

Southend-on-Sea Licensing Authority Local Area Profile

Introduction: The Gambling Commission has introduced provisions in its social responsibility code within the Licence Conditions and Codes of Practice, which require gambling operators applying for new licences or for a variation to their permissions, to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and to have policies, procedures and control measures in place to mitigate the risks.

The attached Local Area Profile provides details of the locations and types of premises and / or business that the Licensing Authority consider are, or may be, sensitive premises and this should be considered by licensees along with relevant matters identified in the Licensing Authority's Statement of Gambling Policy when assessing and making their risk assessments.

It should be remembered that this profile is not a definitive overview. When carrying out a risk assessment you should do your own research on your local area to identify when your proposal may impact on the intended locale of your premises.

The Licensing Authority recognises that it cannot insist on applicants using the local area profiles when completing their risk assessments. However, an applicant who decides to disregard the profile should be alert to the risk that they may face additional representations and the expense of a hearing as a result of that decision.

The Licensing Authority expect that, while this profile was originally produced to assist applicants for Gambling Act applications, other licensing regimes may also benefit from similar assessments carried out against some criteria therein. EG An applicant for a Sex Establishment application should risk assess against such matters as locations where a high density of children may occur.

The Local Area Profile is naturally an evolving document and as such does not constitute a formal part of the Gambling Policy although it is referenced in it. The Licensing Authority will strive to ensure the profile is as up to date as possible. Therefore please note that this profile is subject to change without notice. Thus you should check for the latest version on the website www.southend.gov.uk before completing any risk assessment.

More information can be found at <https://smartmaps.smartsouthend.org/> & <https://www.smartsouthend.org/pages/aboutsouthend>

Additional information on problem gamblers can also be found at

<https://www.begambleaware.org/gambleaware-gb-maps>

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Section 1: Gambling Licensed Premises (Gambling Licensed Premises by type)

Casino Premises

Rendezvous Casino, Kursaal Rendezvous, Southchurch Avenue, Southend-on-Sea, SS1 2ZG

