



Worcestershire  
**Regulatory Services**  
*Supporting and protecting you*

## Local Area Profile | 2024

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## Version

V0.1 – Draft – Published on 27<sup>th</sup> March 2024

V0.2 – Draft – Published on 12<sup>th</sup> April 2024 (inclusion of data from Worcestershire County Council)

V1.0 – Live – Published on 12<sup>th</sup> July 2024

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# 1 Introduction

## 1.1 Background

As of March 2023, 44% of respondents to the Gambling Commission's quarterly telephone survey (a nationally representative sample of 4002 adults aged sixteen and over) stated they had participated in some form of gambling activity within the previous four-week period<sup>1</sup>. In 2019, however, the Government estimated that over 400,000 people were problem gamblers, and that two million people were at risk of becoming problem gamblers<sup>2</sup>.

The Gambling Act 2005 (the Act) is the primary legislation governing gambling activity in Great Britain. It consolidated and updated previous gambling legislation and, following its full implementation in 2007, brought together most commercial gambling into a single regulatory framework. As well as establishing a dedicated national regulator (the Gambling Commission), the Act gave local regulators broad discretion to manage local gambling provision.

The Act has three licensing objectives<sup>3</sup>:

- 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 persons from being harmed or exploited by gambling

These objectives influence the way the Gambling Commission and licensing authorities perform their functions, and the way gambling businesses carry out their activities.

Under S.349 of the Act, licensing authorities are required to publish a statement of licensing principles (commonly known as a policy statement). This statement is typically valid for a three-year period, sets out the local approach to regulation, and ensures operators have sufficient awareness and understanding of the licensing authorities requirements. The Gambling Commission encourages licensing authorities to produce a policy statement reflective of local issues to identify and reduce risks to the licensing objectives. To assist this process, it is recommended that authorities produce a "local area profile".

## 1.2 Aims and Limitations

This document is the second local area profile published by Worcestershire Regulatory Services. It aims to summarise key research associated with gambling related harm and identify potential risks to the licensing objectives in Worcestershire. Data from numerous sources will be utilised to identify those risks which should be considered throughout the application process. Findings outlined in this profile should help local authorities to meet the licensing objectives, ensure the specific needs of local communities are met, and ensure at risk groups are protected.

Where groups have been identified as being at risk of gambling related harm, datasets have been sought to explore their prevalence within Worcestershire. Where their prevalence has not been explored, this was

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<sup>1</sup> Statistics on participation and problem gambling for the year to March 2023 ([gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk))

<sup>2</sup> NHS Long Term Plan v1.2 August 2019

<sup>3</sup> The licensing objectives ([gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk))

because data could not be identified, data was not available at a local level, or the accuracy of data could be questioned.

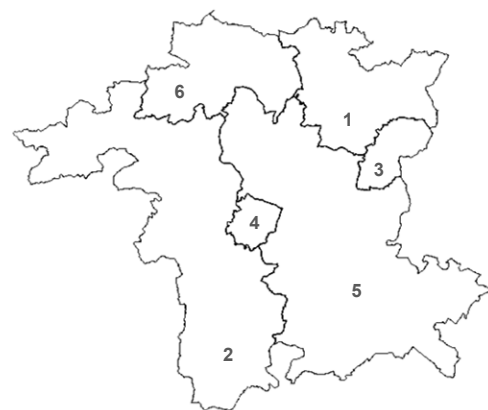
Although individual statements of policy will be published for each of the six district councils in Worcestershire, this profile takes an overall view of the County. This profile, therefore, should be referenced in each policy rather than included as an appendix.

### 1.3 Worcestershire

Located towards the south of the West Midlands region, Worcestershire covers 1,741 km<sup>2</sup> (672.2 square miles) and has an estimated population of 609,200<sup>4</sup>.

The county is divided into six administrative districts:

1. Bromsgrove
2. Malvern Hills
3. Redditch
4. Worcester City
5. Wychavon
6. Wyre Forest



### 1.4 Vulnerable Groups – The Act and Key Research

The Gambling Act 2005 identifies children and vulnerable persons as requiring specific regulatory focus to prevent harm and exploitation. Despite this, there is a lack of clarification within the Act as to who could be considered 'vulnerable' and what is meant by 'harm'.

The Gambling Commission states that, for regulatory purposes, vulnerability will include<sup>5</sup>:

- people who spend more money and/or time gambling than they want to
- people who gamble beyond their means
- people who may not be able to make informed or balanced decisions about gambling, for example, because of health problems, learning disabilities, or substance misuse

In 2015, Manchester City Council and the City of Westminster Council commissioned research to explore area-based vulnerability to gambling-related harm. The initial scoping report published by Geofutures suggested that gambling behaviour, and who experiences harm from gambling, varies among different types of people. This would include characteristics relating to the person (such as age, gender, and intellectual functioning etc), their personal circumstances (such as employment or income), where people live, and the political landscape in which gambling is provided and regulated<sup>6</sup>.

