such as departments within the council, directorates, elected members, partner agencies, businesses, gambling premises and the general public.

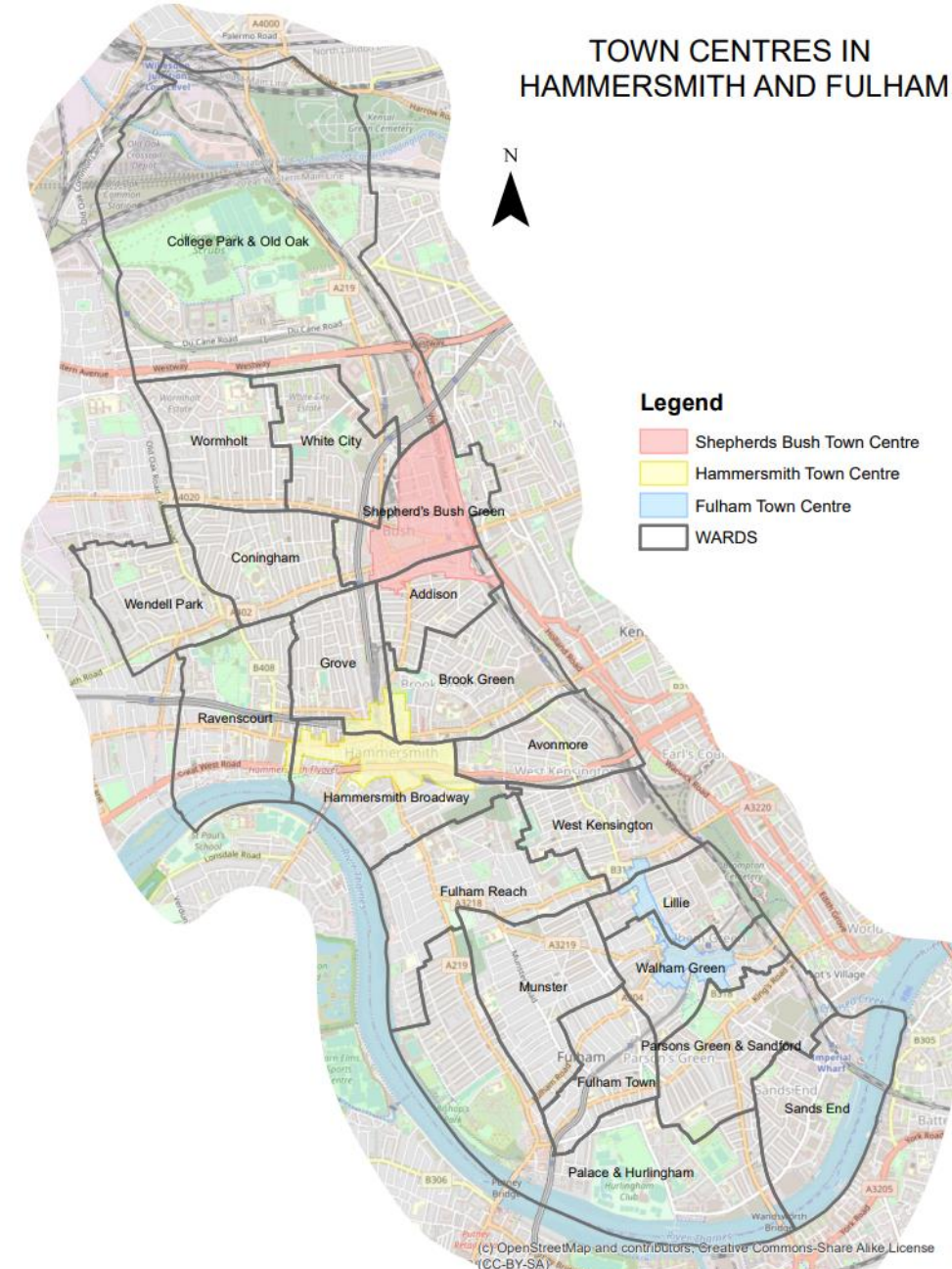
Place & Population

TOWN CENTRES IN HAMMERSMITH AND FULHAM



Legend

- Shepherds Bush Town Centre
- Hammersmith Town Centre
- Fulham Town Centre
- WARDS



Hammersmith & Fulham has 183,200 residents, the 4th smallest population in London. However, there are **high levels of footfall** particularly in the town centres in Shepherd's Bush Green and Hammersmith Broadway. The borough is densely populated and is the 6th more densely populated area in the country.

The age profile of H&F continues to be typical of an affluent urban population; there are fewer people near retirement age and lower levels of younger children when compared to London and England. There is a higher proportion of females (53.1%) than males (46.9%).

There are high numbers of **young professionals** living in the borough with many living alone, the average age is 36.5. The birth rate has been falling and lower than London average, 42.2 births per 1,000 females between the ages of 15 to 44 compared to 54.3 in London.

The borough is becoming more **diverse** with 62% of residents with a recorded ethnicity of black or minority ethnic and 5.3% of residents identified as LGBT.

Hammersmith & Fulham is one of the most **affluent boroughs** in London. The average house price is £790,000, much higher than the London average at £532,000. However, most residents live in either private rented or social housing. Despite its wealth there are **pockets of deprivation**, mostly concentrated in the north of the borough. With concentrations of deprivation in North End, Wormholt, and White City areas.

Protective Factors



High levels of **education attainment**, and lower levels of school absence and persistent absence and a lower number of children not in education, training or employment.



Higher rates of employment in the borough, ranked 11th highest in England and 7th in London, means lower levels of unemployment at 4.2% compared to 4.4.% in London.



Lower levels of hospital admissions due to alcohol or substance misuse for young people compared to London and England.



Higher rates of treatment for specialist drug and alcohol.



Good levels of health, with higher than London average life expectancy for males and females.



Hammersmith & Fulham has a **lower rate of first-time entrants for young people into the criminal justice system** compared to the national and London average and has been falling since 2016.

Risk Factors



Cost of Living Crisis impacting residents and families living in the borough, and exacerbating existing inequalities, with families, single parents, older people and residents living with disability being some of the most vulnerable. Females are more like to be economically inactive in the borough.



Severe mental illness – premature mortality in adults with severe mental illness was significant higher in H&F compared to London and England (rate per 10k) between 2018-20.



Drug related deaths and drug use – the borough has higher levels of alcohol, OCU, crack cocaine and opiate use compared to London and England (2019). In addition, the age-standardised death rate relating to drug misuse is 11.3 per 100k which is triple the London average, and highest rate in London.



Parental substance misuse, child abuse and neglect and acute family stress is higher in H&F when compared to London.



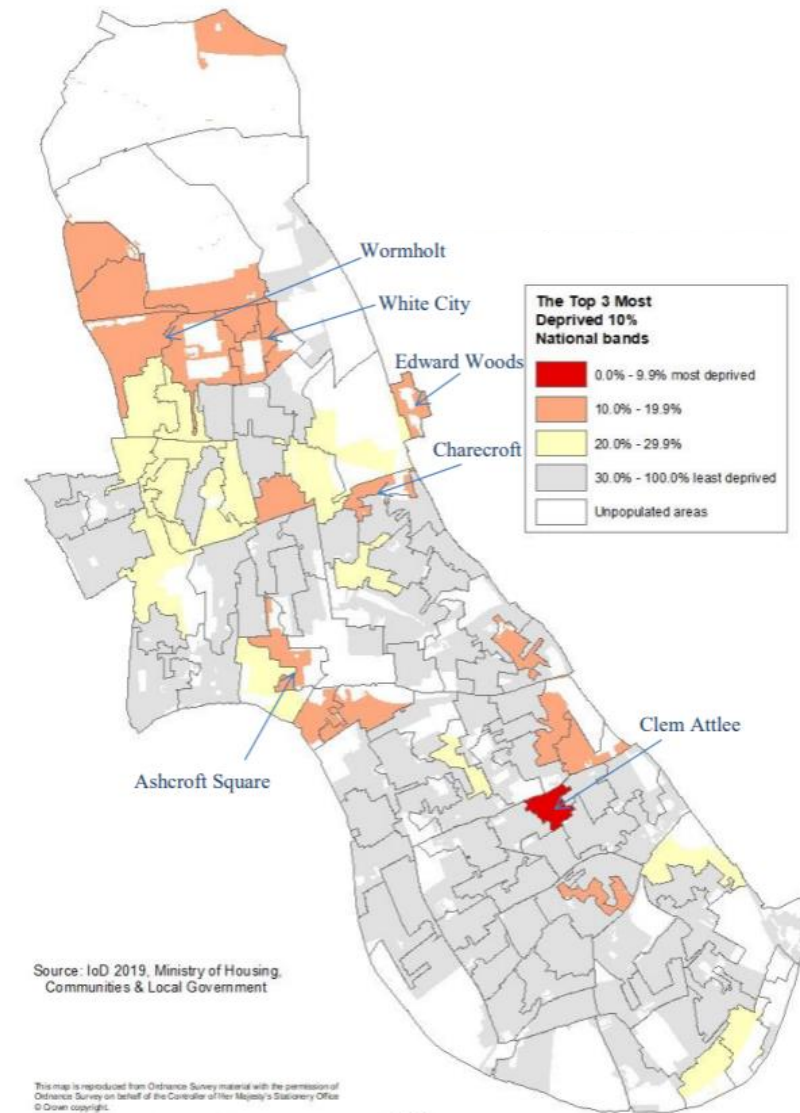
Crime in London and the borough has increased over the last year, although still below pre-pandemic levels. H&F has high levels of footfall, particular around Shepherd's Bush linked to Westfield and Hammersmith Broadway.

The Index of Multiple Deprivation (IMD) is developed by the Ministry of Housing, Communities & Local Government (previously Department for Levelling Up, Housing and Community) and represents small area measures of relative deprivation across the UK. The broad themes to define this deprivation include income, employment, education, health, crime, barriers to housing and services, and the living environment (also known as the Indices of Deprivation, or IoD). The areas are split by a census-defined geographical area known as a Lower layer Super Output Area (LSOA)*. The latest data available is for 2019, and it is expected that an update will be released in 2025. More information on the IoD can be found [here](#).

In 2019, Hammersmith & Fulham placed 112th most deprived of 317 local authorities in England when measured by score. One LSOA ranks in the lowest 10% in the country for deprivation which includes the Clem Attlee estate. This position is likely to have changed since 2019 with the pandemic and cost of living crisis having an impact on household finances.

*Lower layer Super Output Areas (LSOAs) are a geographical area separation of similarly-sized household count and populations, comprising between 400 and 1,200 households and have a usually resident population between 1,000 and 3,000 persons. They are made of several Output Areas (OAs) and used for census statistics – more info can be found [here](#).

Indices of Deprivation 2019



Source: IoD 2019, Ministry of Housing, Communities & Local Government

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The BI team has developed an index which ranks LSOAs using several indicators of vulnerability. The data points used in the index are listed below, with each point representing an equal weighting towards the overall index ranking of each LSOA.

This method shows areas of the north of the borough being in the most in need, with pockets of needs centred around other estates in the south.



Children and Families

- Lone parent households
- Households with dependent children in social rented housing
- Children in absolute low income
- Referrals for children's social care
- Referrals for Early Help
- Children in receipt of Free School Meals living in H&F or attending H&F schools



Employment

- Universal Credit
- Average Household Income
- Unemployed 16–24-year-olds



Crime

- Domestic Abuse Offences
- Anti-social Behaviour (ASB) Offences
- Total offences

