# **Local Area Gambling Risk Assessment**

Premises Address:	141 Kilburn High Road, London, NW6 7HT
Local Authority:	London Borough of Brent
Premises Licence No:	Application Stage GRA
Operating Licence No:	000-036646-N-318600-012
Company Details:	Future Leisure Limited, Unit 20 Fleetway West Business Park, 14-16 Wadsworth Road, Greenford, Middlesex, UB6 7LD
Name of Assessor:	Anna Zietkiewicz
Date Of Assessment:	May 2020
Review Date:	On opening in conjunction with local staff

## **Local Area**

Future Leisure Limited offers various types of gaming machines, providing customers an opportunity to gamble, meet and socialise in a safe and controlled environment. We offer various types of gaming machines. Machines played by inserting cash (not credit cards or debit cards)

- Category B3 Max. stake £2 Max. prize £500
- Category B4 Max. stake £2 Max. prize £400
- Category C Max. stake £1 Max. prize £100
- Category D Max. stake 10p Max. prize £5

This Local Area Gambling Risk assessment takes into account the London Borough Of Brent Gambling Policy & Local Area Profile effective from 2019. The applicant takes into account all matters referred to in the Policy and will continue to do so during the application process and thereafter. Any Local gambling Risk assessment will continue to be assessed and evolve and this will be the case with this assessment.

It is relevant to note that these premises have operated as a Betting office for some time and the proposal is to replace one Gambling Premises Licence with another and not to create a new and additional Gambling Premises Licence.

The applicant is aware of and has taken into account, in this Risk Assessment, the following:-

- Relevant Guidance from the Gambling Commission.
- The Councils Statement of Gambling Policy 2019-2022.
- The Councils Gambling Local Area Profile.
- The history of this and other gambling premises in this area.
- Its own appraisal of local conditions.

It has considered all relevant information relating to the Licensing Objectives, demographics and crime levels and will continue to do so. This Local Area Risk Assessment takes into account these factors in assessing risk and reflects them in its provisions to inform the proper and safe conduct of the premises without exacerbating the local problems referred to or causing others.

icensing Objective	Risks	Existing Control Measures	Level of Risk of Occurrence / Manageability
.1 Protecting children and other vulnerable persons from being harmed or exploited by gambling	Teddies Nurseries Ltd, 2 West End Ln, North Maida Vale, London NW6 4NT Villas Nursery. 78a Brondesbury Villas, North Maida Vale, London NW6 6AD PMC Nursery, 91 Kingsgate Rd, Kilburn, London NW6 4JY Abacus Ark Nursery Schools, Maida Vale. Regents Plaza Apartments, Units 1-4 The Parade, Kilburn High Rd, London NW6 5TR Centro Infantil Menchu (Menchu Nursery). 10 Kingsgate Pl, Kilburn, London NW6 4TA Acol Nursery Centre. 16 Acol Rd, London NW6 3AG Bright Horizons West Hampstead Day Nursery and Preschool. 11 Woodchurch Rd, London NW6 3PL Treetops Kilburn. Kilburn Ln, North Maida Vale, London NW6 6PT Chaston Nursery School. 30-31 Palmerston Rd, Kilburn, London NW6 2JL The Learning Tree Nursery. Quex Rd, North Maida Vale, London NW6 4PS St Eugene De Mazenod. Mazenod Ave, Kilburn, London NW6 4LS St Mary's C Of E Primary School. Quex Rd, North Maida Vale, London NW6 4PG Christ Church C Of E Primary School. Clarence Rd, Kilburn, London NW6 7TE	<ul> <li>Staff to 'patrol' – supervising the whole of the premises.</li> <li>Implementation of the BACTA Toolkit policies &amp; procedures including Think/Challenge 25.</li> <li>Return the stake / retain the prize</li> <li>Anyone reluctant in providing identification with suspicious behaviour will trigger further investigation. Incident to be logged and customer removed from the area.</li> <li>Age verification incident report (log) maintained on licensed premises and reviewed on regular basis by team staff members.</li> <li>Training of staff with 6 monthly refreshers / local area profile / licence conditions.</li> <li>Training and guidance is provided to staff members regarding customer interaction and the implementation of the ID verification procedure.</li> </ul>	Medium Of Occurrence Initially / Low of not managing