The report ultimately found there was "good evidence" to suggest the following groups were vulnerable to gambling-related harm:

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<sup>4</sup> Population estimates (Mid-2022) by Local Authority (nomisweb.co.uk)

<sup>5</sup> What do we mean by vulnerability? (gamblingcommission.gov.uk)

<sup>6</sup> Gambling research (westminster.gov.uk)

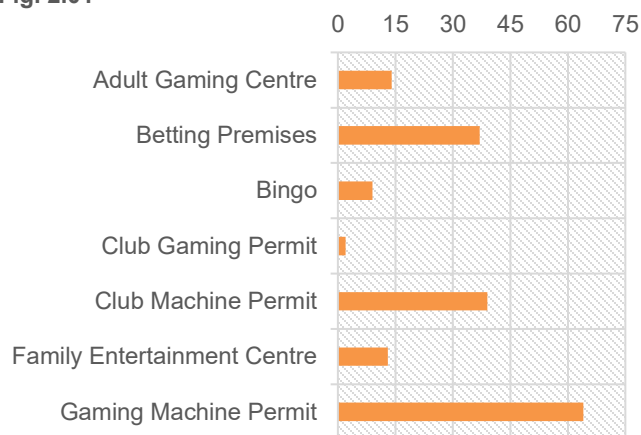
- Young people
- Those from certain ethnic groups (Asian, Asian British, Black, Black British, Caribbean, African etc.)
- Those living in deprived areas
- Those who are unemployed
- Those associated with substance abuse, misuse, or excessive alcohol consumption
- Those with certain personality traits (cognitive impairments, impulsivity etc.)
- Those with poorer mental health
- Those with low IQs

The report also found that existing problem gamblers were vulnerable as they were already experiencing harm whilst there was “some evidence” or “emerging evidence” to suggest those who are homeless and those who have financial difficulties or debt may also be at risk.

## 2 Gambling Premises

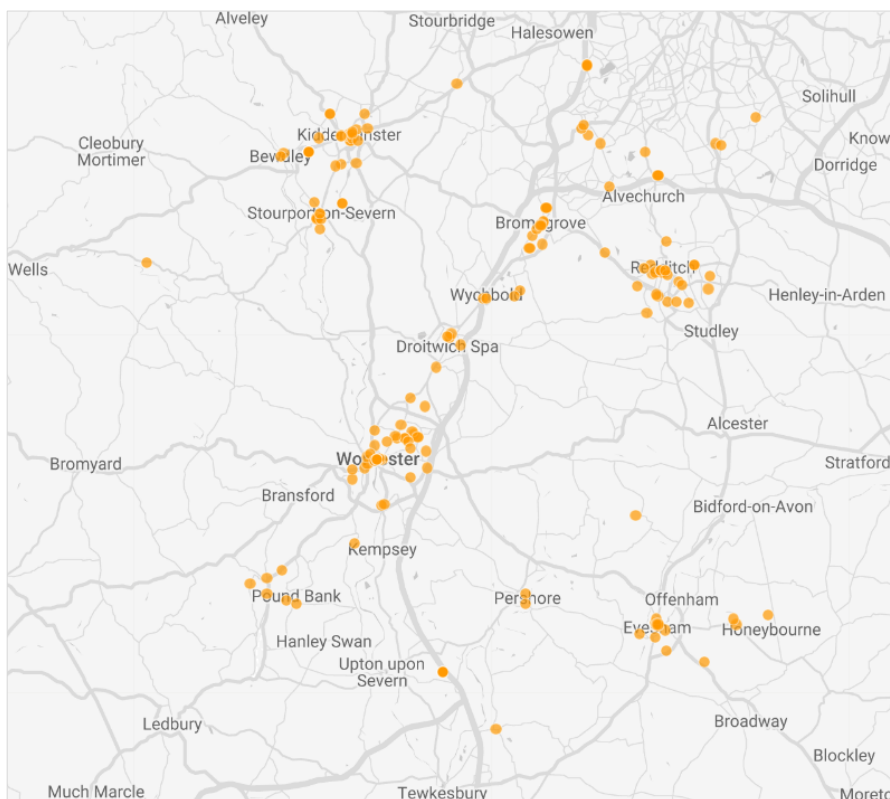
Licensing authorities, as defined in Section 2 of the Act, are responsible for licensing gambling premises<sup>7</sup>. For the purposes of this profile, however, licences currently in force across the county have been categorised based on the level of risk. High risk premises include gaming centres, betting shops, bingo halls, and premises with more than two gaming machines and/or machines with higher stakes and pay-outs. Low risk premises are those with two or less low stake gaming machines or sporting events where licensed bookmakers can provide betting facilities for a short period of time (occasional use notices).

**Fig. 2.01**



There are 1,167 gambling permissions currently in force across Worcestershire. Whilst half of these permissions are small lotteries (registrations by non-commercial entities), 576 are associated with physical premises and 178 (30.9%) are categorised as high risk (fig 2.01).

Gambling premises tend to be found in more urban areas, town centre locations or around coastal areas. Gambling venues also cluster in certain areas within towns and cities<sup>8</sup>. From a Worcestershire perspective, the greater proportion of permissions relate to premises located in the Wychavon (25.9%), Wyre Forest (21.0%) and Bromsgrove (15.5%) districts. The greater concentration of high-risk permissions, however, can be found in the city of Worcester and in the major towns of Kidderminster, Stourport-on-Severn, Redditch, Bromsgrove, and Evesham (fig. 2.02).