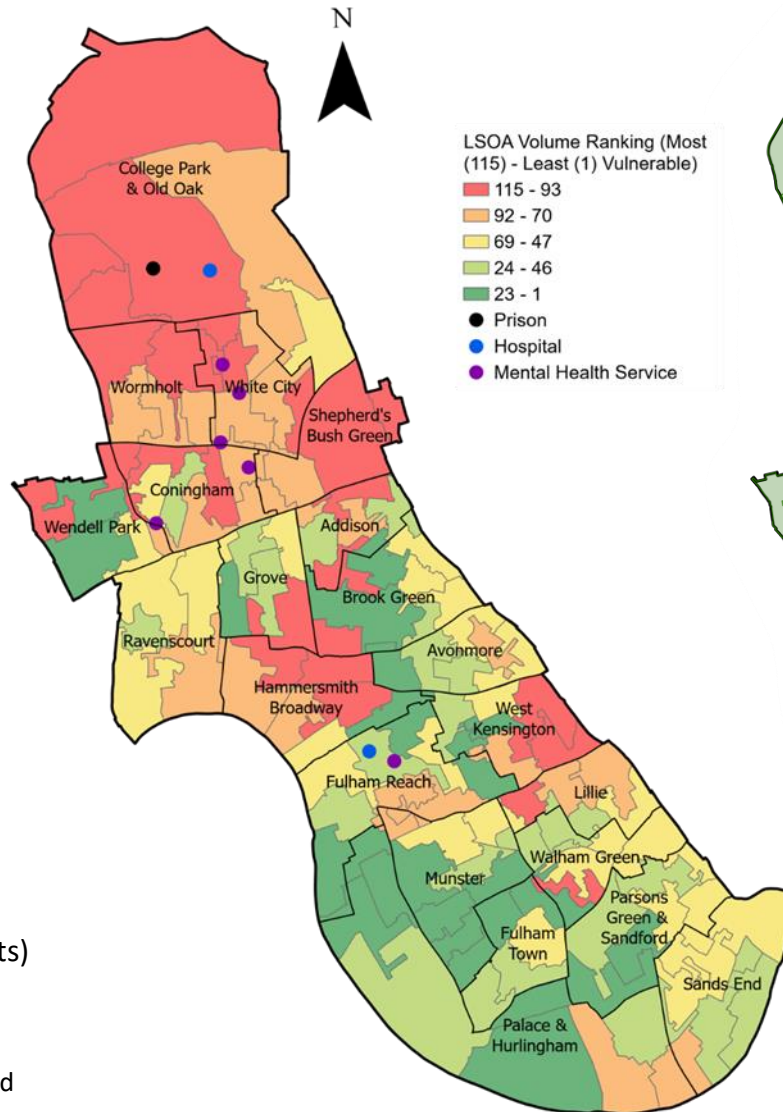


Housing

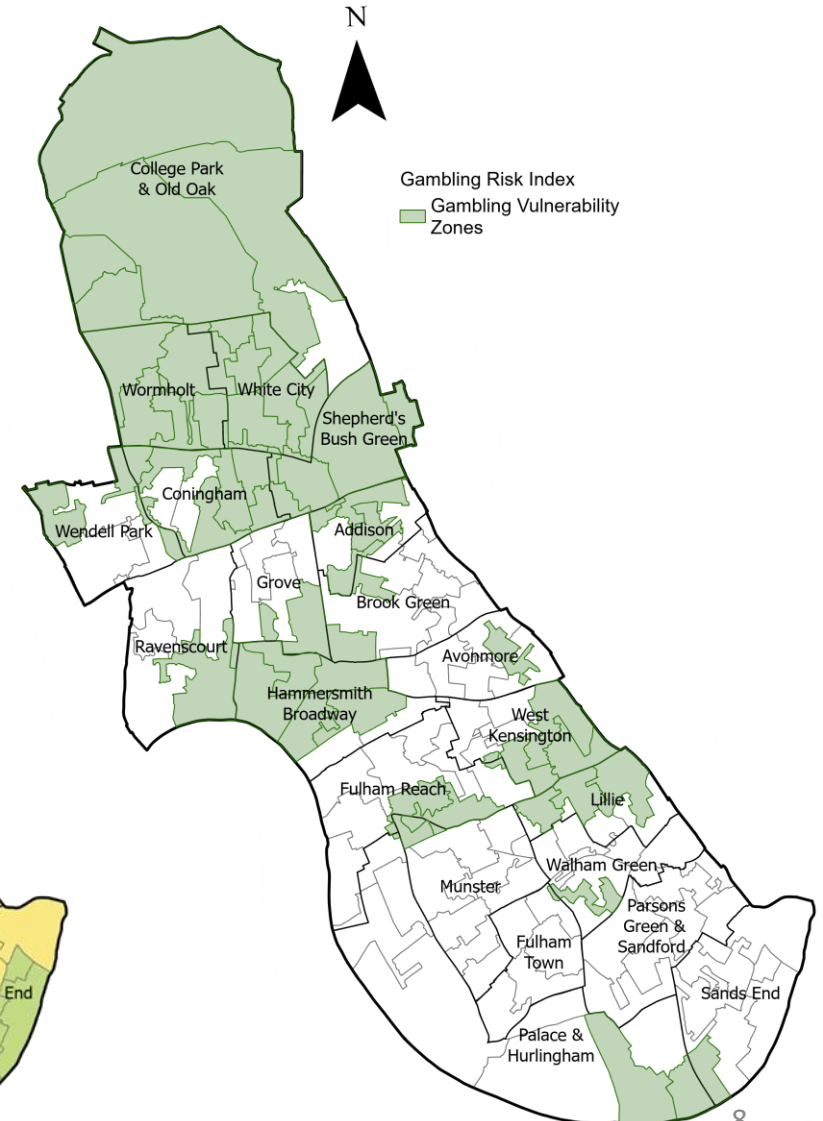
- Temporary Accommodation Properties
- Number of hostels
- Large Houses of Multiple Occupancy (HMOs with 5+ occupants)

*Note: There are no half-way houses present in the borough to be mapped

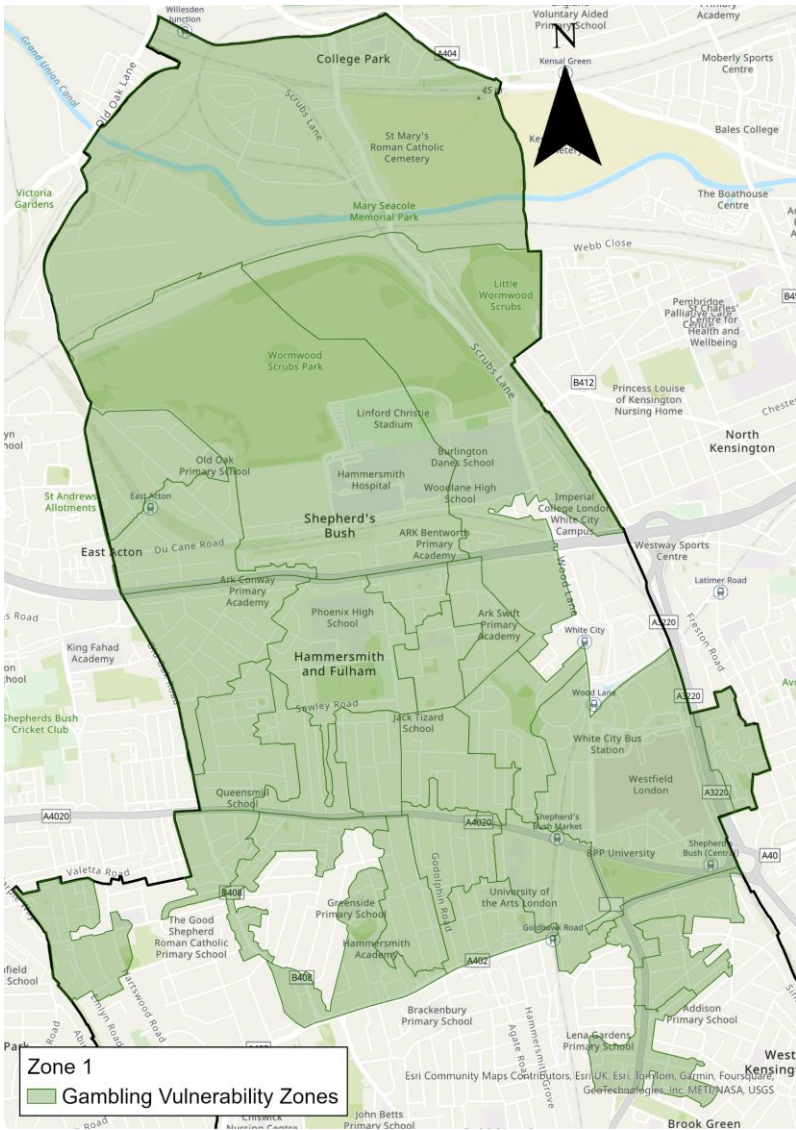
H&F Vulnerability Index*



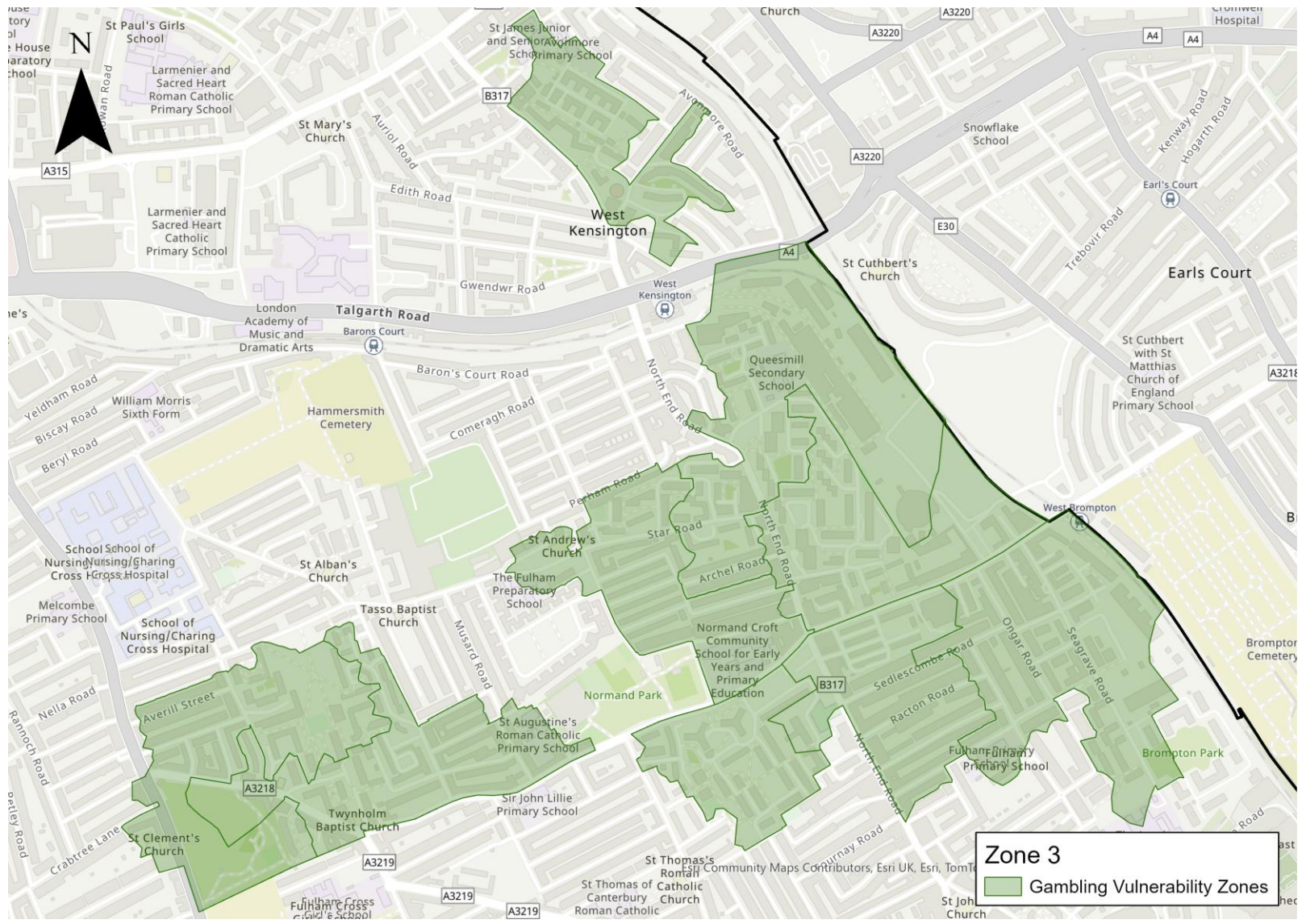
H&F Vulnerability Zones – top 40% (46) most vulnerable LSOAs