•	Kingsgate Primary School. 96			
	Kingsgate Rd, Kilburn, London NW6			
	2JG			

- St Mary's Catholic Primary School. Canterbury Rd, North Maida Vale, London NW6 5ST
- La Jolie Ronde Languages For Children. 55 Chichester Rd, North Maida Vale, London NW6 5QW
- N Family Club West Hampstead Nursery,13 Woodchurch Rd, London NW6 3PL
- Naima Preparatory School. 21 Andover PI, North Maida Vale, London NW6 5EL
- Kilburn Grange School. Priory Park Rd, North Maida Vale, London NW6 7UJ
- St Augustine's CE High School.
   Oxford Rd, North Maida Vale, London
   NW6 5SN
- ICMP Music College. 1B Dyne Rd, Kilburn, London NW6 7XG
- London Music Academy. 19 Lonsdale Rd, Queen's Park, London NW6 6RA
- London Piano Academy. 15
   Tennyson Rd, North Maida Vale,
   London NW6 7RT
- Helen O'Grady Drama Academy,28 Mazenod Ave, Kilburn, London NW6
   Al R
- Qalam (Islamic) Education Resource Centre,292-294 Kilburn High Rd, Kilburn, London NW6 2DB

- Review self-excluded data to ensure continued exclusion.
- Regular patrols of the premises, including external areas to identify any vulnerable and children.
- Recording & reporting concerns to the police.
- Regular Test Purchasing.
- "Know Your Customer" in place, developing customer interaction policies & procedures (importance of behaviour, time and spend limits).
- Staff monitors customer activity and behaviour to interact early to recognise customer with potential gambling issues.
- Staff to be aware of the importance of social responsibility, the causes and consequences of gambling.
- Adequate staffing levels to be maintained at all times.
- Sharing of information by staff regarding concerns about customers.
- Mystery shopper tests by BACTA.
- Information readily available tom customers on how to gamble responsibly and how to access information about and in respect of gambling problem.

#### OTHER:

#### Student accommodation:

- Hello Student Accommodation, Francis Gardner Apartments. 89-91, West End Ln, London NW6 4SY
- Canterbury Student Accommodation. 70 Kingsgate Rd, Kilburn, London NW6 4TE

### Family Services/Council Housing offices

- UCKG HelpCentre Kilburn,234 Kilburn High Rd, Kilburn, London NW6 4JR
- Brent Hub Kilburn, Albert Road, South Kilburn, NW6 5DE

### Job centre/ recruitment agency

- K R C Recruitment Ltd,76 Willesden Ln, Kilburn, London NW6 7TA
- Reliance Domestic,254 Belsize Rd, North Maida Vale, London NW6 4BT
- Creche Angels,90A Kingsgate Rd, Kilburn, London NW6 4TE
- The Supply Room,2 West End Ln, North Maida Vale, London NW6 4NT
- Travel Work and Study Ltd,128, 268
  Belsize Rd, North Maida Vale,
  London NW6 4BT

- Posters, 'Stay in Control' leaflets and GamCare leaflets (near toilets as well as in the main trading area).
- Self-exclusion system in place provided by BACTA.
- Photo equipment available for selfexclusions.
- Ensure a stock of leaflets (stay in control and self-exclusion) through weekly checks of stock.
- GamCare stickers with contact number clearly displayed on machines.
- Staff to be trained in Safeguarding Policy.
- Staff Crime Prevention training.
- Contact/sharing information with AGC operators within ½ mile (coordinated through BACTA) Staff to be aware of refusing customers entry due to alcohol or drugs.