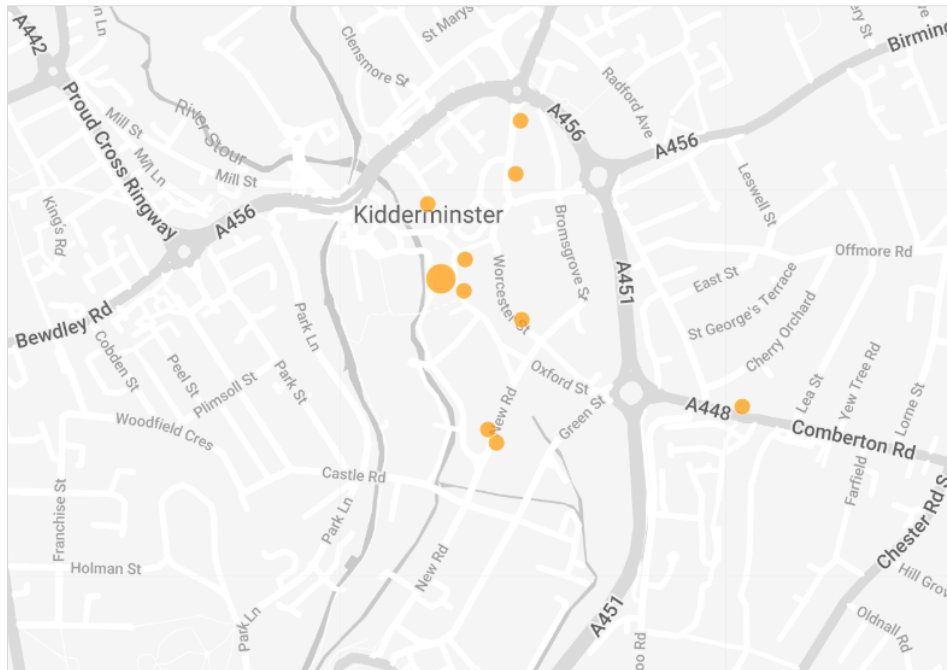
**Fig. 2.02**

<sup>7</sup> Guidance to licensing authorities - Introduction ([gamblingcommission.gov.uk](http://gamblingcommission.gov.uk))

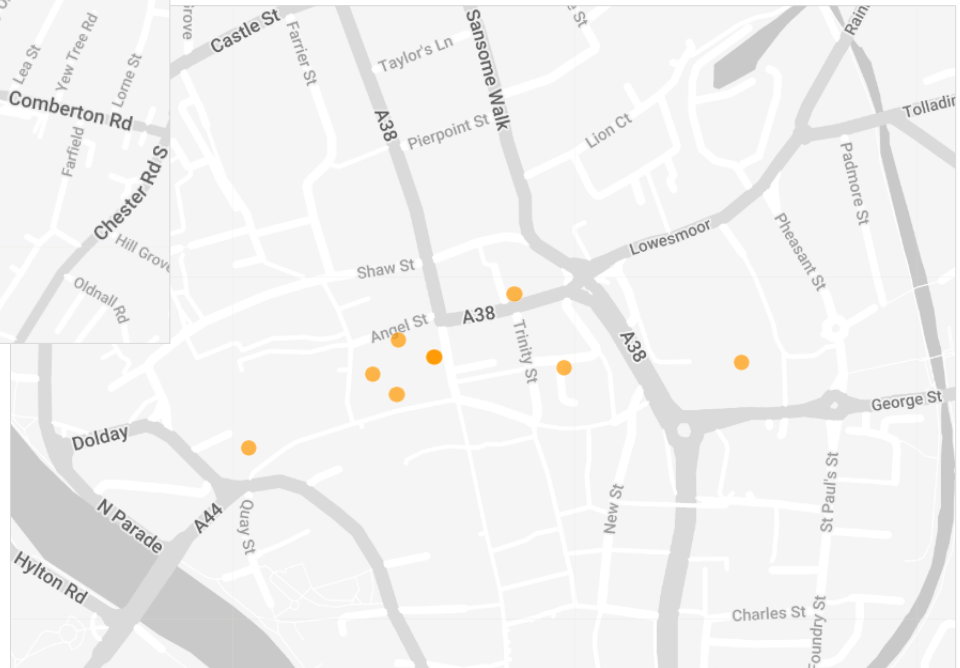
<sup>8</sup> Gambling research ([westminster.gov.uk](http://westminster.gov.uk))

Within the city and major towns, several Lower-layer Super Output Areas (LSOAs) also contain clusters of high-risk permissions. For example, Worcester 007F and Worcester 011E in the city centre (fig. 2.03) encompass an adult gaming centre, four betting premises, two bingo premises and three premises with gaming machine permits. Other notable LSOAs include Wyre Forest 004D (fig. 2.04), Wyre Forest 013B (fig. 2.05), Wyre Forest 005B (encompassing West Midlands Safari Park) and Redditch 004A (encompassing the Kingfisher Shopping Centre).

**Fig. 2.05**



**Fig. 2.04**



**Fig. 2.03**



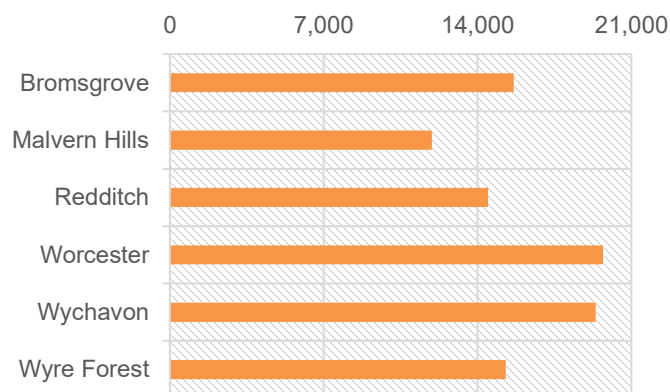
## 3 Exploring 'At Risk' Groups in Worcestershire

### 3.1 Young people

Protecting children from being harmed or exploited by gambling is one of the four licensing objectives within the Act. Whilst the minimum legal age for gambling in Great Britain is 18 (in most circumstances), there is strong evidence that children, adolescents, and young adults are vulnerable to the experience of gambling problems, or at risk of experiencing gambling problems<sup>9</sup>.

It is estimated that 96,421 people in Worcestershire, or 16.0% of the population, are aged 10 to 24<sup>10</sup>. This age range was referenced in the previously outlined research and encompasses those in secondary or higher education. Whilst the highest number of people aged 10 to 24 reside in the Worcester City and Wychavon districts (fig. 3.01), a higher proportion of young people live in the Worcester City (19.0%) and Redditch (16.6%) districts.