Vulnerability Zones – Detailed Views



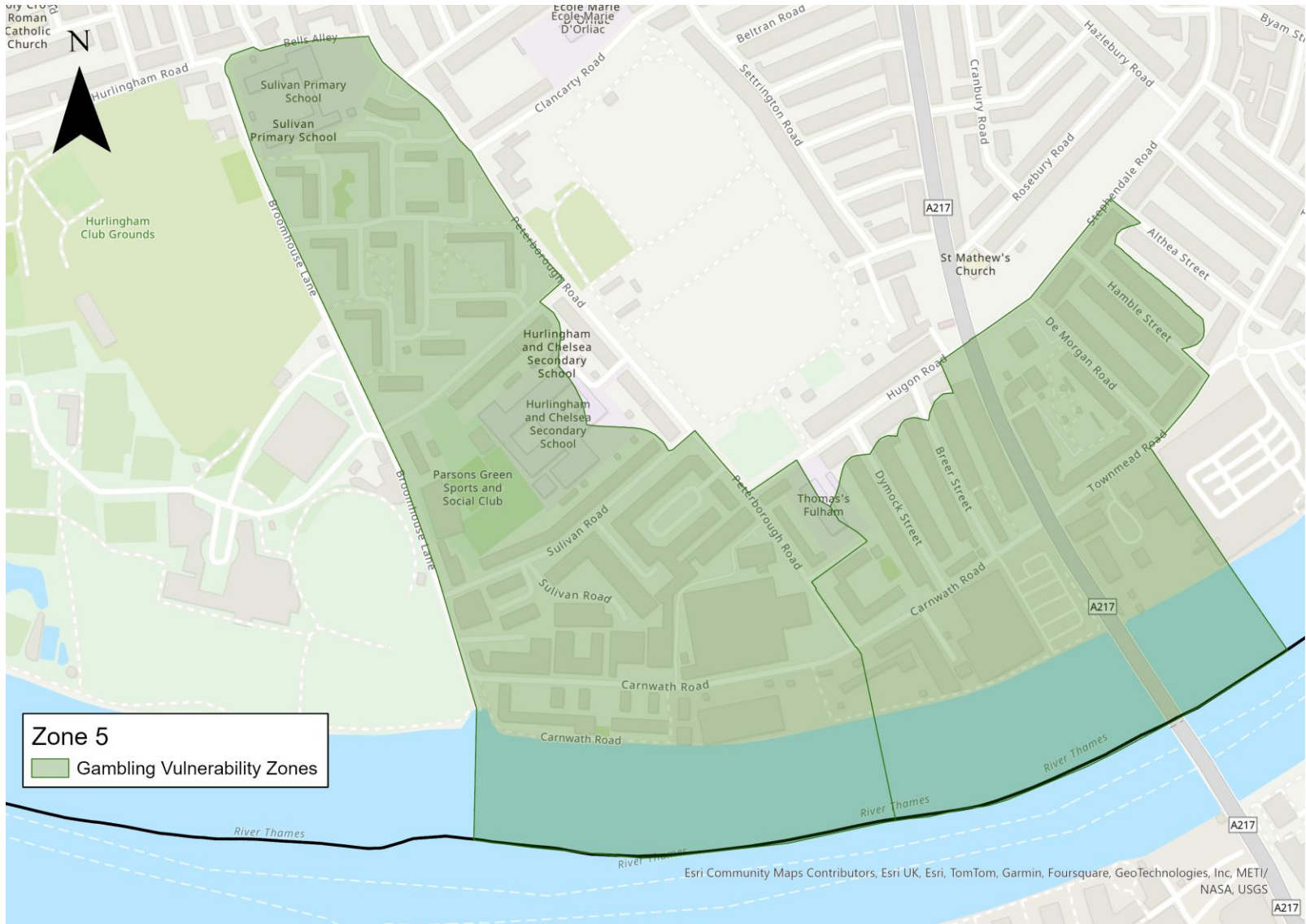
Vulnerability Zones – Detailed Views



Vulnerability Zones – Detailed Views



Vulnerability Zones – Detailed Views



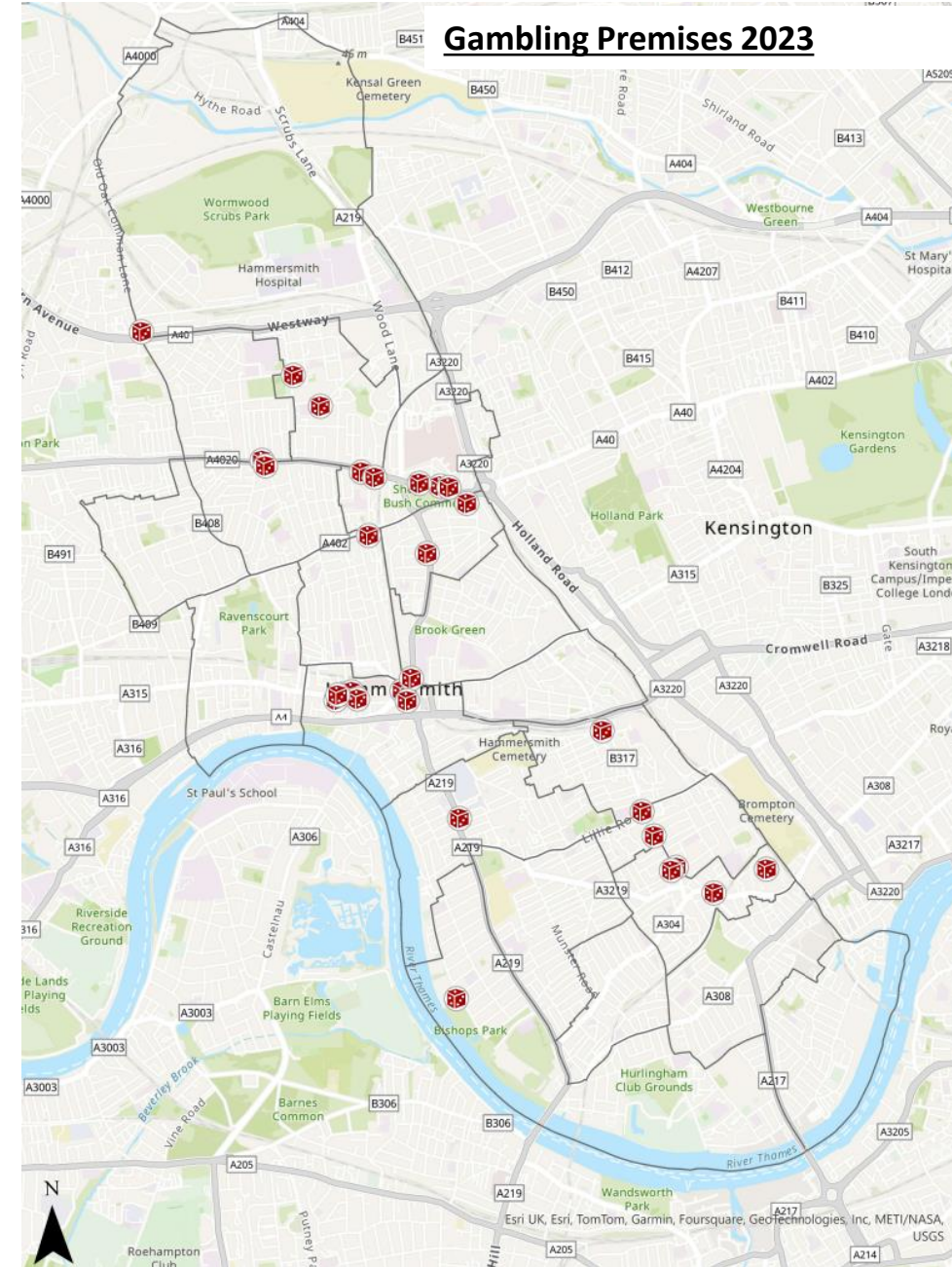
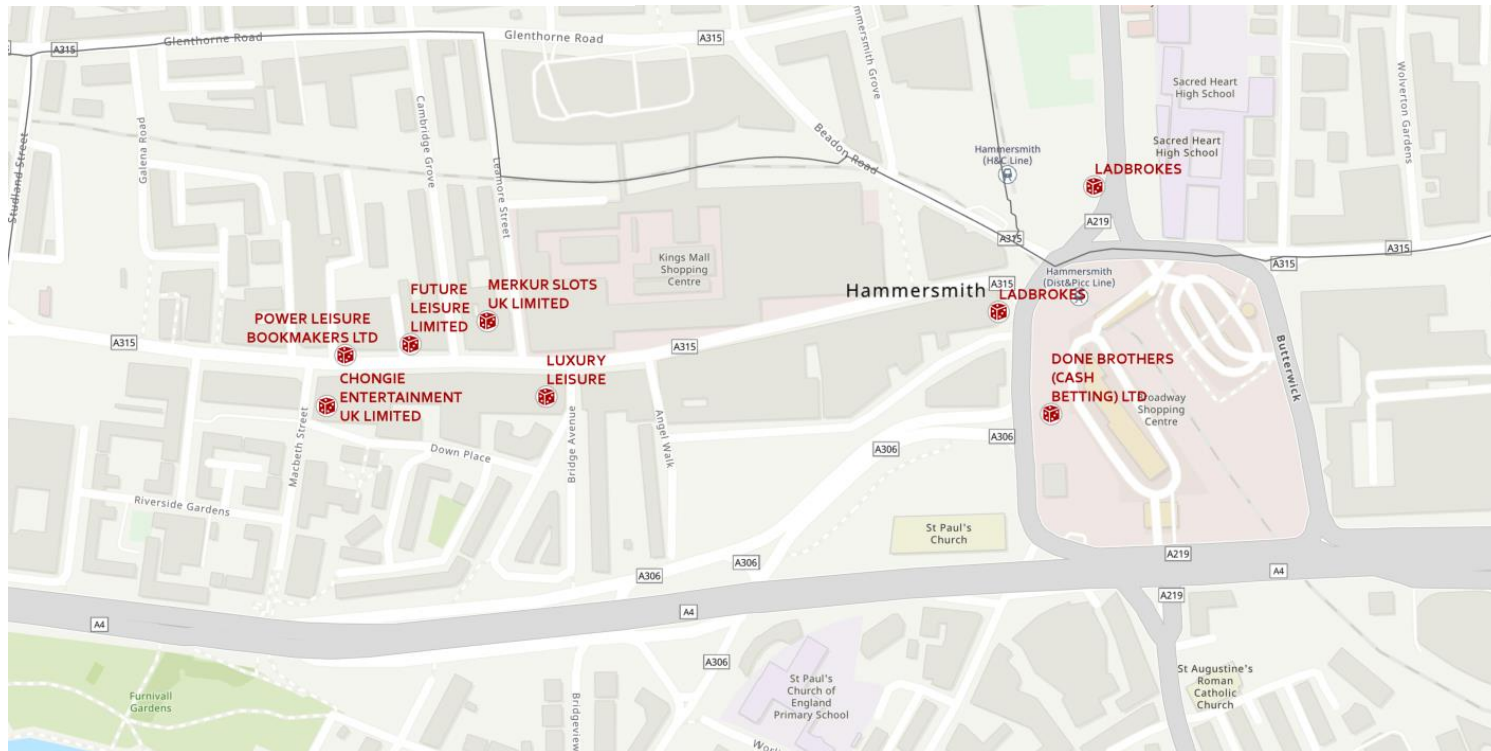
Location of Gambling Premises

Gambling Premises

In July 2024, there were 30 licenced gambling premises in the borough. This includes 3 adult gaming centres, 21 betting premises, 3 bingo premises and 3 football clubs with a betting licences (Chelsea, Queen's Park Rangers and Fulham Footfall Clubs). There has been little change in the number of licensed premises in the last year, a small fall of one premise from 2023.

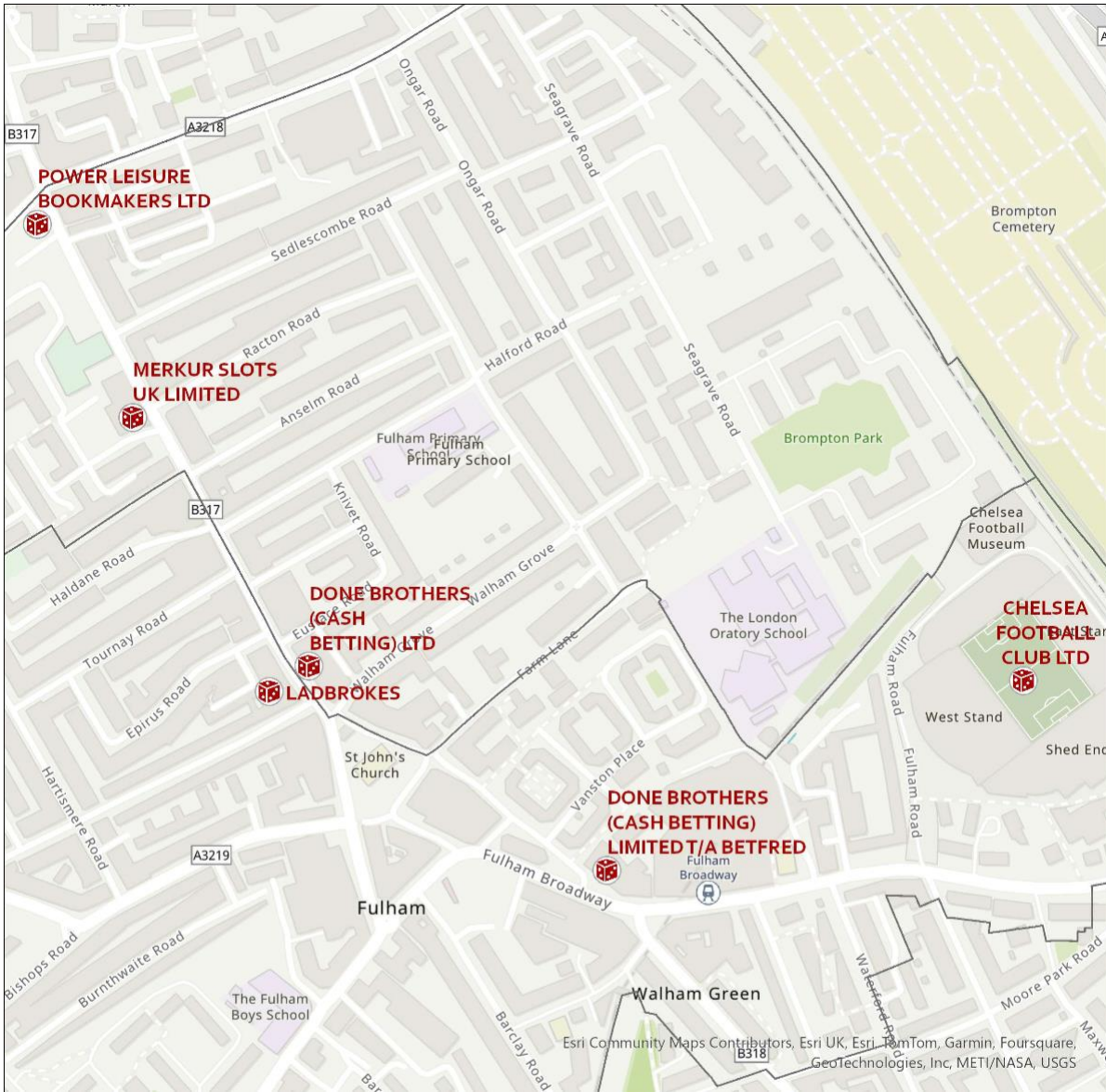
Premises are concentrated around key transport hubs and highstreets in Shepherd's Bush and Hammersmith – with a concentration on King Street. More detailed maps can be found on subsequent pages.