Grosvenor Casino, Park inn, Church Road, Southend-on-Sea, SS1 2AL

Genting Casino, Western Esplanade, Westcliff-on-Sea, SS0 7QY

Genting Electric, Western Esplanade, Westcliff-on-Sea, SS0 7QY

Betting Premises

Betfred, High Street 11, Southend-on-Sea, SS1 1JE

Betfred, 129 High Street, Southend-on-Sea, SS1 1LH

Betfred, 18-22 London Road, Southend-on-Sea, SS1 1NT

Coral, 177 Hamlet Court Road, Westcliff-on-Sea, SS0 7EL

Coral, 561 London Road, Westcliff-on-Sea, SS0 9PQ

Coral, 66-68 High Street, Southend-on-Sea, SS1 1JF

Coral, 2b Southchurch Road, Southend-on-Sea, SS1 1JF

Coral, Woodgrange Drive, Southend-on-Sea, SS1 2SG

Coral, 134-136 Sutton Road, Southend-on-Sea, SS2 5ER

Coral, Unit 3b, Asda Centre, Shoeburyness, SS3 8UE

Coral, 1751 London Road, Leigh-on-Sea, SS9 2SW

Joe Jennings, 75 Broadway, Leigh-on-Sea, SS9 1PE

Ladbrokes, 51 Eastwoodbury Crescent, Southend-on-Sea, SS2 6XG

Ladbrokes, 148 The Broadway, Thorpe Bay, SS1 3ES

Ladbrokes, 373 Rayleigh Road, Leigh-on-Sea, SS9 5PS

Monte Carlo, 31-33 Marine Parade, Southend-on-Sea, SS1 2EJ

Paddy Power, 4a Southchurch Road, Southend-on-Sea, SS1 2NE

Stardust, 36 Marine Parade, Southend-on-Sea, SS1 2EJ

Sunspot, 2-8 Marine Parade, Southend-on-Sea, SS1 2EJ

William Hill, 389-395 London Road, Westcliff-on-Sea, SS0 7HX

William Hill, 2-4 West Street, Southend-on-Sea, SS2 6HJ

William Hill, 288 Eastwood Rd North, Leigh-on-Sea, SS9 4LS

Adult Gaming Centres

Monte Carlo, 29-33 Marine Parade, Southend-on-Sea, SS1 2EJ

Electric Avenue, 16-20 Marine Parade, Southend-on-Sea, SS1 2EJ

Mecca Bingo, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea, SS2 5PY

Mecca Bingo, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea, SS2 5PY

Sunspot, 2-8 Marine Parade, Southend-on-Sea, SS1 2EJ

Stardust, 36 Marine Parade, Southend-on-Sea, SS1 2EJ

Stardust, 37 Marine Parade, Southend-on-Sea, SS1 2EJ

Bingo

Mecca Bingo, Greyhound Shopping Park, Greyhound Way, Southend-on-Sea, SS2 5PY

Merkur Slots UK, 13 - 15 London Road, Southend-on-Sea, SS1 1PE

Unlicensed (ie permit holder) Family Entertainment Centres

Adventure Island, Western Esplanade, Westcliff-on-Sea, SS1 1EE

New York New York, 23 - 28 Marine Parade, Southend-on-Sea, SS1 2EJ

Sunspot, 2 - 4 Marine Parade Southend-on-Sea, SS1 2EJ

Electric Avenue, 16 - 20 Marine Parade, Southend-on-Sea, SS1 2EJ

Stardust, 36 Marine Parade, Southend-on-Sea, SS1 2EJ

Monte Carlo, 29 - 32 Marine Parade, Southend-on-Sea, SS1 2EJ

Las Vegas Amusements, 43 - 44 Marine Parade, Southend-on-Sea, SS1 2EN

Happidrome, 52 Marine Parade, Southend-on-Sea, SS1 2EN

Fantasia, 7 - 10 Eastern Esplanade, Southend-on-Sea, SS1 2ER

Astro City, 2C Southchurch Road, Southend-on-Sea, SS1 2NE

HOLDERS of Club Gaming Machine Permits

Naval & Military Club, 20 Royal Terrace, Southend-on-Sea, SS1 1DU

Pockets Snooker Club , Lucy Road, Southend-on-Sea, SS1 2AU

Southend Football Supporters Club, 1 Windermere Road, Southend-on-Sea, SS1 2RF

Shoeburyness Conservative Club Kent Lodge, 86 Ness Road, Shoeburyness, SS3 9DH

Eagle Club, 22 Seaview Road, Shoeburyness, SS3 9DX

Club Gaming Permits (Members Clubs)