**Fig. 3.01**



At LSOA level, a higher proportion of 10- to 24-year-olds reside in Worcester 006B and Worcester 007F (fig. 3.02). The latter encompasses the north of the city centre, whilst the former encompasses an area to the west of the city centre (including Hylton Road, Henwick Road, and Oldbury Road). Both LSOAs, however, also encompass the University of Worcester and its affiliated campuses. Multiple LSOAs in Worcester 009 were also prominent small areas and encompass parts of Dines Green and St Johns.

LSOA	Pop.	10 - 24	%
Worcester 006B	1,931	1,092	56.6
Worcester 007F	1,237	484	39.1
Worcester 006A	1,177	429	36.4
Malvern Hills 010B	1,608	525	32.6
Worcester 009C	1,670	533	31.9
Bromsgrove 011A	2,037	580	28.5
Wyre Forest 001B	1,569	419	26.7
Worcester 009B	1,876	493	26.3
Worcester 009E	1,783	453	25.4
Worcester 009A	1,730	429	24.8

**Fig. 3.02**

The location of the county's education establishments is an important consideration when assessing potential risks to young people. There are 54 secondary schools, colleges, or higher education establishments in Worcestershire with 41% of these located in the Worcester City and Redditch districts (fig. 3.03). Worcester City has a greater concentration of establishments (figure 3.04) whilst Bromsgrove 001B, Bromsgrove 011B, Redditch 004A, Worcester 011F, and Worcester 013D encompass two secondary schools or colleges with a higher number of registered students.

<sup>9</sup> Gambling research (westminster.gov.uk)

<sup>10</sup> TS007A - Age by five-year age bands (nomisweb.co.uk)





### 3.2 Those from certain ethnic groups

Surveys have shown that gambling prevalence rates are higher among those from non-white ethnic backgrounds. There is also consistent evidence that those from Asian or Black backgrounds are more vulnerable to gambling problems<sup>11</sup>.

It is estimated that 37,190 people in Worcestershire, or 6.2% of the population, are of Asian, Asian British, Black, Black British, Caribbean, or African ethnicity or another non-White ethnicity<sup>12</sup>. The highest number of people from non-White ethnic backgrounds reside in the Redditch and Worcester City districts (fig. 3.05) and the proportion of such residents in these districts is also notably higher (approximately 4%) than the county average.

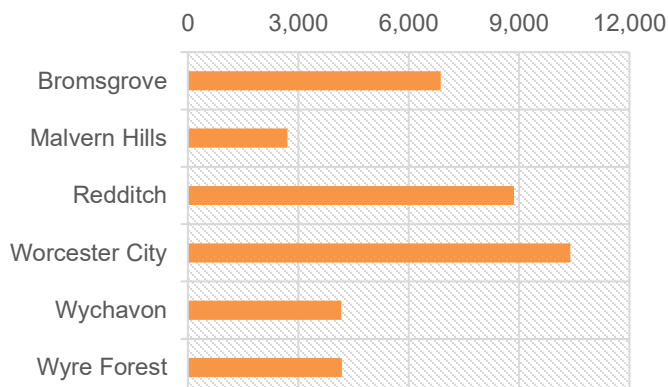
At LSOA level, the highest proportion of people from non-White ethnic backgrounds reside in Redditch 004C and Worcester 011B (fig. 3.06). The latter encompasses an area to the east of the city centre (including Wyld's Lane and Tallow Hill) whilst the former encompasses an area to the south of Redditch town centre (including Mount Pleasant, Ipsley Street, and Millsbro Road). Redditch 004A and Redditch 004D were also prominent LSOAs and also encompass areas in or around Redditch town centre and the Kingfisher Shopping Centre.

### 3.3 Those living in deprived areas

Evidence from a range of surveys has shown that those living in more deprived areas are more likely to experience problems with their gambling behaviour<sup>13</sup>.

The Index of Multiple Deprivation, commonly known as the IMD, is the official measure of relative deprivation for small areas in England<sup>14</sup>. It ranks every small area, or each LSOA, from 1 (the most deprived area) to 32,844 (the least deprived area).

**Fig. 3.05**



LSOA	Pop.	Non-White	%
Redditch 004C	1,870	780	41.7
Worcester 011B	1,646	674	40.9
Redditch 004A	1,927	715	37.1
Redditch 004D	2,067	571	27.6
Worcester 010C	1,951	523	26.8
Worcester 011D	1,524	407	26.7
Worcester 005B	1,410	369	26.2
Redditch 006A	1,836	447	24.3
Worcester 01B	1,535	361	23.5
Redditch 006C	1,363	295	21.6

**Fig. 3.06**

<sup>11</sup> Gambling research (westminster.gov.uk)

<sup>12</sup> TS021 - Ethnic group (nomisweb.co.uk)

<sup>13</sup> Gambling research (westminster.gov.uk)

<sup>14</sup> English indices of deprivation 2019 (gov.uk)

LSOA	Rank
Malvern Hills 007D	1,777
Redditch 002D	3,176
Redditch 004B	2,442
Redditch 005D	2,339
Redditch 010A	3,073
Redditch 010C	1,286
Worcester 002B	2,355
Worcester 002C	1,376
Worcester 002D	72
Worcester 005B	1,899
Worcester 005D	1,996
Worcester 005E	475
Worcester 005F	2,762
Worcester 009A	2,406
Wyre Forest 004A	1,947
Wyre Forest 009A	2,989
Wyre Forest 009C	148
Wyre Forest 014B	2,172

**Fig. 3.07**

The IMD combines information from the following seven domains to produce an overall relative measure of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills, and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation

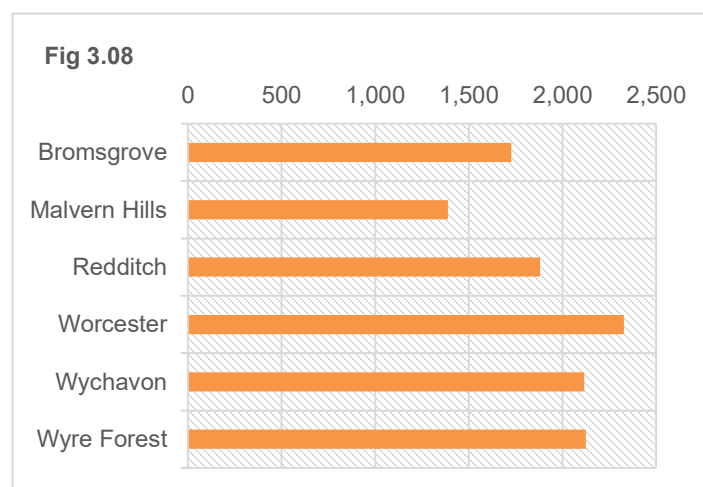
According to the most recent IMD published in 2019, 18 LSOAs in Worcestershire are among the top 10% of deprived small areas nationally. These are primarily located in the Worcester City, Redditch, and Wyre Forest districts but also include an area in the Malvern Hills district (fig. 3.07).

The three most deprived small areas are Worcester 002D, Wyre Forest 009C, and Worcester 005E. These LSOAs encompass an area to the south west of Kidderminster town centre (including Shrawley Avenue, Jubilee Drive North, and Jubilee Drive South) and two areas to the north east of the city centre (including Cranham Drive, Chedworth Drive, Holly Mount, and Rose Avenue). Worcester 002B and Worcester 002C are also amongst the most deprived areas and encompass broader parts of Warndon.

### 3.4 Those who are unemployed

There is a consistent body of evidence showing those who are unemployed and who gamble are more likely to experience adverse outcomes from their gambling than those in paid employment<sup>15</sup>.

It is estimated that 11,566 people in Worcestershire, or 2.3% of the working age population, are economically active but unemployed<sup>16</sup>. This figure includes those aged 16 or above but excludes those in full-time education. Whilst the highest number of unemployed people reside in the Worcester City, Wyre Forest, and Wychavon districts (fig. 3.08), a higher proportion of such residents live in the Worcester City (2.7%) and Redditch (2.7%) districts.



<sup>15</sup> Gambling research (westminster.gov.uk)

<sup>16</sup> TS066 - Economic activity status (nomisweb.co.uk)

LSOA	Pop.	Unemployed	%
Worcester 007F	1,166	72	6.2
Wyre Forest 009C	1,162	69	5.9
Redditch 002D	1,186	69	5.8
Worcester 005B	1,085	61	5.6
Worcester 009A	1,275	71	5.6
Malvern Hills 007D	1,205	67	5.6
Wyre Forest 004C	1,463	79	5.4
Worcester 002A	972	52	5.3
Worcester 002B	1,142	61	5.3
Wyre Forest 014B	1,105	59	5.3
Redditch 010C	1,023	54	5.3

**Fig. 3.09**

At LSOA level, the highest proportion of economically active but unemployed people reside in Worcester 007F and Wyre Forest 009C (fig. 3.09). These areas have been outlined previously and encompass the north of the city centre and an area to the south west of Kidderminster town centre.

Employment deprivation measures the proportion of the working-age people involuntarily excluded from the labour market<sup>17</sup>. There are 18 LSOAs in Worcestershire among the top 10% of deprived small areas nationally for this domain and these are primarily located in the Worcester City district. The four most deprived areas are Worcester 002C, Worcester 002D, Worcester 005E, and Wyre Forest 009C.

The location of the county's job centres is a further consideration when assessing potential risks to people who are unemployed. There are 6 JobCentre Plus offices in Worcestershire located in the city centre and the major towns of Bromsgrove, Redditch, Kidderminster, Evesham, and Malvern.

### 3.5 Those with poor mental health and those associated with substance abuse, misuse, or excessive alcohol consumption

There is a consistent body of evidence demonstrating a strong association between gambling problems and many mental health conditions. This suggests that those with Common Mental Disorders, substance use/abuse problems, psychoses and other conditions have higher rates of problem or at-risk gambling than those without these conditions<sup>18</sup>.

In 2022/23 there were 79,000 people recorded as having depression by GP practices in Worcestershire (16% of the population), with the highest numbers in the Wyre Forest, Redditch and Worcester City districts. It was also estimated in 2023 that 1,600 people, or 3.4% of the adult population, were having treatment at specialist drug misuse services and 700 people, or 1.5% of the adult population, were having treatment at specialist alcohol misuse services<sup>19</sup>. Whilst these figures provide some insight into the prevalence of these groups at a county level, there is insufficient data available to assess prevalence at district or LSOA level.