Hammersmith Gambling Premises

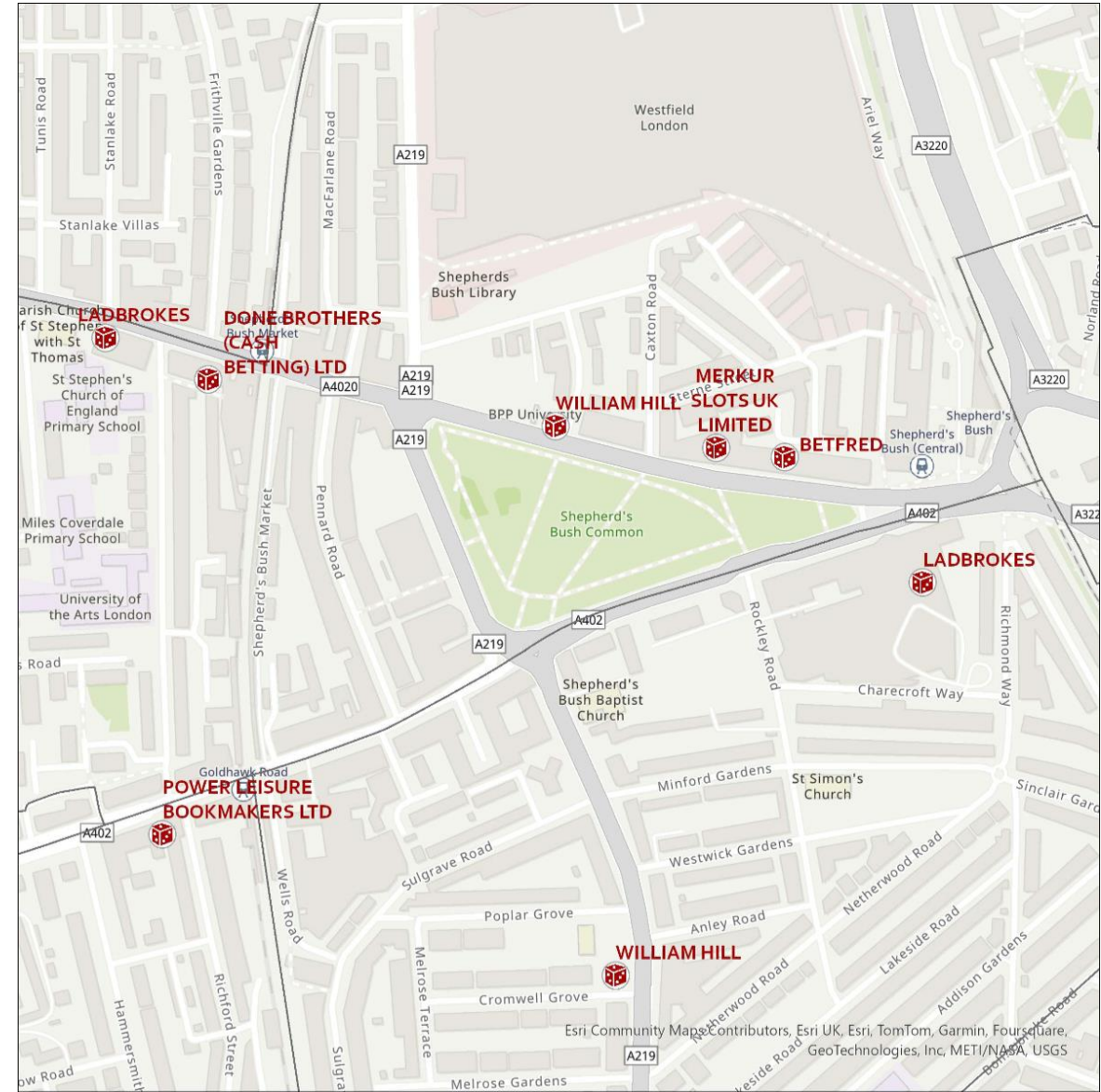


Location of Gambling Premises

Fulham Gambling Premises



Shepherd's Bush Gambling Premises



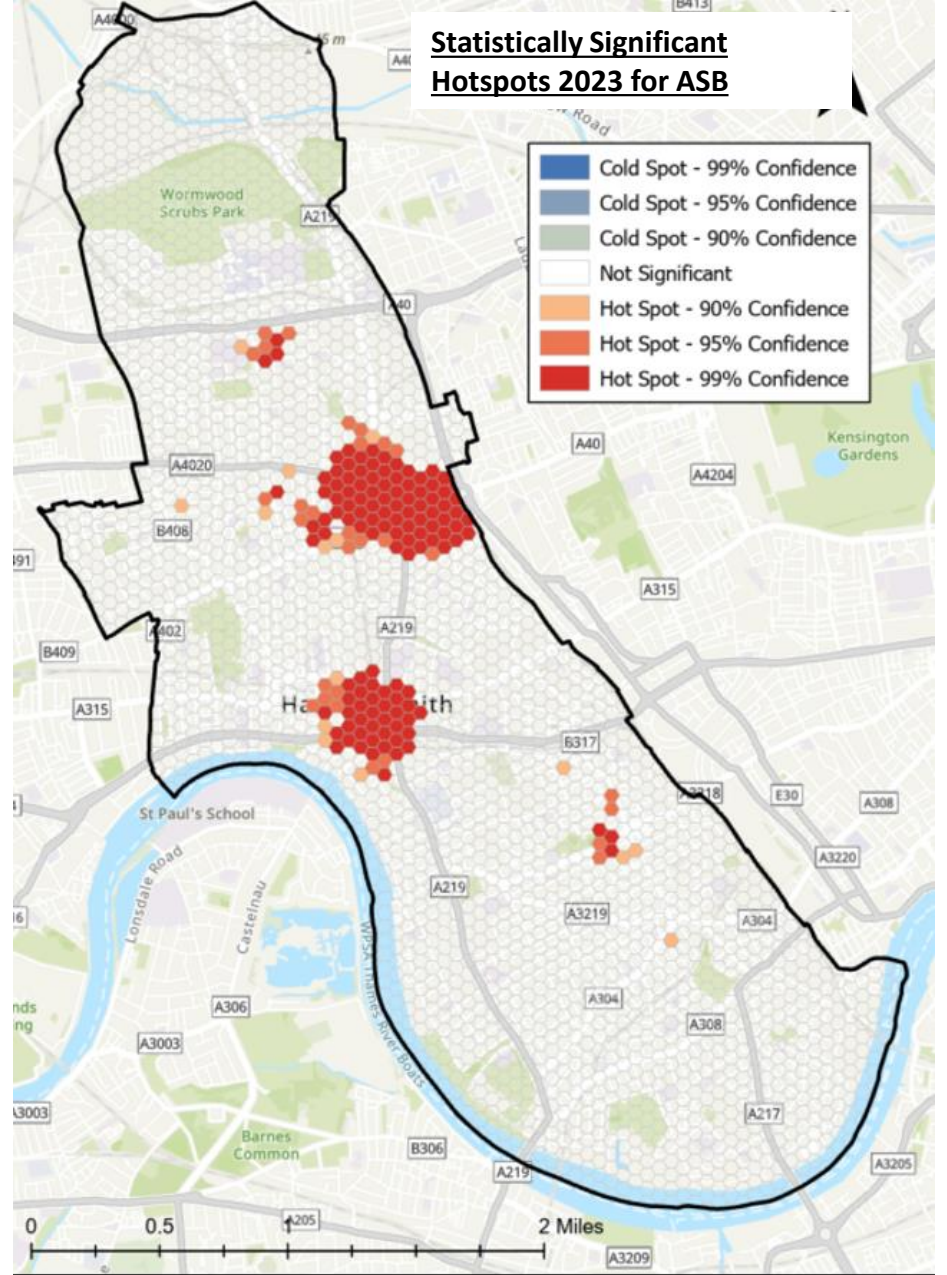
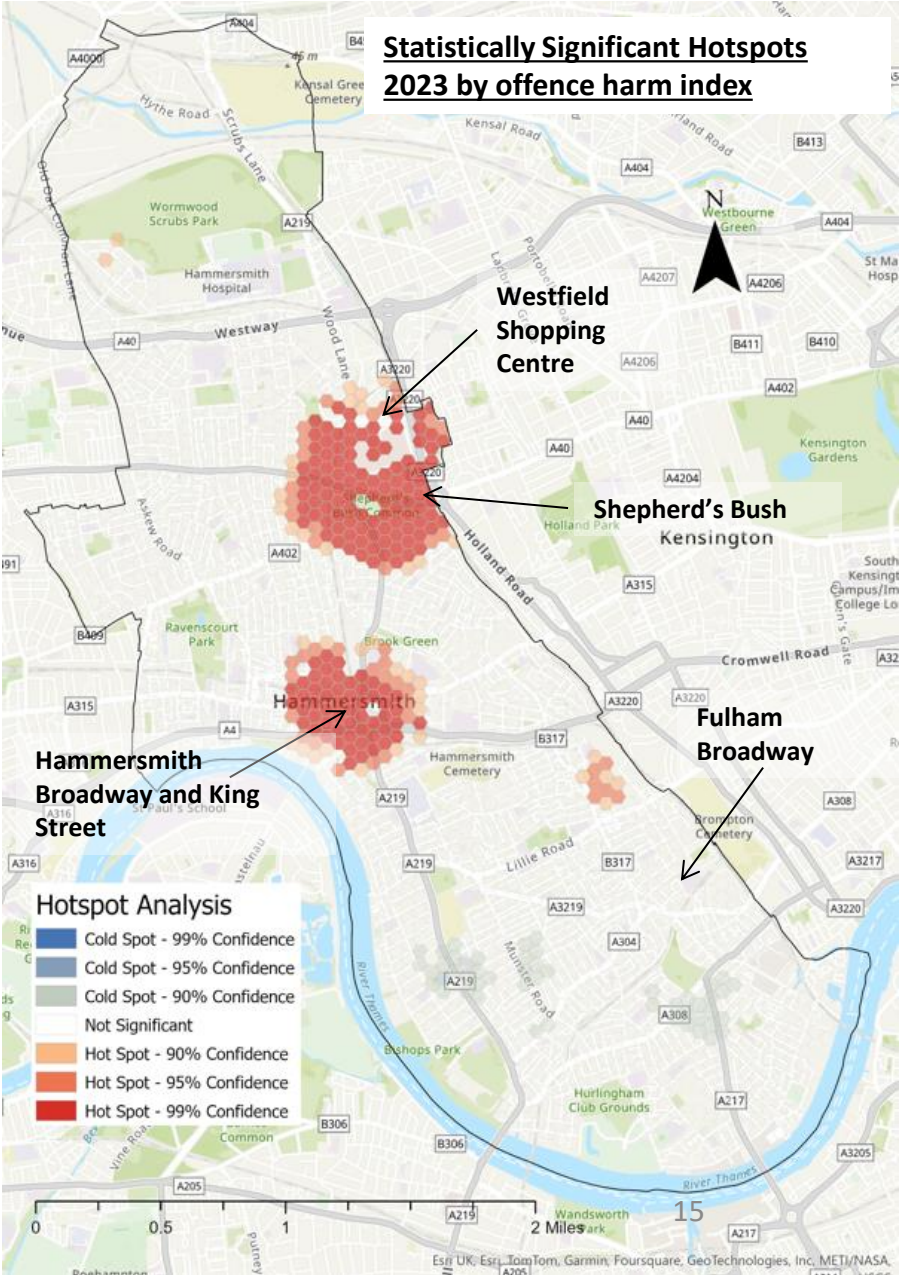
All Crime and ASB

Crime and ASB

Offences have grown by 10% in Hammersmith and Fulham in the last year 2022 to 2023 as crime levels return to a level closer to that seen before the pandemic, total offences are still 6% below those in 2019. Most crime types remain below the levels observed in 2019. London overall saw an increase of 6% in 2023 compared to 2022.

Shepherd's Bush and Hammersmith Broadway remain the areas with the highest level of crime (26% of all in H&F). The largest increase has been seen in **Shepherd's Bush Green** with +17% increase, mainly in theft offences but also in robbery, violence without injury. In the London context, a small area around Shepherd's Bush Green ranks 11th of five thousand small areas in the whole of London with a rate of the equivalent of 1 offence for everyone resident in the borough in the year. **Hammersmith Broadway** has seen a smaller increase of +5%, mainly theft and drugs but there has been a reduction in vehicle offences in the area.

Crime is strongly linked to footfall, and areas with higher footfall have higher levels of crime. Most licensed gambling premises are in areas of higher crime and ASB.



The crime data used to indicate the number of offences that occurred in gambling premises is based on the committed date of crime. The data includes only those offences that took place in the premises and does not include those that happened outside of it.

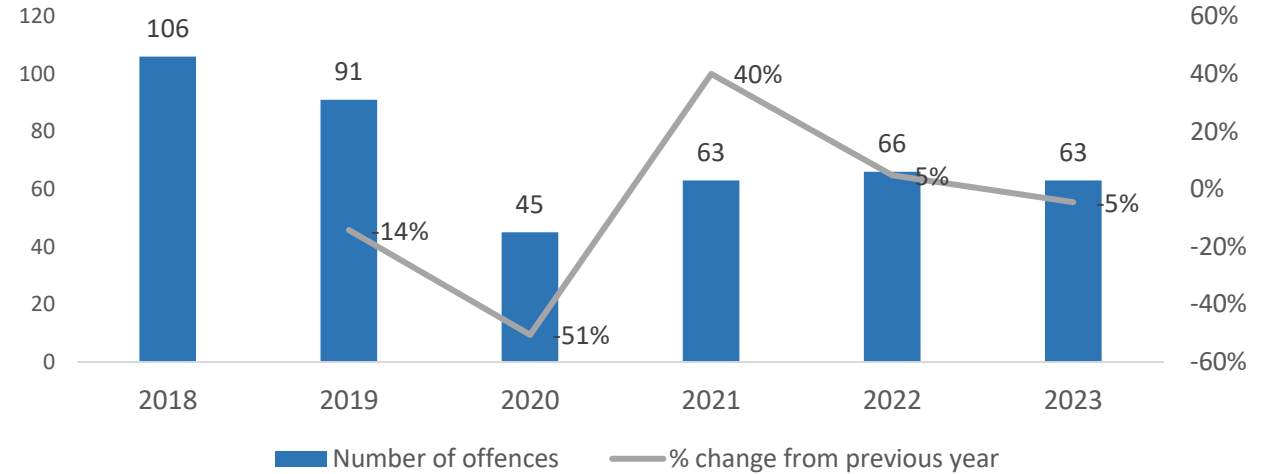
The crime data used for this analysis was provided by the Police and the offences that took place in gambling premises were searched manually using the names of the premises from the list with active licences, as well as words containing the word “bet”.

Analysis is based on a 24-month period between January 2022 and December 2023, however previous years have also been included to provide an insight into how the number of offences taking place in gambling premises has changed over last few years.

2020 saw a decrease in the number of offences that took place in gambling premises. This is likely linked to the lockdowns due to the Coronavirus pandemic that resulted in the closure of many local shops, including betting shops. The number of offences has increased since then, but it has not reached the pre-pandemic levels.

The most common crime types that occurred in the premises include Criminal Damage, Theft, Public Order Offences, and Violence Against the Person and have remained the most common types for the past 6 years.

Number of offences in gambling premises between 2018 - 2023



| Crime Section | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------------------------|------------|-----------|-----------|-----------|-----------|-----------|
| Criminal Damage | 31 | 17 | 8 | 16 | 17 | 12 |
| Burglary | 2 | 3 | | 1 | 3 | 1 |
| Drug Offences | 2 | | 1 | 4 | 4 | 4 |
| Miscellaneous Crimes Against Society | 1 | | 2 | | 1 | 3 |
| Possession of Weapons | 2 | | | | | |
| Public Order Offences | 24 | 20 | 11 | 13 | 17 | 15 |
| Robbery | 4 | 4 | 2 | 4 | 2 | 3 |
| Theft | 15 | 22 | 15 | 13 | 11 | 13 |
| Vehicle Offences | 2 | | | | | 1 |
| Violence Against the Person | 23 | 25 | 6 | 12 | 11 | 11 |
| Grand Total | 106 | 91 | 45 | 63 | 66 | 63 |

Crime Analysis – Gambling Premises

Crime and ASB

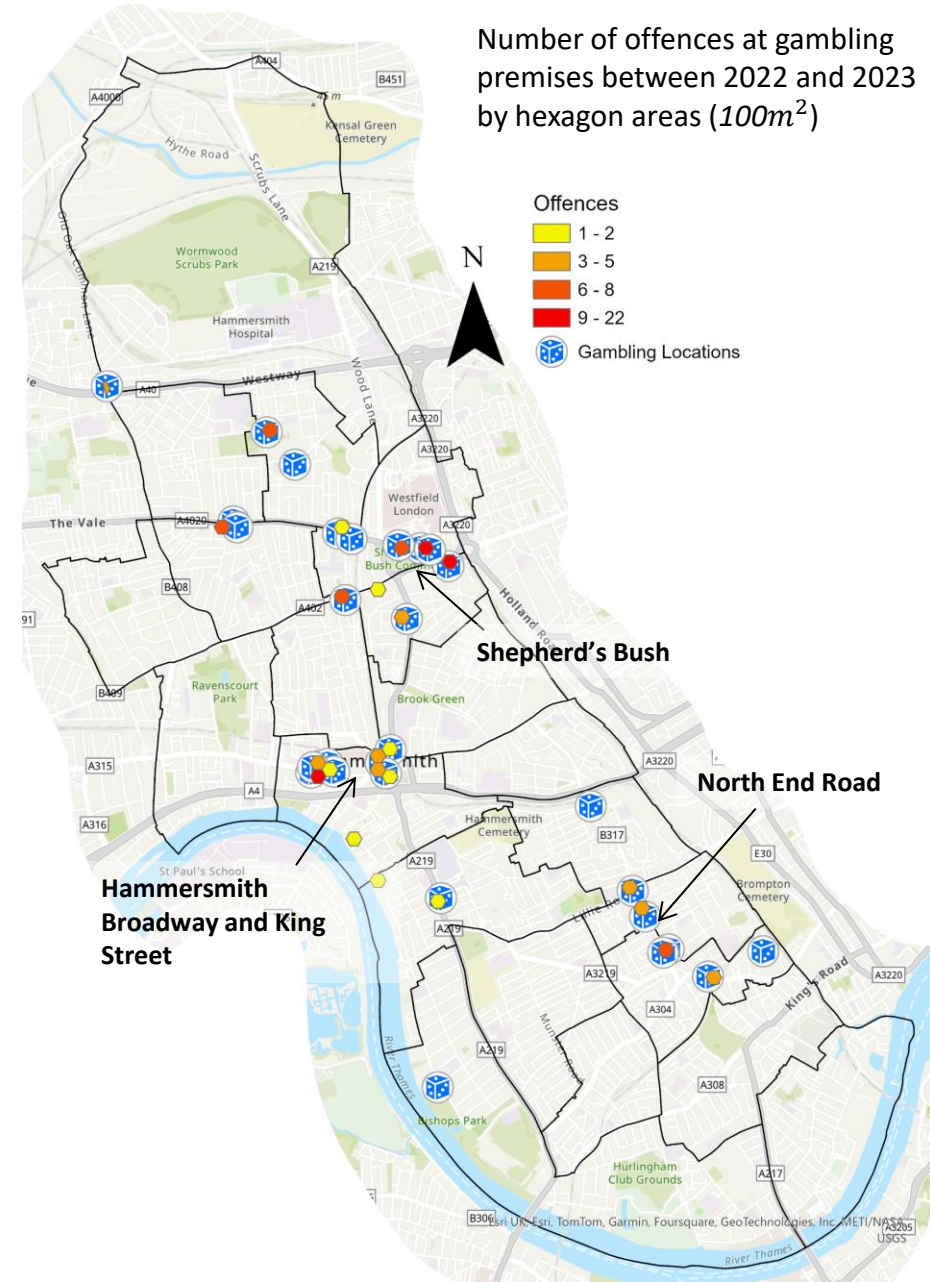
In the period between January 2022 and December 2023 there were 129 offences that took place in betting shops, with Public Order Offences accounting for 25% and Criminal Damage for 22% of all offences. The third highest crime type is “Theft” which makes up 19% of all offences. Other crime types and further breakdown of crimes are included in the table below.