#### Community centres/Libraries

- Abbey Community Centre. 222C
   Belsize Rd, London NW6 4DJ
- Kingsgate Community Centre. 107 Kingsgate Rd, West Hampstead, London NW6 2JH
- International Gospel Community Centre. 264 Belsize Rd, North Maida Vale, London NW6 4BT
- Mazenod Social Club. Mazenod Ave, Kilburn, London NW6 4LS
- Casa Do Brasil Em Londres,64-66
   Willesden Ln, Kilburn, London NW6
   7SX
- Kingsgate Resource Centre,208
   Webheath, Palmerston Rd, London
   NW6 2JU
- 68 Learn to Fly Center,68 Priory Rd, London NW6 3HL
- Somali Cultural Centre Camden,107 Kingsgate Rd, West Hampstead, London NW6 2JH
- Kilburn Library Centre, 12-22 Kilburn High Rd, North Maida Vale, London NW6 5UH

### Youth Club

No youth Club within distance

#### Care Home

No care homes within distance

- Staff trained to take all reasonable steps to refuse service or otherwise prevent an individual who has entered a self-exclusion agreement from participating in gambling.
- Staff trained to take all reasonable steps to prevent any marketing material being sent to a self-excluded customers.
- Staff to be aware of refusing customers entry due to alcohol or drugs.
- CCTV coverage of all public areas, office, all entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online..
- Premises laid out to avoid blind spots.
- Ensure entrance readily visible from throughout the premises.
- Signage & window display not to attract under 18s, and advice under 18's access is prohibited.

GP/Medical	Centre
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- Belsize Priory Medical Practice,208
   Belsize Rd, London NW6 4DX
- The Lonsdale Medical Centre,24 Lonsdale Rd, Queen's Park, London NW6 6RR
- Kilburn Park Medical Centre,12
   Cambridge Gardens, North Maida
   Vale, London NW6 5AY
- Brondesbury Medical Centre,279
   Kilburn High Rd, Kilburn, London
   NW6 7JQ

### Supervised Pharmacies

No supervised pharmacy within distance

#### Faith premises/public worship

- Quex Road Methodist Church,3 Kingsgate Rd, Kilburn, London NW6 4TD
- Sacred Heart Church, Quex Rd, Kilburn, London NW6 4PS
- Ruach City Church, 197-199 Kilburn High Rd, Kilburn, London NW6 7HY
- Kilburn Evangelical Free Church,4 Aldershot Rd, North Maida Vale, London NW6 7LG
- St Mary with All Souls,134A Abbey Rd, London NW6 4SN
- Potters House Christian Church Kilburn,LDBS SCITT, 2 West End Ln, North Maida Vale, London NW6 4NT

- Monitoring customers as they leave the premises
- Machines to be properly labelled
- The entrance layout enable staff to monitor those entering the premises
- Supervision of entrances and machine area.

	<ul> <li>Divine Healing Church Of Christ,207 Willesden Ln, Kilburn, London NW6 7YR</li> <li>Kilburn SDA church,6A Springfield Ln, North Maida Vale, London NW6 5UB</li> <li>Islamic Centre of England,140 Maida Vale, Kilburn, London W9 1QB</li> <li>Kilburn Muslim Welfare Association,217 Belsize Rd, North Maida Vale, London NW6 4AA</li> <li>Kilburn &amp; hamstead centre,237 Kilburn High Rd, Kilburn, London NW6 7JN</li> </ul>	
	Mental Health:	
	<ul> <li>NW6 PSYCHOTHERAPY SERVICES. 50 Priory Rd, London NW6 3RE</li> <li>Daniela Bailey Therapy. 20 Lonsdale Rd, Queen's Park, London NW6 6RD</li> <li>The Minster Centre. 20 Lonsdale Rd, Queen's Park, London NW6 6RD</li> <li>Jonathan Livingstone Therapy &amp; Training. 28 Brondesbury Villas, North Maida Vale, London NW6 6AA</li> <li>15 Brondesbury Road Medical Centre. 15 Brondesbury Rd, North Maida Vale, London NW6 6BX</li> <li>Brigitta Mowat,88 Tennyson Rd, Kilburn, London NW6 7SB</li> <li>psychotherapy and counselling,97 Brondesbury Rd, Queen's Park, London NW6 6RY</li> <li>The Minster Centre, 20 Lonsdale Rd, Queen's Park, London NW6 6RD</li> </ul>	