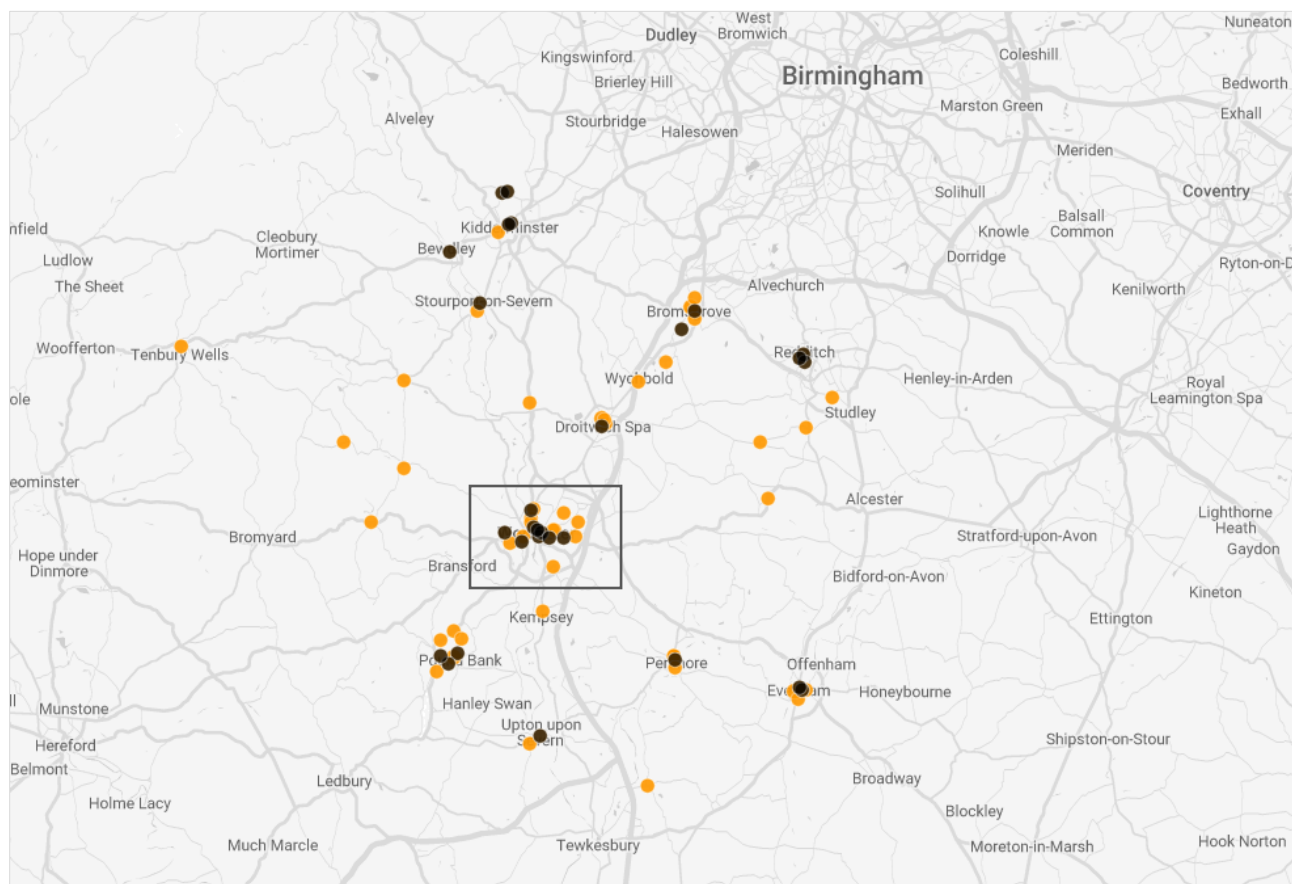
The location of the county's medical centres and support services is an important consideration when assessing potential risks to people with poor mental health or people associated with substance abuse, misuse, or excessive alcohol consumption. There are 74 hospitals, medical centres, or buildings hosting support groups in Worcestershire with 73% of these located in the Worcester City, Wychavon, and Malvern

<sup>17</sup> English indices of deprivation 2019 (gov.uk)

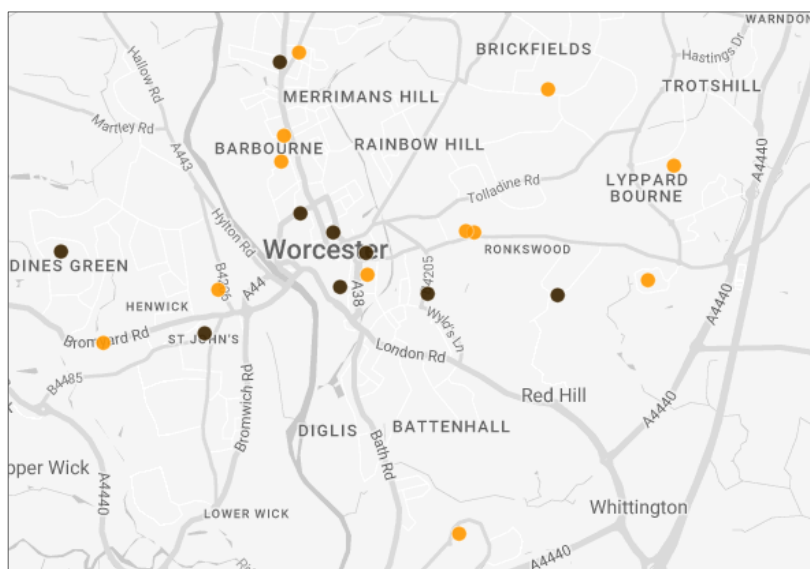
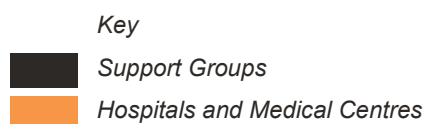
<sup>18</sup> Gambling research (westminster.gov.uk)

<sup>19</sup> Figures provided by Worcestershire County Council

Hills districts (fig. 3.10). Worcester City has a greater concentration of premises (figure 3.11), whilst Worcester 011E and Wychavon 014A encompass multiple premises. The only support group for gambling dependency is in Bromsgrove town centre, however, there is a proposal to open a new residential treatment centre in Redditch.



**Fig. 3.10**



**Fig. 3.11**

## 4 Summary

There are 1,167 gambling permissions currently in force across Worcestershire. A total of 576 permissions are associated with physical premises, of which, 178 (30.9%) are high-risk. In parallel with national research, most permissions relate to premises in urban areas such as the city of Worcester and the major towns of Kidderminster, Stourport-on-Severn, Redditch, Bromsgrove, and Evesham.

Despite having a greater number of high-risk permissions, the low prevalence of vulnerable groups means **Bromsgrove** is not considered to be an area of significant risk. Whilst the district was generally assessed to be lower risk, Bromsgrove 011A has a small cluster of permissions, has a higher proportion of younger residents, and encompasses a medical centre (B H I Parkside). In addition, Bromsgrove 001B encompasses multiple higher capacity education establishments (Hagley Catholic High School and Haybridge High School and Sixth Form) whilst Bromsgrove 011B encompasses a job centre, two education establishments (Heart of Worcester College and North Bromsgrove High School) and the only known support group for gambling dependency.