The map on the right shows all gambling premises with active licences across the borough, with the hexagons showing the number of offences that took place in the period from January 2022 to December 2023. The highest number of offences relating to a gambling premises was found for Shepherd’s Bush Green (31) and Hammersmith Broadway (30).

The hotspots include:

- **Shepherd’s Bush Common**
- **King Street**
- **North End Road**

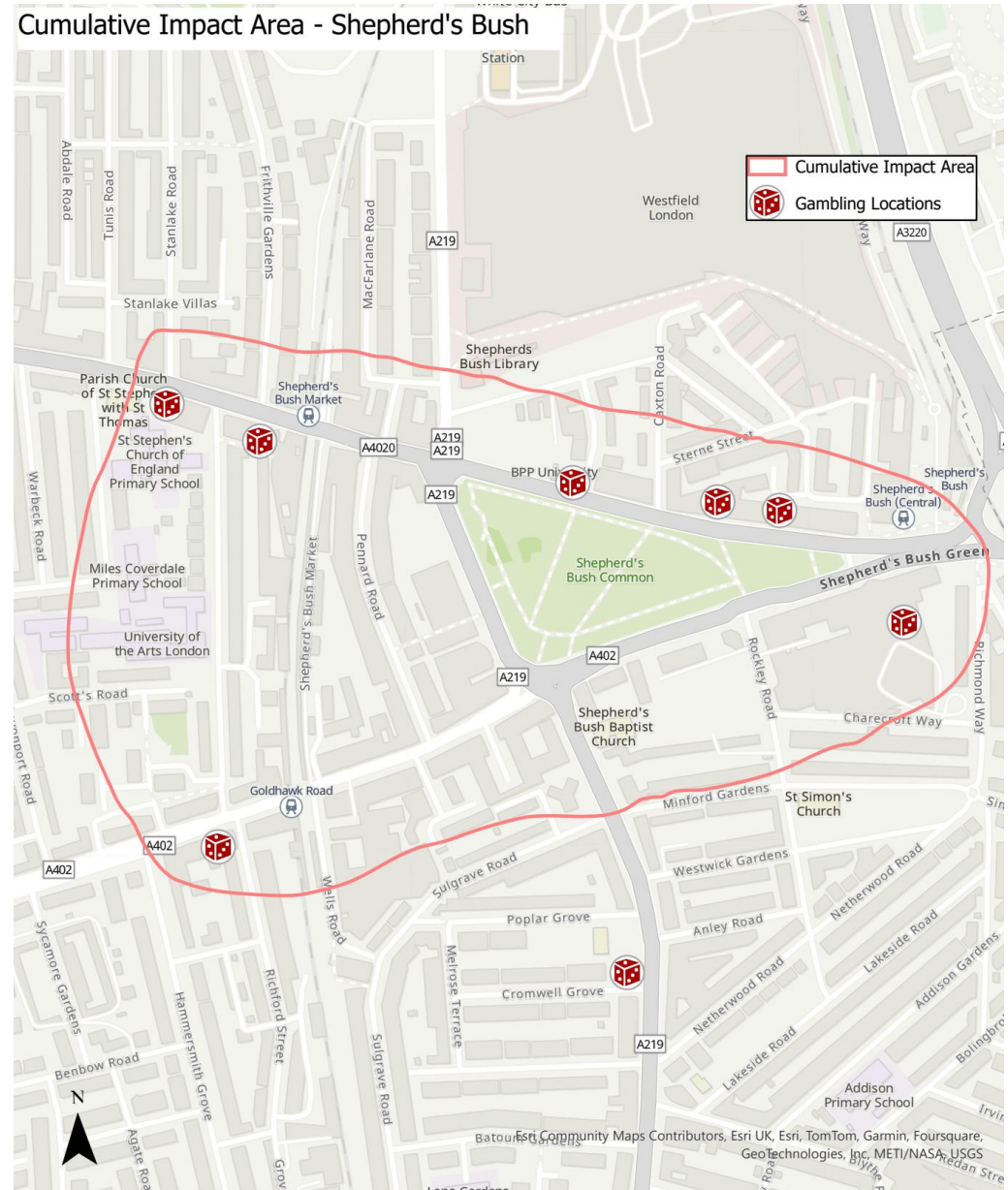
| Offence type | Number of offences | Percentage |
|---|--------------------|-------------|
| Arson and Criminal Damage | 29 | 22% |
| Criminal Damage | 29 | 100% |
| Burglary | 4 | 3% |
| Burglary Business and Community | 3 | 75% |
| Domestic Burglary | 1 | 25% |
| Drug Offences | 8 | 6% |
| Drug Trafficking | 1 | 13% |
| Possession of Drugs | 7 | 88% |
| Miscellaneous Crimes Against Society | 4 | 3% |
| Public Order Offences | 32 | 25% |
| Public Fear Alarm or Distress | 28 | 88% |
| Race or Religious Agg Public Fear | 4 | 13% |
| Robbery | 5 | 4% |
| Robbery of Personal Property | 5 | 100% |
| Theft | 24 | 19% |
| Bicycle Theft | 8 | 33% |
| Other Theft | 14 | 58% |
| Theft from Person | 2 | 8% |
| Vehicle Offences | 1 | 1% |
| Theft from a Motor Vehicle | 1 | 100% |
| Violence Against the Person | 22 | 17% |
| Violence with Injury | 8 | 36% |
| Violence without Injury | 14 | 64% |
| Grand Total | 129 | 100% |



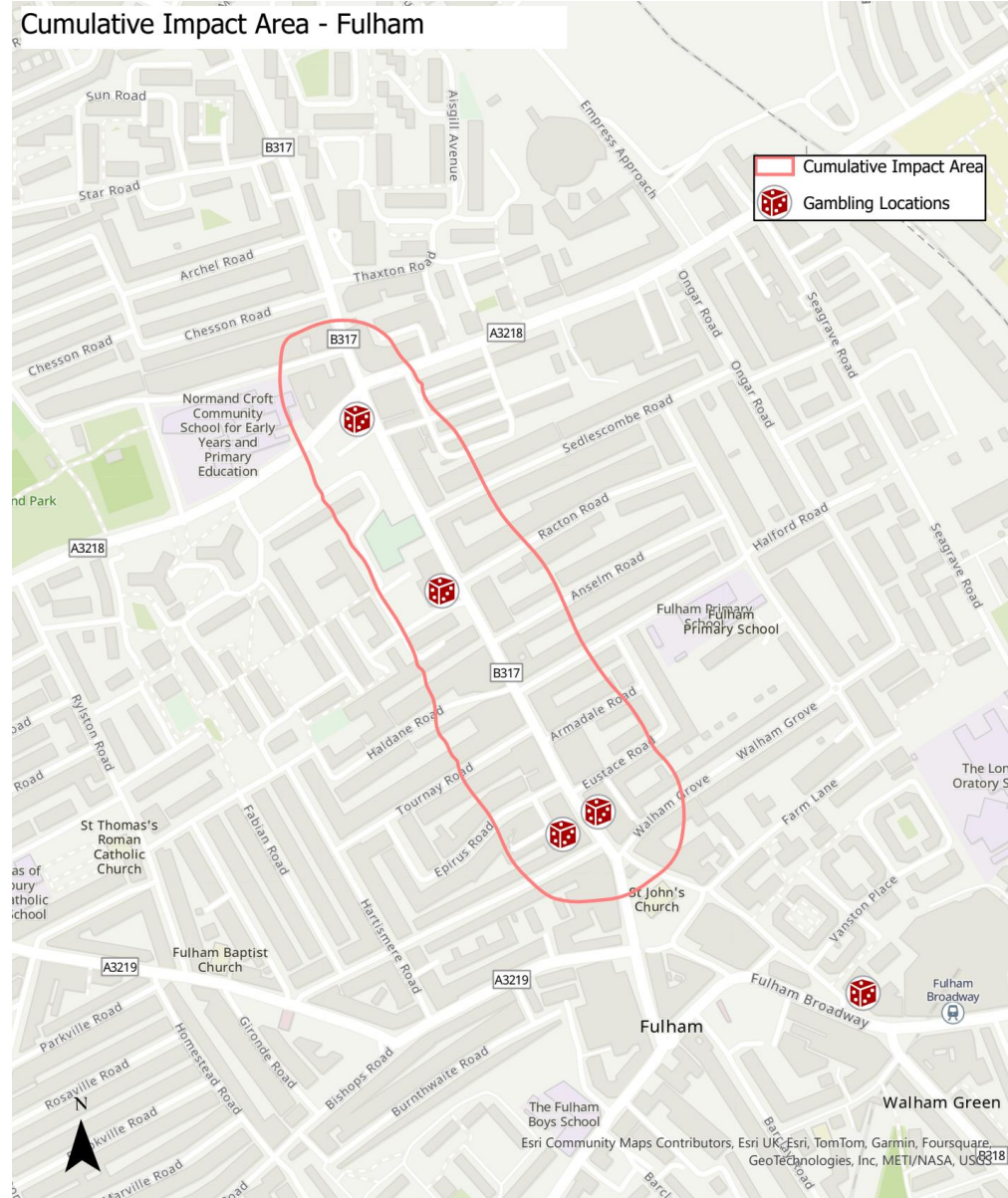
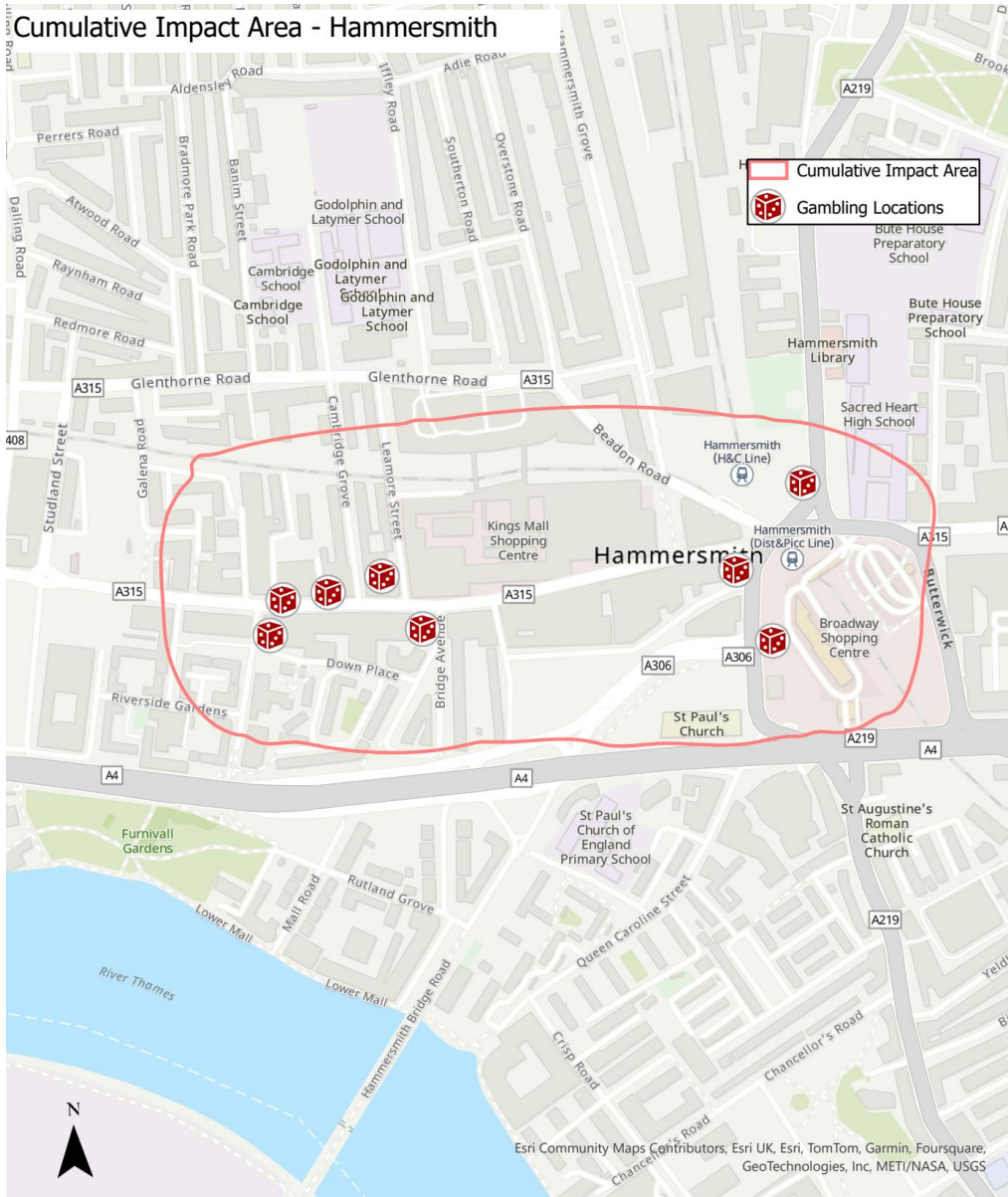
Cumulative Impact Areas

The proposed cumulative impact areas outlined on the following pages identify a clustering of gambling premises in three areas of the borough. It is the Council's view that the number and density of gambling premises in these designated zones is currently undermining one or more of the following licensing objectives:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable people from being harmed or exploited by gambling.