<ul> <li>Fergus Cairns, 10 Muswell Hill, Queen's Park, Kilburn NW6 6NN</li> <li>Pier Luigi Ceccarelli Counselling and Psychotherapy NW6,241 Kilburn High Rd, Kilburn, London NW6 7JN</li> <li>Nicole Castellani counsellor and pychotherapist,23 Kingsgate Rd, Kilburn, London NW6 4TD</li> <li>Nadia Hilton психолог в Лондоне,83 Willesden Ln, North Maida Vale, London NW6 7RR</li> <li>Piero Dell'Anno, Hilltop Rd, West Hampstead, London NW6 2AA</li> <li>C N W L,15 Brondesbury Rd, North Maida Vale, London NW6 6BX</li> <li>Addiction/Recovery Centres/support services</li> <li>UCKG HelpCentre Kilburn, 234 Kilburn High Rd, Kilburn, London NW6 4JR</li> </ul>	

## Homeless centres/Sheltered Housing

- St Mungo's: Chichester Road, Brent. (Charity). 53 Chichester Rd, North Maida Vale, London NW6 5QW
- Irish Centre Housing, 12 Kingsgate Rd, Kilburn, London NW6 4TB
- The Salvation Army (Kilburn), 55 Chichester Rd, North Maida Vale, London NW6 5QW

## **Hospitals**

No hospitals within distance

## Loan Shops, Pawn Brokers, Food Banks

- H&T Pawnbrokers. 9 Kilburn High Rd, North Maida Vale, London NW6 6HT
- H&T Pawnbrokers. 139 Kilburn High Rd, North Maida Vale, London NW6 7HR
- Cash Converters. 315 Kilburn High Rd, Kilburn, London NW6 7JR
- H&T Pawnbrokers. 63 Kilburn High Rd, North Maida Vale, London NW6 5SA

## **Bank/Building Societies**

- .
- Santander,131-135 Kilburn High Rd, North Maida Vale, London NW6 7HS
- NatWest Bank,127 Kilburn High Rd,

North Maida Vale, London NW6 6JL  Natwest,1 Abbey Rd, London NW10 7YQ  Lloyds Bank,106 Kilburn High Rd, Kilburn, London NW6 4HY  Nationwide Building Society,48a Kilburn High Rd, Kilburn, London NW6 4HJ	
Leisure/entertainment centres  Charteris (Kilburn) Sports Centre, Charteris Rd, Kilburn, London NW6 7ET  Bannatyne Health Club Maida Vale, 4 Greville Rd, North Maida Vale, London NW6 5HZ  Kiln Theatre, 269 Kilburn High Rd, Kilburn, London NW6 7JR  Kick Start Swim School, Bannatynes Health Club, 4 Greville Rd, North Maida Vale, London NW6 5HZ  Energie Fitness Gym Kilburn, 34a, 36 Kilburn High Rd, North Maida Vale, London NW6 5UA	
Parks / playgrounds/basketball courts  Kilburn Grange Park, Kilburn Grange Park, Kilburn NW6 2JL  Calisthenics-Park, 30-31 Palmerston Rd, West Hampstead, London NW6 2JL  Gorefield Place Open Space, 5 Chichester Rd, North Maida Vale, London NW6 5QR  Farasi Safari, 15 Dynham Rd, West	

Hampstead, London NW6 2NS  Kilburn Grange Park Children's Play Area, 114, 110 Kingsgate Rd, Kilburn, London NW6 2JG  Markets/Shops  Kilburn Market Shops within distance	