As well as having the lowest number of high-risk permissions, the low prevalence of vulnerable groups means **Malvern Hills** is not considered to be an area of significant risk. Whilst the district was generally assessed to be lower risk, Malvern Hills 010B has a higher proportion of younger residents and encompasses a medical centre (New Court Road Surgery). In addition, Malvern Hills 007D is among the top 10% of deprived small areas nationally and has a higher proportion of residents who are economically active but unemployed.

**Redditch** is one of three districts considered to have an increased level of risk. The district was identified as having a higher proportion of residents at risk of gambling related harm (across each of the vulnerable groups assessed) and is due to have the only residential treatment centre for gambling dependency. Redditch 004A has a cluster of high-risk permissions, encompasses multiple higher capacity education establishments (Heart of Worcestershire Collage and Trinity High School and Sixth Form Centre), encompasses a job centre, and was one of five LSOAs across the district to have a higher proportion of residents from non-White ethnic backgrounds. Broader areas of Redditch 004 were also associated with deprivation or higher rates of unemployment whilst Redditch 010C is among the top 10% of deprived small areas nationally as well as having a higher proportion of residents who are unemployed but economically active.

**Worcester City** is a further district considered to have an increased level of risk and, in parallel with Redditch, was identified as having a higher proportion of residents at risk of gambling related harm (across each of the vulnerable groups assessed). In addition, the city centre has both a greater concentration of gambling permissions and a higher number of relevant premises (specifically schools, colleges, job centres, medical centres, and buildings hosting support groups). Aside from the city centre, Worcester 009A and Worcester 005B were two of seven areas have a higher proportion of younger residents, two of eight areas with higher levels of deprivation, and two of five areas to have a higher proportion of residents who are economically active but unemployed. The former also encompass a support group for alcohol dependecny whilst the latter has a higher proportion of residents from non-White ethnic backgrounds. Worcester 013D and Worcester 013F were two areas encompassing higher capacity education establishments (Nunnery Wood High School, Worcester Sixth Form College, Heart of Worcestershire College, and The King's School).



The low prevalence of vulnerable groups means **Wychavon** is not considered to be an area of significant risk. Whilst the district was generally assessed to be lower risk, the size of the district (in terms of geographical area and total population) means more people could be at risk of gambling related harm. For example, 19,368 young people are estimated to reside in Wychavon (the second highest total) even if this only equates to 14.6% of its total population (the lowest percentage). In terms of LSOAs, Wychavon 014A has a small cluster of high-risk permissions and encompasses both a medical centre (Demontfort Medical Centre) and two premises which host support groups for alcohol dependency.

As well as having the most high-risk permissions, the prevalence of vulnerable groups means **Wyre Forest** is the third district considered to have an increased level of risk. Wyre Forest 004D and Wyre Forest 013B have a significant cluster of permissions with the former also encompassing a job centre. Wyre Forest 009C and Wyre Forest 014B were two of four areas among the top 10% of deprived small areas nationally (the former being one of the most deprived areas in the county) and were two of three areas identified as having a higher proportion of residents who were economically active but unemployed. Wyre Forest 001B was the only LSOA in the district to have a significantly higher proportion of younger residents.

## Conclusions

There are several areas in Worcestershire where a greater proportion of people are at risk of gambling related harm and, therefore, the threat to the licensing objectives is higher. Whilst these areas are dispersed across the county, the threat is generally elevated in the Worcester City, Redditch, and Wyre Forest districts and particular care should be taken by these authorities to ensure the licensing objectives of the Act continue to be upheld. It should be noted however that, whilst the level of risk is higher, there is no evidence to suggest the prevalence of gambling related harm is higher in these districts compared to other Worcestershire authorities or similar areas nationally.

The LSOAs referenced in this summary (or outlined within Appendix B) are assessed to be prominent locations due to the concentration of existing gambling permissions, a higher prevalence of at-risk groups the existence of buildings associated with at-risk groups (such as medical centres, support groups, or education establishments), and/or the level of deprivation. **It is therefore recommended that particular regard is given to future applications within these areas to ensure measures are put in place to meet the needs of local communities and safeguard vulnerable groups.**



## Appendix A – Current Gambling Permissions

	Bromsgrove District Council	Malvern Hills District Council	Redditch Borough Council	Worcester City Council	Wychavon District Council	Wyre Forest District Council
<b>High Risk Permissions</b>	<b>32</b>	<b>10</b>	<b>25</b>	<b>35</b>	<b>30</b>	<b>46</b>
Adult Gaming Centre	4	2		1	2	5
Betting (Excluding Tracks)	3	2	7	9	7	8
Betting (Including Tracks)				1		
Bingo	1		1	3	1	3
Club Gaming Permit	1					1
Club Machine Permit	3	4	7	2	14	9
Family Entertainment Centre						1
Gaming Machine Permit	18	2	10	18	6	10
Unlicensed Family Entertainment Centre	2			1		9
<b>Low Risk Permissions</b>	<b>149</b>	<b>147</b>	<b>80</b>	<b>142</b>	<b>272</b>	<b>199</b>
Notification Of 2 Or Less	47	56	35	50	100	101
Occasional Use Notices		1		1		7
Lottery Licence (not relating to a premises)	102	90	45	91	172	91
<b>Total Permissions</b>	<b>181</b>	<b>157</b>	<b>105</b>	<b>177</b>	<b>302</b>	<b>245</b>
<b>High Risk Permissions (%)</b>	<b>18.0%</b>	<b>5.6%</b>	<b>14.0%</b>	<b>19.7%</b>	<b>16.9%</b>	<b>25.8%</b>
<b>Low Risk Permissions (%)</b>	<b>15.1%</b>	<b>14.9%</b>	<b>8.1%</b>	<b>14.4%</b>	<b>27.5%</b>	<b>20.1%</b>
<b>Total Permissions (%)</b>	<b>15.5%</b>	<b>13.5%</b>	<b>9.0%</b>	<b>15.2%</b>	<b>25.9%</b>	<b>21.0%</b>

## Appendix B – Prominent LSOAs

The LSOAs outlined below are referenced in this profile as having a greater concentration of gambling permissions, a greater prevalence of at-risk groups, the level of deprivation, and/or the existence of premises which are associated with at-risk groups.