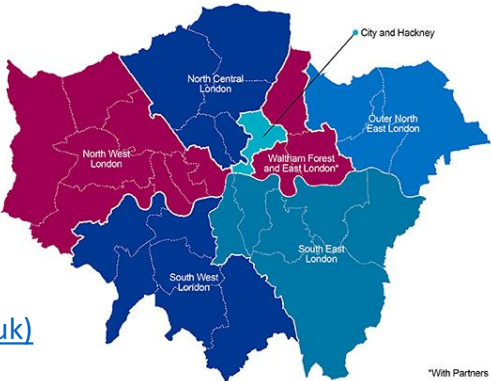
Cumulative Impact Areas



Drugs and Alcohol

Data on A&E and UCC (Urgent Care Clinic) attendance for alcohol or drug-related issues is recorded by NHS groups known as Integrated Care Systems (ICS). An ICS aims to bring health and care organisations together to develop shared plans and joined-up services across several local authorities. Hammersmith and Fulham is part of the Northwest London ICS. More information can be found below:

[NW London ICS Location Map 2023.pdf \(nwlondonicb.nhs.uk\)](#)
[About Us: Northwest London ICS \(nwlondonicb.nhs.uk\)](#)

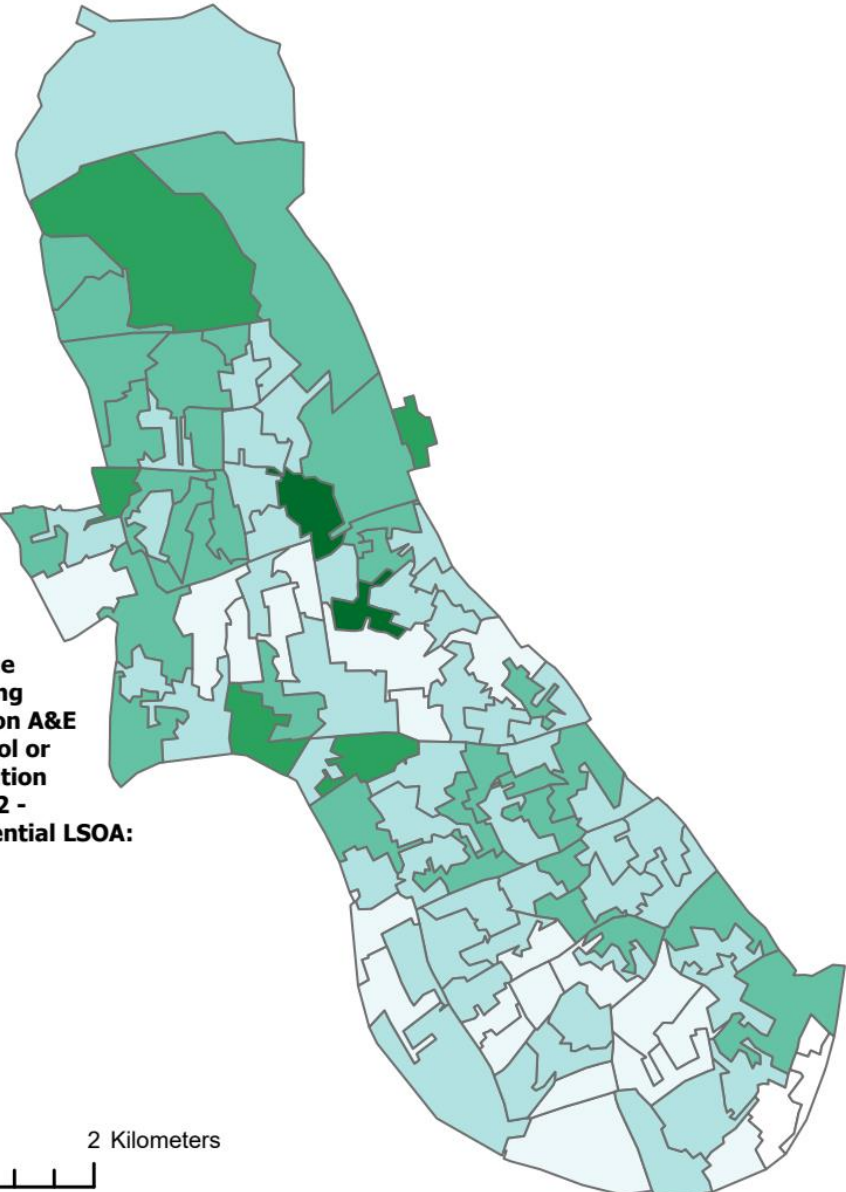


Of the unique Hammersmith & Fulham residents attending an A&E or UCC (Urgent Care Clinic) for an alcohol or drug-related condition between April 2021 and March 2024, whose GP practice at the time of the event matches their currently registered GP practice (as per latest NHS North-West London linked GP practice records), less than 2.5% have a residential address recorded in any one LSOA.

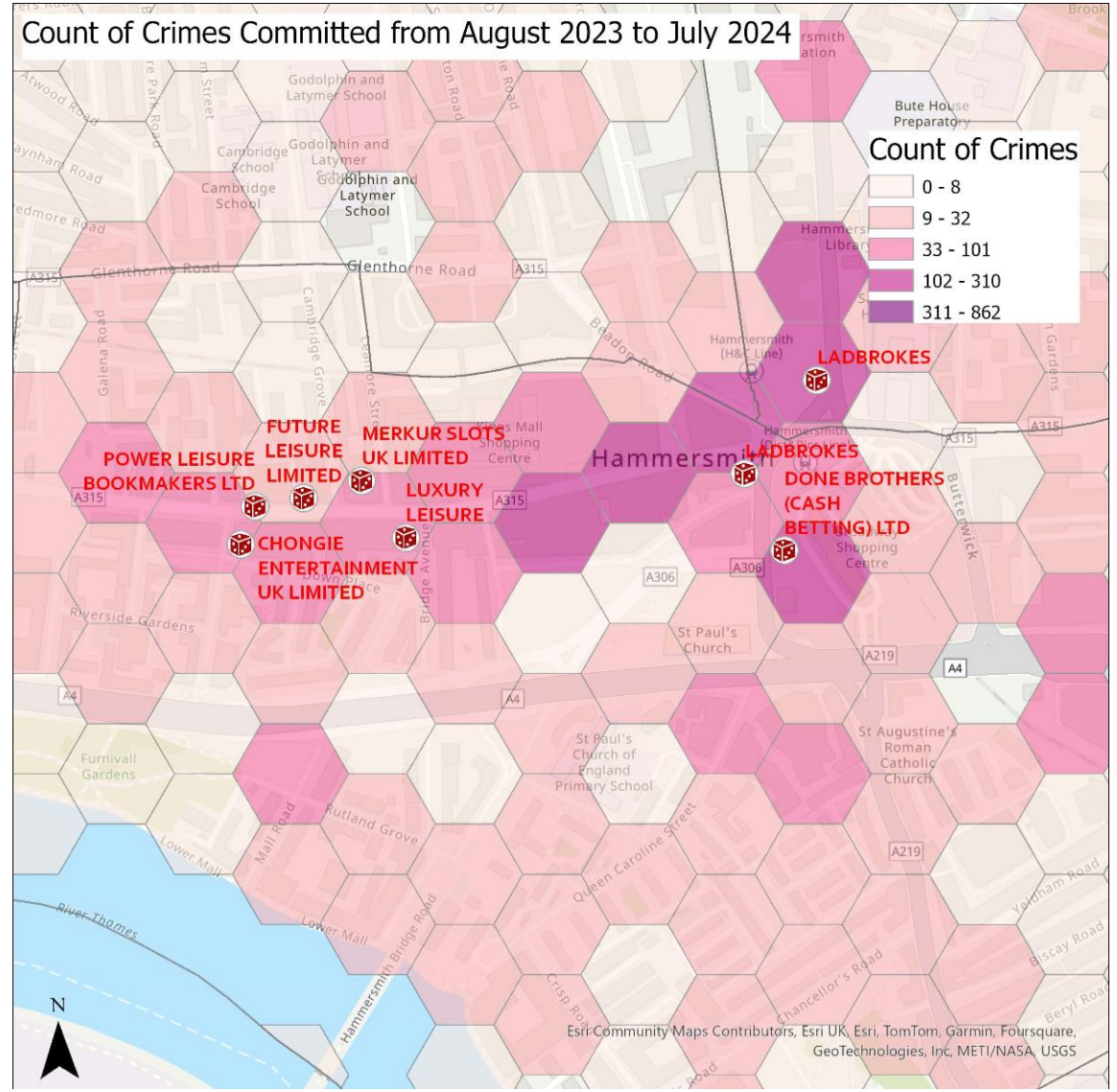
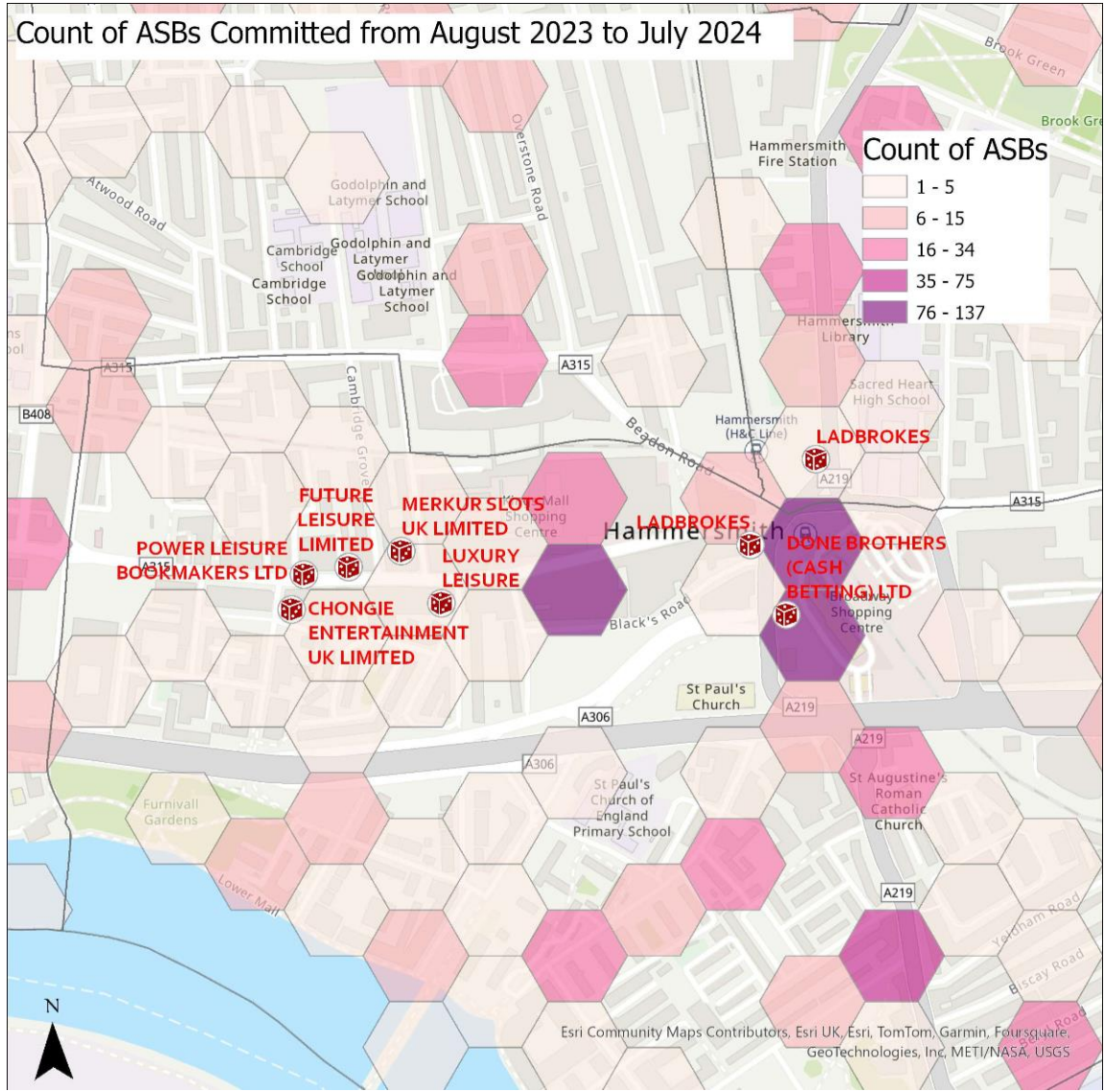
Nonetheless, the largest proportion of alcohol or drug-related A&E or UCC attendees were residents of an LSOA located in White City (2.3%) followed by an LSOA located in Addison. Furthermore, of the unique Hammersmith & Fulham residents attending an A&E or UCC for an alcohol or drug-related condition between 2021/22, 2022/23 and 2023/24, the largest proportion were residents of West Kensington (7.9%), followed by Conningham (7.6%), White City (7.4%), Wormholt (6.9%) and Munster (6.3%).

Similarities can be observed if comparing the map shown here (Hammersmith & Fulham residents attending a North-West London A&E or UCC for an alcohol or drug-related condition by residential LSOA) and the Indices of Deprivation-2019.

