## **LOCAL AREA PROFILE**

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

South Norfolk is a rural district covering approximately 90,765 hectares and with a population of over 141, 900. The district is an attractive rural area with main towns in Wymondham, Diss, Harleston, Loddon and Hingham as well as the parishes of Costessey and Cringleford on the Norwich fringe and large villages including Hethersett, Long Stratton, Poringland and Mulbarton. A map is provided below.

Gambling activities within South Norfolk, as at July 2024, consists of 5 betting shops, 1 adult gaming centre and a total of 39 premises with a premises licence authorising the sale of alcohol where gaming machines have been provided by way of notification or permit. There are 5 clubs that hold club machine/gaming permits and there are 186 small society lotteries.

Currently it is not felt that there are any significant concerns relating to gambling premises within the South Norfolk 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 Diss, Costessey, Hethersett, Long Stratton and Wymondham.
* 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**