To view an interactive map of each area, click the LSOA name in the table below or search for the LSOA via the following website: <https://statistics.data.gov.uk/atlas/search>

LSOA	General Area	Reason Prominent
<b>Bromsgrove 001B</b>	West Hagley	<ul style="list-style-type: none"> <li>Multiple education establishments</li> </ul>
<b>Bromsgrove 011A</b>	Bromsgrove Town Centre	<ul style="list-style-type: none"> <li>A higher proportion of residents aged 10 to 24</li> <li>A medical centre encompassing multiple surgeries</li> </ul>
<b>Bromsgrove 011B</b>	Bromsgrove Town Centre and Lowes Hill	<ul style="list-style-type: none"> <li>Multiple education establishments</li> <li>Multiple support groups for alcohol or gambling dependency</li> <li>A job centre</li> </ul>
<b>Malvern Hills 007D</b>	Pound Bank	<ul style="list-style-type: none"> <li>An area of deprivation</li> <li>A higher proportion of residents who are economically active but unemployed</li> </ul>
<b>Malvern Hills 010B</b>	Great Malvern	<ul style="list-style-type: none"> <li>A higher proportion of residents aged 10 to 24</li> <li>A medical centre</li> </ul>
<b>Redditch 004A</b>	Redditch Town Centre	<ul style="list-style-type: none"> <li>A greater concentration of gambling permissions</li> <li>Multiple education establishments</li> <li>A higher proportion of non-White ethnic residents</li> <li>A support group for drug dependency</li> <li>A job centre</li> </ul>
<b>Redditch 004B</b>	Lakeside	<ul style="list-style-type: none"> <li>An area of deprivation</li> </ul>
<b>Redditch 004C</b>	Redditch Town Centre	<ul style="list-style-type: none"> <li>A high proportion of non-White ethnic residents</li> <li>A support group for alcohol dependency</li> </ul>
<b>Redditch 004D</b>	Lakeside	<ul style="list-style-type: none"> <li>A higher proportion of non-White ethnic residents</li> </ul>
<b>Redditch 010C</b>	Park Farm	<ul style="list-style-type: none"> <li>An area of deprivation</li> <li>A higher proportion of residents who are economically active but unemployed</li> </ul>
<b>Worcester 005B</b>	Ronkswood	<ul style="list-style-type: none"> <li>A higher proportion of non-White ethnic residents</li> <li>An area of deprivation</li> <li>A higher proportion of residents who are economically active but unemployed</li> </ul>
<b>Worcester 007F</b>	Worcester City Centre	<ul style="list-style-type: none"> <li>A greater concentration of gambling permissions</li> <li>A higher proportion of residents aged 10 to 24</li> <li>A higher proportion of residents who are economically active but unemployed</li> <li>Multiple support groups for drug and alcohol dependency</li> <li>A job centre</li> </ul>
<b>Worcester 009A</b>	Dines Green	<ul style="list-style-type: none"> <li>A higher proportion of residents aged 10 to 24</li> <li>An area of deprivation</li> <li>A higher proportion of residents who are economically active but unemployed</li> <li>A support group for alcohol dependency</li> </ul>
<b>Worcester 009E</b>	St Johns	<ul style="list-style-type: none"> <li>A higher proportion of residents aged 10 to 24</li> <li>A medical centre</li> <li>A support group for alcohol dependency</li> </ul>

<b>Worcester 011E</b>	Worcester City Centre	<ul style="list-style-type: none"> <li>• A greater concentration of gambling permissions</li> <li>• A medical centre</li> <li>• Multiple support groups for drug or alcohol dependency</li> </ul>
<b>Worcester 011F</b>	Worcester City Centre	<ul style="list-style-type: none"> <li>• Multiple education establishments</li> </ul>
<b>Worcester 013D</b>	Red Hill and Nunnery	<ul style="list-style-type: none"> <li>• Multiple education establishments</li> </ul>
<b>Wychavon 014A</b>	Evesham Town Centre	<ul style="list-style-type: none"> <li>• Multiple support groups for alcohol dependency</li> <li>• A medical centre</li> </ul>
<b>Wyre Forest 001B</b>	Wyre Forest Rural	<ul style="list-style-type: none"> <li>• A higher proportion of residents aged 10 to 24</li> </ul>
<b>Wyre Forest 004D</b>	Kidderminster Town Centre	<ul style="list-style-type: none"> <li>• A greater concentration of gambling permissions</li> <li>• A job centre</li> </ul>
<b>Wyre Forest 009C</b>	Birchen Coppice	<ul style="list-style-type: none"> <li>• An area of deprivation</li> <li>• A higher proportion of residents who are economically active but unemployed</li> </ul>
<b>Wyre Forest 013B</b>	Stourport Town Centre	<ul style="list-style-type: none"> <li>• A greater concentration of gambling permissions</li> </ul>
<b>Wyre Forest 014B</b>	Astley Cross	<ul style="list-style-type: none"> <li>• An area of deprivation</li> <li>• A higher proportion of residents who are economically active but unemployed</li> </ul>