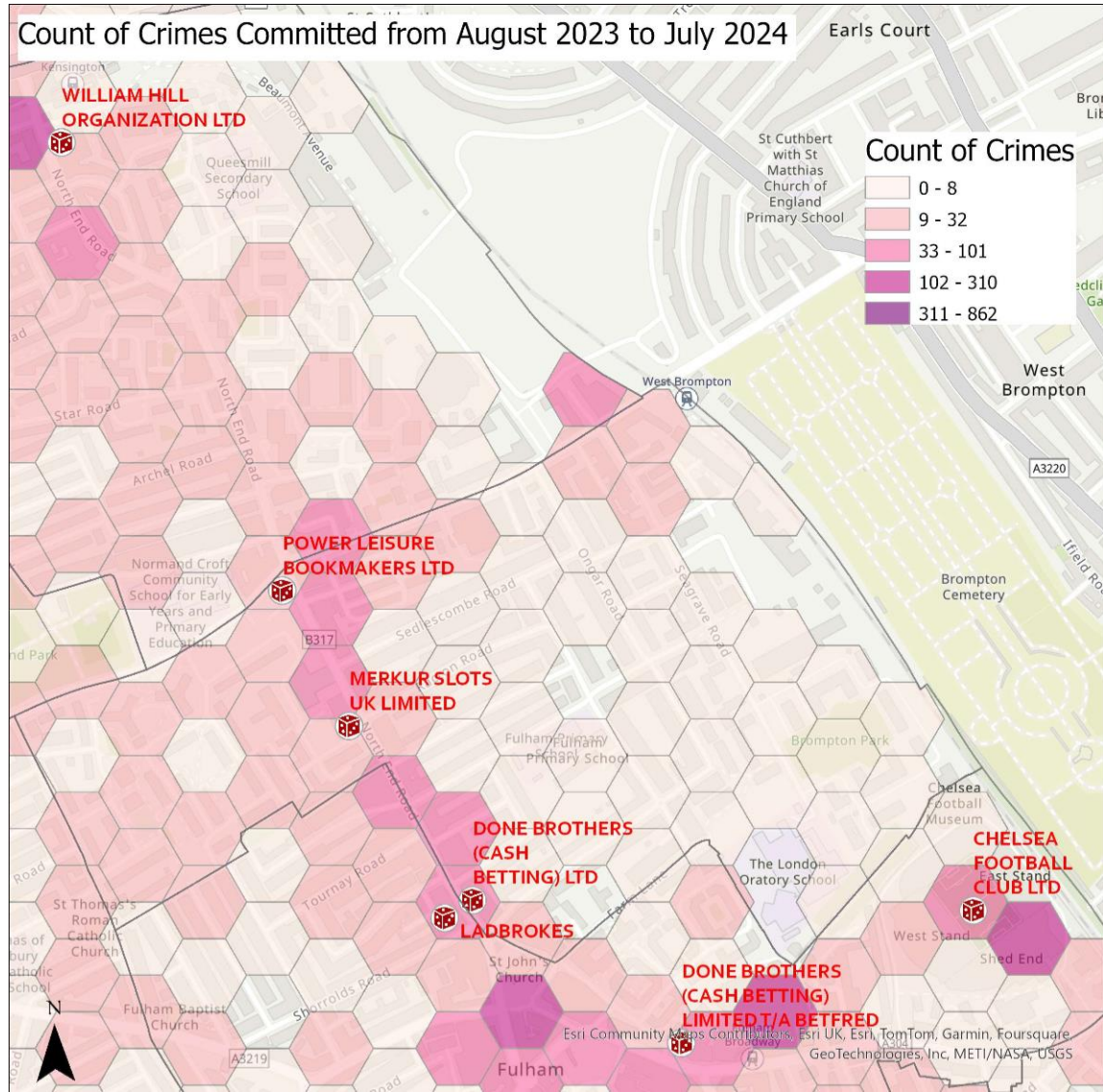
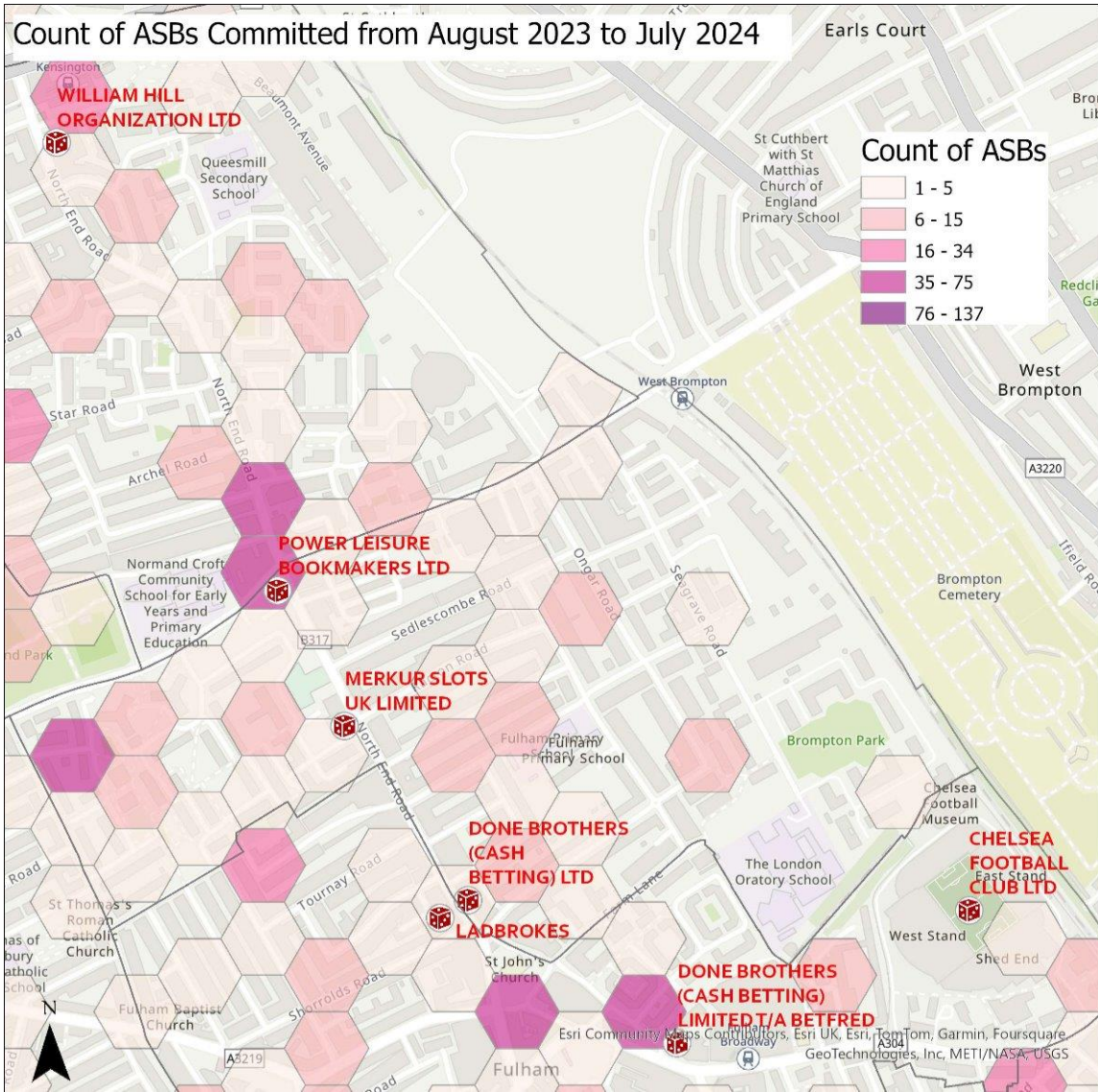
Unique individuals presenting to A&E or UCC with an alcohol or drug-related condition over the reported period (April 2021-March 2024). Data is reported only for individuals whose latest North-West London GP record matches that recorded at the time of the event (N=1,310) due to inability to definitively determine demographics pertaining to residential address at the time of the event, where GP linked records have subsequently changed. Source: North-West London Whole System Integrated Care De-Identified Emergency Care Dataset.



