**LOCAL AREA PROFILE**

Broadland District Council is a 2nd tier authority in the County of Norfolk which incorporates six other district councils and a county council.

Broadland is located in east/central Norfolk, to the east and north of the City of Norwich. The District covers an area approximately 55,220 hectares, is largely rural in nature but provides a residential dormitory hinterland bordering Norwich. The rural areas are given over to arable and livestock farming and woodlands and plantations.

The district has a population of 131 700 residents, located mainly in the nine parishes forming the eastern and northern fringes of Norwich. These expanding and developing suburban areas of the district are predominately residential interspersed with out of town shopping and business parks which are key to the economy of the district together with seasonal tourism, agriculture and agricultural support activities. Population is also centred on the three principal market towns of Acle, Reepham and Aylsham. A map of the Broadland District is below.

Gambling activities within Broadland currently consist of 2 betting shops, 1 unlicensed family entertainment centres and a total of 51 premises with a premises licence authorising the sale of alcohol where gaming machines have been provided by way of notification or permit. There are 10 clubs that hold club machine/gaming permits and there are 139 society lotteries registered.

Currently it is not felt that there are any significant concerns relating to gambling premises within the Broadland district.

The Council appreciates the potential risks from gambling activities in relation to young and vulnerable persons therefore operators and applicants should take the following factors into consideration when submitting applications and compiling premises based risk assessments.

* Temporary accommodation for homeless persons are located in Blofield, Dussindale and Sprowston.
* Providers of care for those suffering with mental health issues can be found through [Norfolk County Council](https://www.norfolk.gov.uk/article/41757/Health-and-wellbeing).
* Clearly there are a number of schools within the district, the Council would expect licence holders and applicants to take their location into consideration and ensure measures are in place to address advertising of gambling premises that may affect young persons.

Any new gambling proposals which seeks to intensify gambling activities will be carefully considered and reviewed to ensure it does not significantly alter, adversely affect or otherwise impact upon the current level of gambling activity across the district.

**AREA MAP**