Preventing Gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime  CUSTOMERS Customer behaviour  STAFF  Personal protection Security Staff behaviour  Listed 1 AGC and 5 betting shops within distance  MerkurCashino, 130 Kilburn High Rd, Kilburn, London NW6 4JD Betfred. 127 Kilburn High Rd, North Maida Vale, London NW6 6JH William Hill. 40A Kilburn High Rd, North Maida Vale, London NW6 5UA Paddy Power. 251, 255 Kilburn High Rd, Kilburn, London NW6 7JN Ladbrokes. 205 Kilburn High Rd, North Maida Vale, London NW6 7HY Ladbrokes. Kilburn Bridge House Kilburn High Rd, Kilburn, Londor NW6 6HY	Gambling Commission officers  Customer toilet to be kept locked at all times with access given by staff only  Review unusual patterns of play (as per PoCA), 'non-regular' players and consider exclusion/reporting  Exclude badly behaved customers  Maintain contact with local traders and Police  Limited staff floats  Staff trained to look out for unusual/dyed notes	f Occurrence Low of not naging
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#### LOCAL AREA PROFILE

### **Population**

- According to Brent borough council, the population of Brent is estimated to be 359,700 in 2016. The 2011 Census recorded 7,667 people living in the South Kilburn area. The gender split was 50:50
- Brent is the 7<sup>th</sup> largest borough in London by population and is continuing to grow.
- The borough's population is projected to rise by 25% by 2041 which would mean an additional 84,800 residents or around 3,900 extra residents per year.
- The Median age in Brent is 32, lower than the England average.
   The gender split is 49% female and 51% male

#### Culture

 Brent and South Kilburn is one of the most culturally diverse borough's in the UK ( ethnicity, country of birth, faith and language)

## **Unemployment:**

According to ONS annual population survey, from Oct 2018 to September 2019 unemployment in Brent was at 4.0%, which was lower than London (4.6%) and slightly higher than Great Britain (3.9%). At the time of 2011 Census just over

- Any customer impaired by alcohol or drugs will be refused entry and prevented from gambling
- Staff & management to be alert to customers exchanging large volumes of paper notes for alternative denominations
- Staff to be alert to customer redeeming stake with little or no play
- Staff trained about AML basics, strange transaction behaviour
- CCTV coverage over all cash transactions
- TiTo machines (if present) have built in software protection to identify suspicious activity and alert staff.
- Fruit machines played by inserting cash (not credit cards or debit cards)
- Full machine audit on all machines on a weekly basis – ad hoc spot-check in case of any suspicion
- Gaming machines are supplied and maintained by businesses licensed by the Gambling Commission
- No automated ticket redemption machines used in the venue
- Extra Training and guidance is provided to staff members regarding Anti-Social Behaviour
- Staff fully trained how to deal with homeless people seeking refuge.

half of the adult population in South Kilburn were in work, lower than the Borough average( 54vs 60 per cent)

## Deprivation

 On the Index of Multiple Deprivation (2015), Brent is ranked 39th out of 326 local authorities in England. Within Brent, the ward of Kilburn was ranked the 3rd most deprived ward out of 21,

#### Crime

 Total number of crimes recorded in March 2020 for NW6 & 7HT area:

Anti-Social Behaviour: 153
Burglary: 33
Criminal Damage and Arson: 14
Drugs: 9
Robbery: 6
Violence/sexual: 70

## Transport & car park facilities:

- Brondesbury Station
- Kilburn High Road Satation
- Kilburn Park Station
- Kilburn Markey Car Park
- JustParkBrondesbury Road

- Staff to be trained on local are risk assessment
- Company registered to receive crime bulletins from BACTA.
- Customer interaction may provide knowledge of criminal background and/or association leading to closer security and monitoring of such a customer.
- Customers are efficiently monitored throughout the time they are on the premises to satisfy age requirements, prevention of machine related crime (money laundering).
- Suspicious activity to be written down in the log
- Knowledge activity to be handed over to Nominated Officer who will then report to NCA