ASB/Crimes Committed - Hammersmith

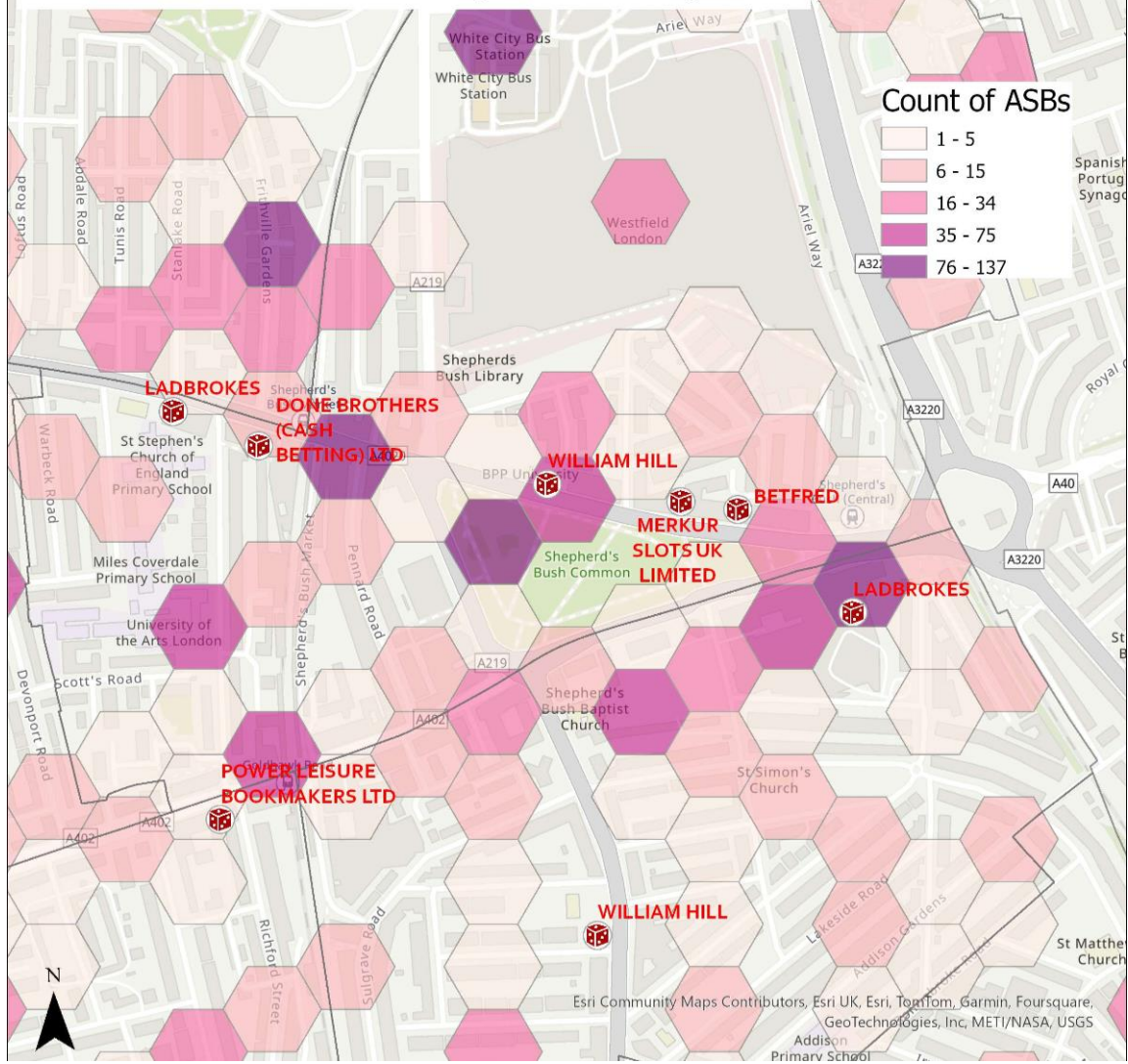


ASB/Crimes Committed - Fulham

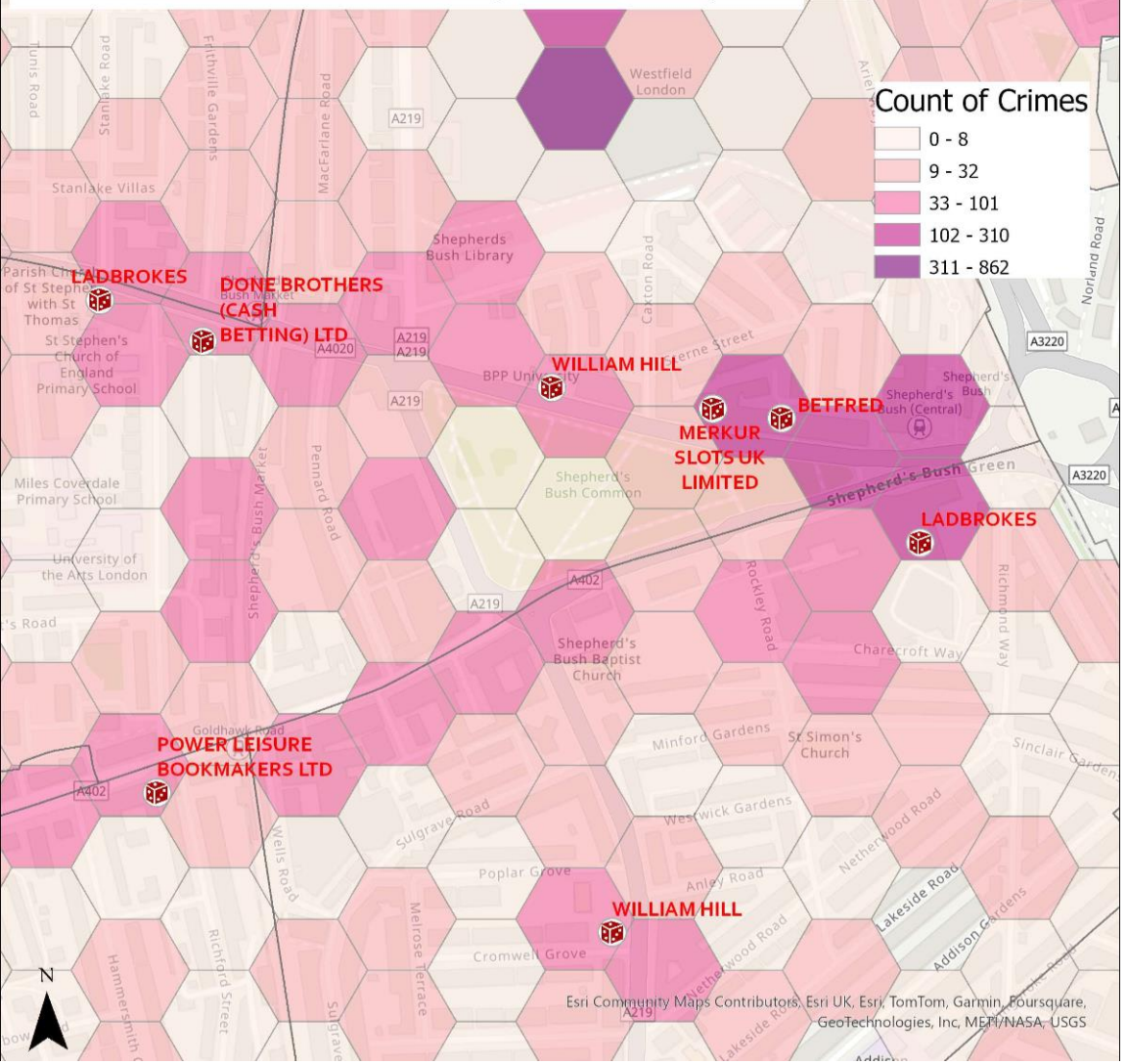


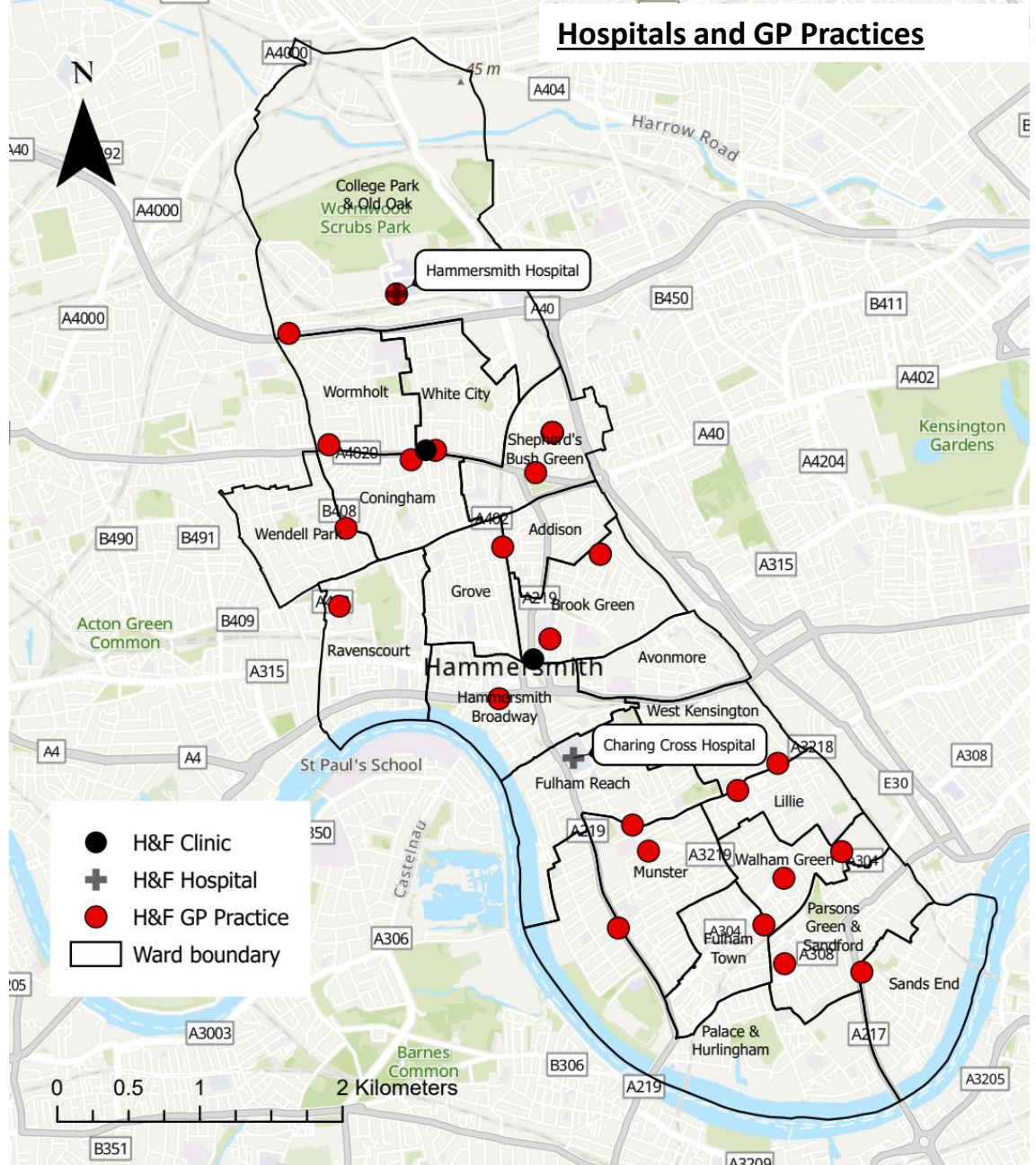
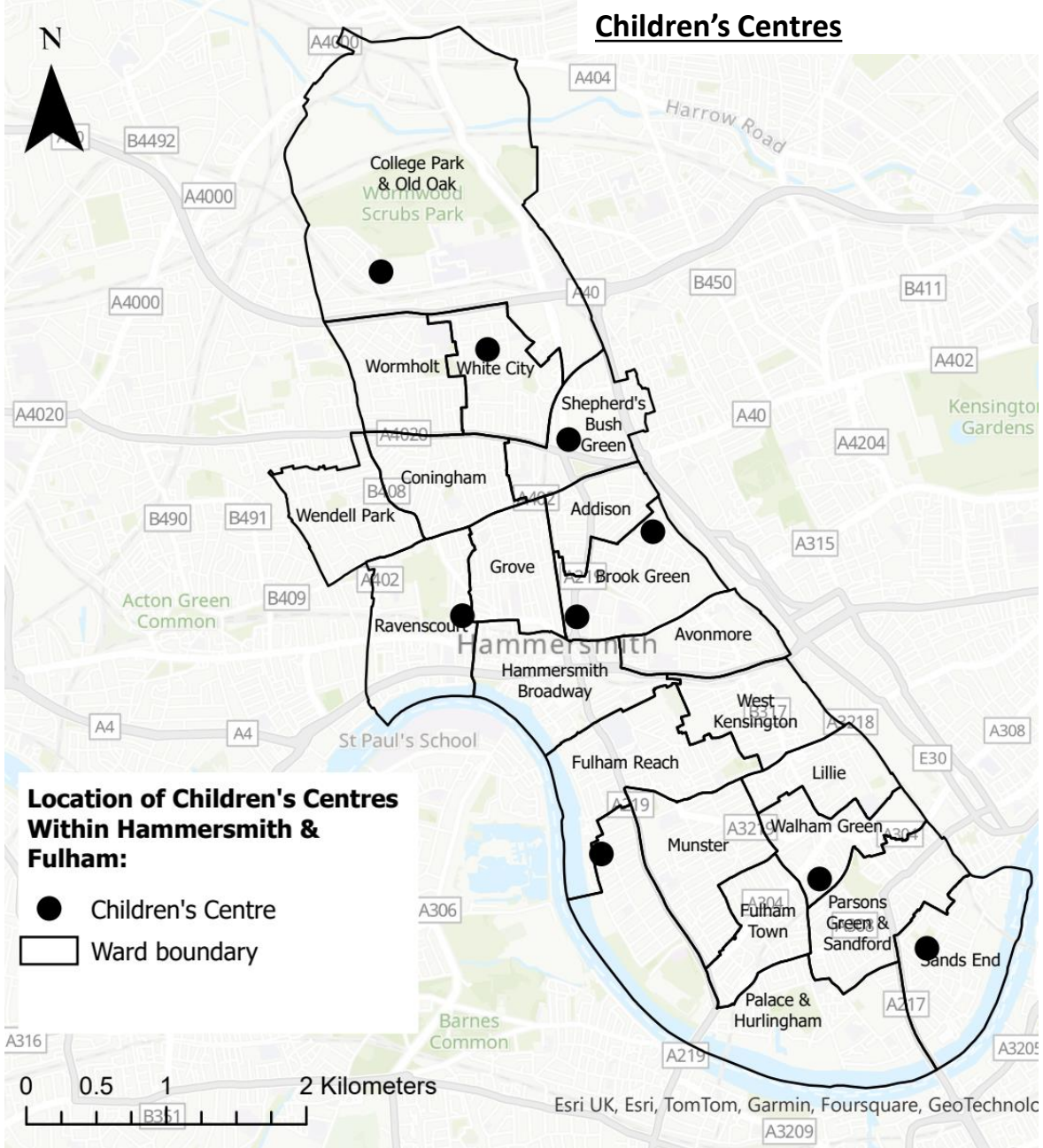
ASB/Crimes Committed - Shepherd's Bush

Count of ASBs Committed from August 2023 to July 2024

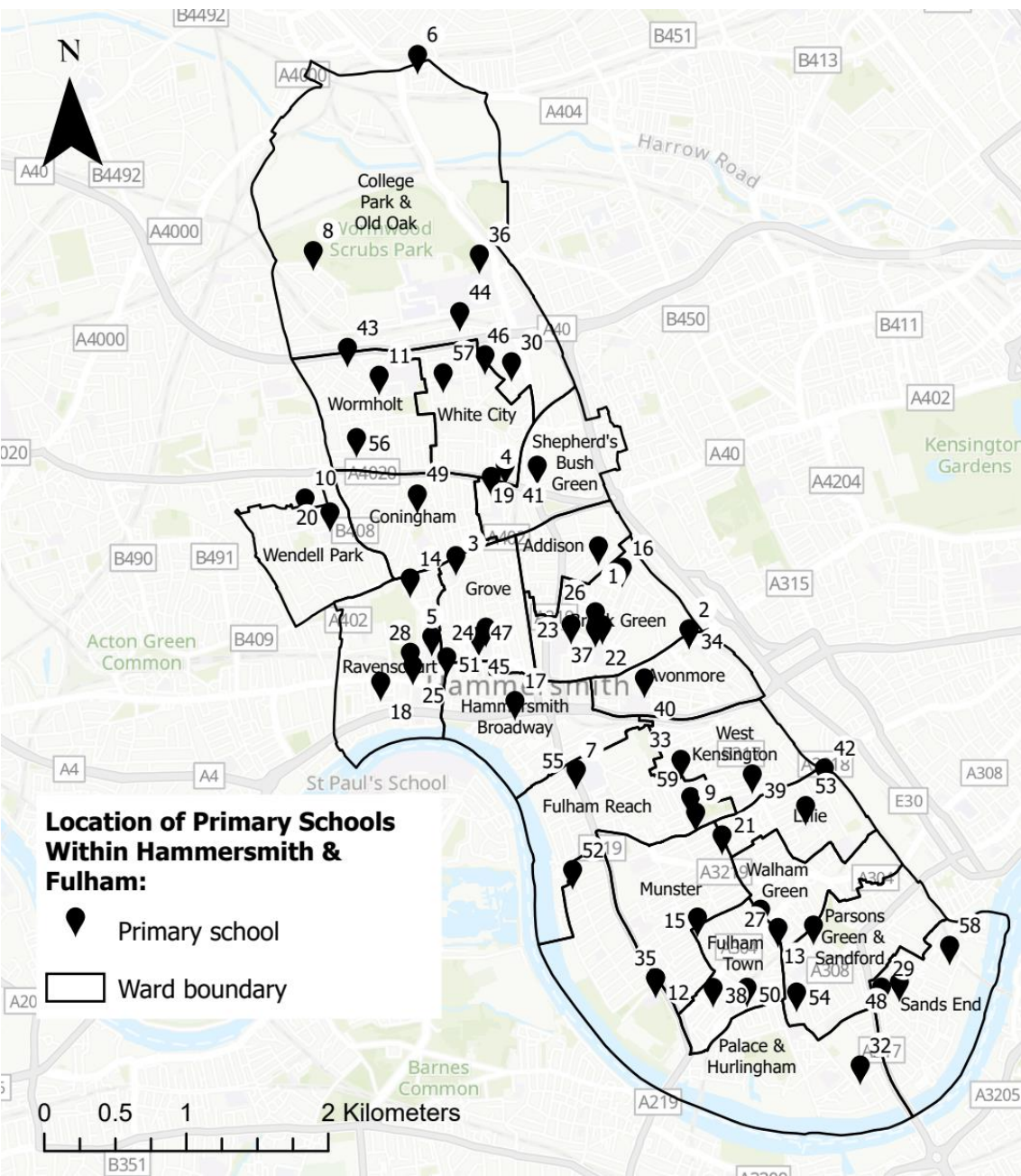


Count of Crimes Committed from August 2023 to July 2024





59 primary schools in the borough



| Name | Object ID | Name | Object ID |
|---|-----------|--|-----------|
| Addison Primary School | 1 | Kensington Prep School | 31 |
| Avonmore Primary School | 2 | Thomas's Fulham | 32 |
| Brackenbury Primary School | 3 | The Fulham Prep School Ltd | 33 |
| Miles Coverdale Primary School | 4 | St James Preparatory School | 34 |
| Flora Gardens Primary School | 5 | Burlington House School | 35 |
| Kenmont Primary School | 6 | Ark Burlington Danes Academy | 36 |
| Melcombe Primary School | 7 | Larmer & Sacred Heart Catholic Primary School | 37 |
| Old Oak Primary School | 8 | Parsons Green Prep School | 38 |
| Sir John Lillie Primary School | 9 | Normand Croft Community School for Early Years and Primary Education | 39 |
| Wendell Park Primary School | 10 | Parayhouse School | 40 |
| Wormholt Park Primary School | 11 | London Vocational Ballet School | 41 |
| All Saints CoE Primary School | 12 | The London Oratory School | 42 |
| Holy Cross RC School | 13 | Ark Conway Primary Academy | 43 |
| John Betts Primary School | 14 | Ark Bentworth Primary Academy | 44 |
| St John's Walham Green Church of England Primary School | 15 | West London Free School Primary | 45 |
| St Mary's Catholic Primary School | 16 | Ark White City Primary Academy | 46 |
| St Paul's CoE Primary School | 17 | Earl's Court Free School Primary | 47 |
| St Peter's Primary School | 18 | Langford Primary School | 48 |
| St Stephen's CoE Primary School | 19 | Greenside Primary School | 49 |
| Good Shepherd RC Primary School | 20 | Thomas's Academy | 50 |
| St Thomas of Canterbury Catholic Primary School | 21 | Azbuka Russian-English Bilingual School | 51 |
| St Paul's Girls' School | 22 | Queen's Manor School and Special Needs Unit | 52 |
| Bute House Preparatory School for Girls | 23 | Fulham Primary School | 53 |
| The Godolphin and Latymer School | 24 | Sullivan Primary School | 54 |
| Latymer Upper School | 25 | Kensington Wade | 55 |
| Ecole Française de Londres Jacques Prévert | 26 | Queensmill School | 56 |
| Evergreen Primary School | 27 | St John XXIII Catholic Primary School | 57 |
| Ravenscourt Park Preparatory School | 28 | First Bridge School | 58 |
| L'Ecole des Petits School | 29 | St Augustine's RC Primary School | 59 |
| Jack Tizard School | 30 | | |

25 secondary schools in the borough

| Name | Object ID | Name | Object ID |
|----------------------------------|-----------|---|-----------|
| St Paul's Girls' School | 1 | West London Free School | 14 |
| The Godolphin and Latymer School | 2 | The London Oratory School | 15 |
| Latymer Upper School | 3 | Sacred Heart High School | 16 |
| Woodlane High School | 4 | Lady Margaret School | 17 |
| Jack Tizard School | 5 | Fulham Cross Academy | 18 |
| Cambridge School | 6 | Fulham Cross Girls' School and Language | 19 |
| St James Senior Girls' School | 7 | The Fulham Boys School | 20 |
| The Fulham Prep School Ltd | 8 | The Hurlingham Academy | 21 |
| Burlington House School | 9 | Phoenix Academy | 22 |
| Ark Burlington Danes Academy | 10 | Queensmill School | 23 |
| Parayhouse School | 11 | Ealing, Hammersmith and West London College | 24 |
| London Vocational Ballet School | 12 | William Morris Sixth Form | 25 |
| Hammersmith Academy | 13 | | |