1.3 Ensuring that gambling is conducted in a fair and open way	PREMISES Promotions Advertising  EQUIPMENT Information clearly displayed Maintenance Compliance  CUSTOMERS Treatment of customers Complaints	<ul> <li>Clear terms &amp; conditions provided within the licensed premises.</li> <li>Game rules, gambling care providers and other relevant information are provided in both English and other prominent first language.</li> <li>Information readily available to customers on how to gamble responsibly and how to access information about and in respect of gambling problems.</li> <li>Machines only obtained from licensed suppliers</li> <li>Machines to be properly labelled</li> <li>Implementation of the BACTA Toolkit policies</li> <li>Training of staff with 6 monthly refreshers</li> <li>Review advertising material and promotions for compliance with LCCP</li> <li>Machines to be maintained/serviced regularly</li> <li>Machines to be turned off should a fault occur</li> <li>Procedure for making refunds</li> <li>Details of machine operation and winning combinations to be clearly shown on machines</li> <li>Staff to have full understanding of stakes and prizes, and odds associated with each machine.</li> </ul>	Low-Low
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	<ul> <li>Complaints policy visibly displayed for customer information. All complaints to be fully investigated in accordance with policy and referred to nominated ADR 3rd party as required</li> <li>Suitable public liability Insurance</li> <li>Council conditions openly displayed</li> <li>Regular Compliance Audits</li> </ul>	

Licensing Objective	Risks	Existing Control Measures	Level of Risk of Occurrence / Manageability
2.1 Protecting children and other vulnerable persons from being harmed or exploited by gambling		<ul> <li>CCTV coverage of all public areas, office, all entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online</li> <li>No cash point or ATM facilities on the premises.</li> <li>Premises laid out to avoid blind spots</li> <li>Ensure entrance readily visible from throughout the premises</li> <li>Signage &amp; window display not to attract under 18s, and advice under 18's access is prohibited.</li> <li>Machines to be properly labelled</li> <li>The entrance layout to enable staff to monitor those entering the premises</li> </ul>	Implementation of physica and design control measures will ensure low risk and effective management

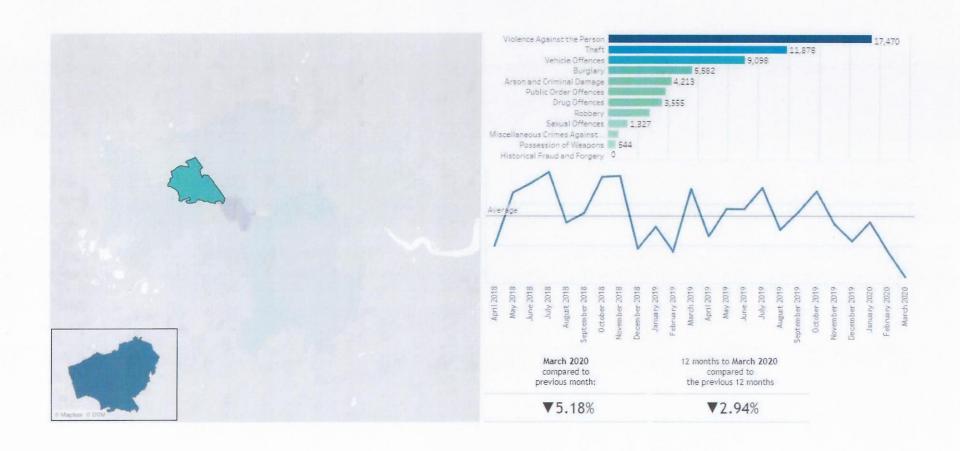
Gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime	PREMISES Layout to be considered	<ul> <li>CCTV coverage of all public areas, office, all entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online</li> <li>No cash point or ATM facilities on the premises.</li> <li>Regular patrols of the premises, including external areas to identify any vulnerable and children</li> <li>Monitoring customers as they leave the premises</li> <li>Toughened/laminated glass to front window</li> <li>Mag Lock on front door</li> <li>Timer locked safe</li> <li>Intruder alarm installed and regularly serviced</li> <li>Panic Button linked to Police</li> </ul>
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.3	Ensuring that gambling is conducted in a fair	PREMISES  • Promotions  • Advertising	•	CCTV coverage of all public areas, office, all entry and exit points to and
	and open way	EQUIPMENT Information clearly displayed Maintenance Compliance		from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online Clear terms & conditions provided within the licensed premises. Machines only obtained from licensed suppliers Machines to be properly labelled Implementation of the BACTA Toolkit policies
				Machines to be maintained/serviced regularly  Machines to be turned off should a fault occur
				Procedure for making refunds
			•	Details of machine operation and winning combinations to be clearly shown on machines
			•	Complaints policy visibly displayed for customer information. All complaints to be fully investigated in accordance with policy and referred to nominated ADR
				3rd party as required
			•	Suitable public liability Insurance
			•	Council conditions openly displayed
			•	Regular compliance audit

Action Plan						
Local Area (insert number)	Gambling Operation and Physical Design (insert number)	Question	Action Required	By Whom (name)	By When (date)	Date Completed

Frequency of Review (enter time period e.g. 12 months)	Date Review Due		
Name (person responsible for premises and/or	e attention of: Position	Signature	Date the this assessment was brough
implementing control measures)	COMPLIA MCE MANA GER		
	Tarmor GER		7/5/2028

# **Brent Crime Statistics April 2019-March 2020**



# Employment and unemployment (Jan 2019-Dec 2019)

	Hampstead And Hampstead And		London	<b>Great Britain</b>
	Kilburn (Numbers)	Kilburn (%)	(%)	(%)
All People				
Economically Active†	105,600	80.3	78.1	78.9
In Employment†	103,600	78.8	74.5	75.8
Employees†	79,600	60.8	61.0	64.6
Self Employed†	23,800	17.7	13.2	10.9
Unemployed§	#	#	4.6	3.9
Males				
Economically Active†	64,100	87.9	84.0	83.4
In Employment†	62,400	85.5	79.9	79.8
Employees†	52,400	72.6	62.0	65.2
Self Employed†	10,000	12.9	17.5	14.4
Unemployed§	1	I	4.9	4.1
Females				
Economically Active†	41,500	71.1	72.1	74.5
In Employment†	41,200	70.5	69.0	71.7
Employees†	27,100	46.4	59.9	64.1
Self Employed†	13,800	23.6	8.8	7.4
Unemployed§	1	!	4.2	3.7

Source: ONS annual population survey

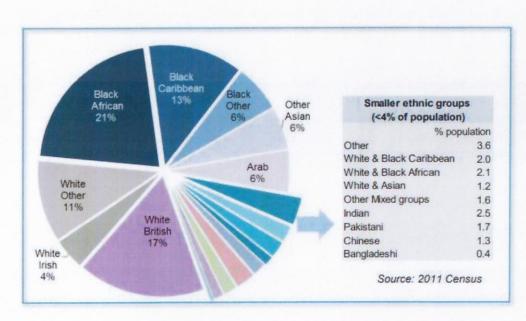
<sup>#</sup> Sample size too small for reliable estimate (see definitions)

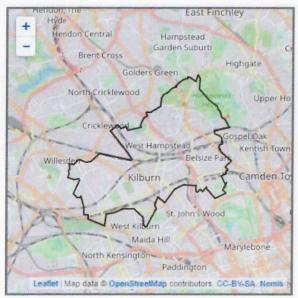
Estimate is not available since sample size is disclosive (see definitions)

<sup>† -</sup> numbers are for those aged 16 and over, % are for those aged 16-64

<sup>§ -</sup> numbers and % are for those aged 16 and over. % is a proportion of economically active

## Population by ethnic group, South Kilburn, 2011

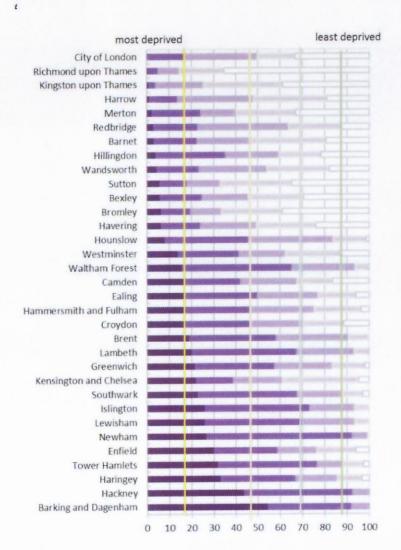




## Population aged 16-64 (2015)

	Hampstead And Kilburn (Numbers)	London (Numbers)	Great Britain (Numbers)
Total	101,500	6,014,100	40,465,900
Male	51,600	3,035,800	20,187,900
Female	49,900	2,978,300	20,277,900

Source: ONS mid-year population estimates Note: Percentages are based on total population.



Deprivation-National IMD2019 quintile distribution of LSOAs by London boroughs

The chart shows the distribution of LSOAs within the national quintiles for each London Borough. Barking and Dagenham had the highest proportion of LSOAs in the most deprived quintile in England under the 2019 ID calculations, down marginally from ID2015, but still more than half of its LSOAs were in this group, whereas the ID2015 also showed more than half of LSOAs in Tower Hamlets and Hackney were among the most deprived 20% of neighbourhoods in England. Five boroughs had no LSOAs in the least deprived quintile in ID2019 – Barking and Dagenham, Brent, Hackney, Islington, Lewisham and Newham. In contrast, almost two thirds of LSOAs in Richmond-upon-Thames ranked in the least deprived quintile.

# **Earnings and qualifications -ONS 2019**

London Great Britain

Quantications (Jan 2013 Dec 2013)		
	Hampstead And Han	npstead And
	Kilburn	Kilburn
	(Level)	(9/0)

	Kilburn (Level)	Kilburn (%)	(%)	(%)
NVQ4 And Above	83,100	65.2	54.2	40.3
NVQ3 And Above	93,600	73.5	67.0	58.5
NVQ2 And Above	103,100	80.9	78.5	75.6
NVQ1 And Above	110,000	86.4	85.0	85.6
Other Qualifications	11,800	9.2	8.3	6.7
No Qualifications	5,600	4.4	6.7	7.7

Source: ONS annual population survey

Notes: For an explanation of the qualification levels see the definitions section.

Numbers and % are for those of aged 16-64

% is a proportion of resident population of area aged 16-64

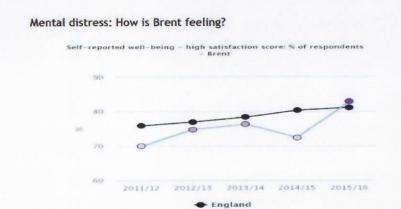
Qualifications (Jan 2010-Dec 2010)

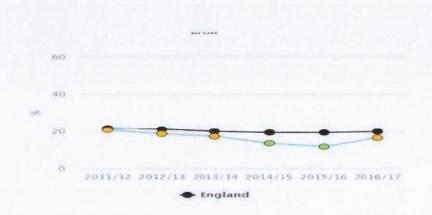
## Earnings by place of residence (2019)

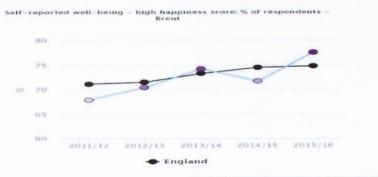
	Hampstead And Kilburn (Pounds)	London (Pounds)	Great Britain (Pounds)
Gross Weekly Pay			
Full-Time Workers	850.7	699.2	587.0
Male Full-Time Workers	922.8	747.4	632.0
Female Full-Time Workers	803.3	655.9	528.9
Hourly Pay - Excluding Overtime			
Full-Time Workers	22.94	18.21	14.88
Male Full-Time Workers	25.50	19.03	15.44
Female Full-Time Workers	21.16	17.51	13.99
Source: ONS appual survey of hours and earnings - resident analysis			

Source: ONS annual survey of hours and earnings - resident analysis Notes: Median earnings in pounds for employees living in the area.

## **Brent's Mental Wellbeing**







Source: Public Health Outcomes Framework: Fingertips (2017)

As indicated in the graphs above, self-reported satisfaction and happiness has improved over the past few years.

5.3% are diagnosed with depression, which means that Brent has the lowest rate of depression in the UK out of 150 counties and unitary authorities. However, an estimated 16% of the adult population has a common mental health disorder this is slightly higher than the national comparison of 15.1%