Westcliff Royal British Legion, 7-9 Northview Drive, Westcliff-on-Sea, SS0 9NG

Ambleside Social Club, Ambleside Drive, Southend-on-Sea, SS1 2UP

Royal Naval Ass., 73-79 East Street, Southend-on-Sea, SS2 6LQ

Ekco Sports & Social Club, Thornford Gardens, Southend-on-Sea, SS2 6PU

Iveagh Conservative Club, 69 Leigh Road, Leigh-on-Sea, SS9 1JW

Leigh Constitutional Club, 118-122 Elm Road, Leigh-on-Sea, SS9 1SQ

Licensed Premises Gaming Machine Permits

The Lamb And Lion, 272 - 274 Station Road, Westcliff-on-Sea, SS0 7SD

The Last Post , Weston Road, Southend-on-Sea, SS1 1AS

The Alex, 53 Alexandra Street, Southend-on-Sea, SS1 1BW

The Park Tavern, 124 London Road, Southend-on-Sea, SS1 1PQ

The Cow & Telescope, 79 Southchurch Road, Southend-on-Sea, SS1 2NL

Brewers Fayre, 64 Eastern Esplanade, Southend-on-Sea, SS1 2YT

Toby Carvery (Halfway House), 213 Eastern Esplanade, Southend-on-Sea, SS1 3AD

Hollywood Bowl, Seaway Development, Chancellor Road, , Southend-on-Sea, SS1 3DS

The Old Walnut Tree, Southchurch Boulevard, Southend-on-Sea, SS2 4XA

The Guildford, 95 Sutton Road, Southend-on-Sea, SS2 5PB

Strawberry Field, Thanet Grange, Prince Avenue, Westcliff-on-Sea, SS2 6GB

The Railway Tavern, 108 East Street, Southend-on-Sea, SS2 6LH

The Spread Eagle, 267 Victoria Avenue, Southend-on-Sea, SS2 6NE

Toby Carvery (The Bell), 197 Prince Avenue, Southend-on-Sea, SS2 6RL

Loyal Toast, Western Approaches, Southend-on-Sea, SS2 6XY

Parsons Barn, Frobisher Way, Shoeburyness, SS3 8UT

Garrison Arms, Campfield Road, Shoeburyness, SS3 9BX

The Shorehouse, Ness Road, Shoeburyness, SS3 9HQ

Mariners Court, 125-127 Broadway, Leigh-on-Sea, SS9 1PJ

The Sarah Moore, 57 - 59 Elm Road, Leigh-on-Sea, SS9 1SP

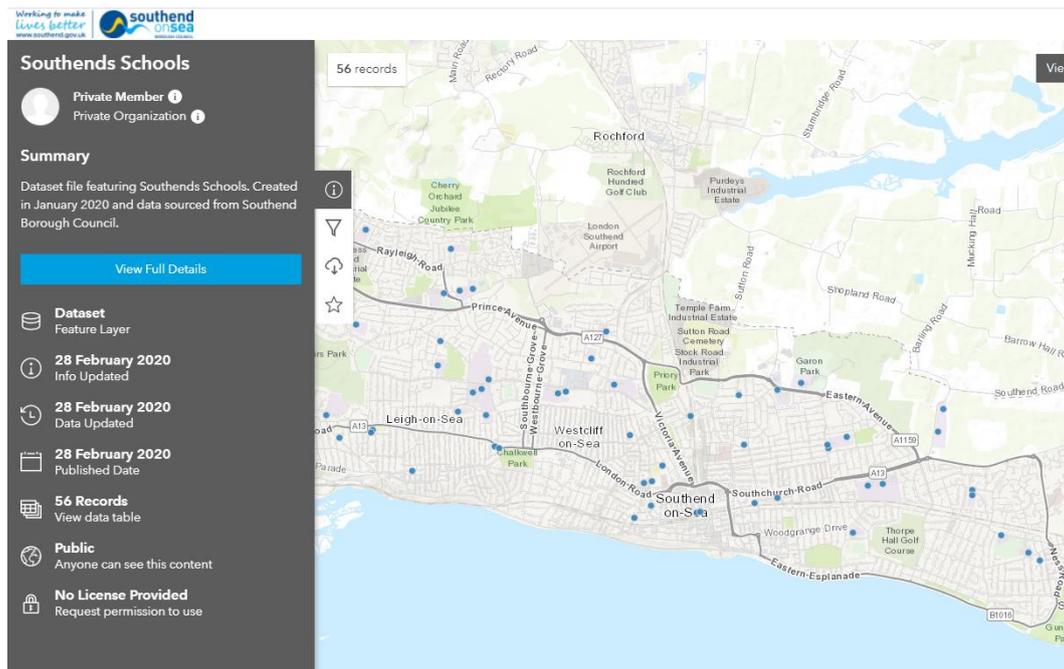
The Elms, 1060 London Road, Leigh-on-Sea, SS9 3ND

The Woodcutters Arms, 307 Eastwood Road North, Leigh-on-Sea, SS9 4LT

Oakwood, 564 Rayleigh Road, Leigh-on-Sea, SS9 5HX

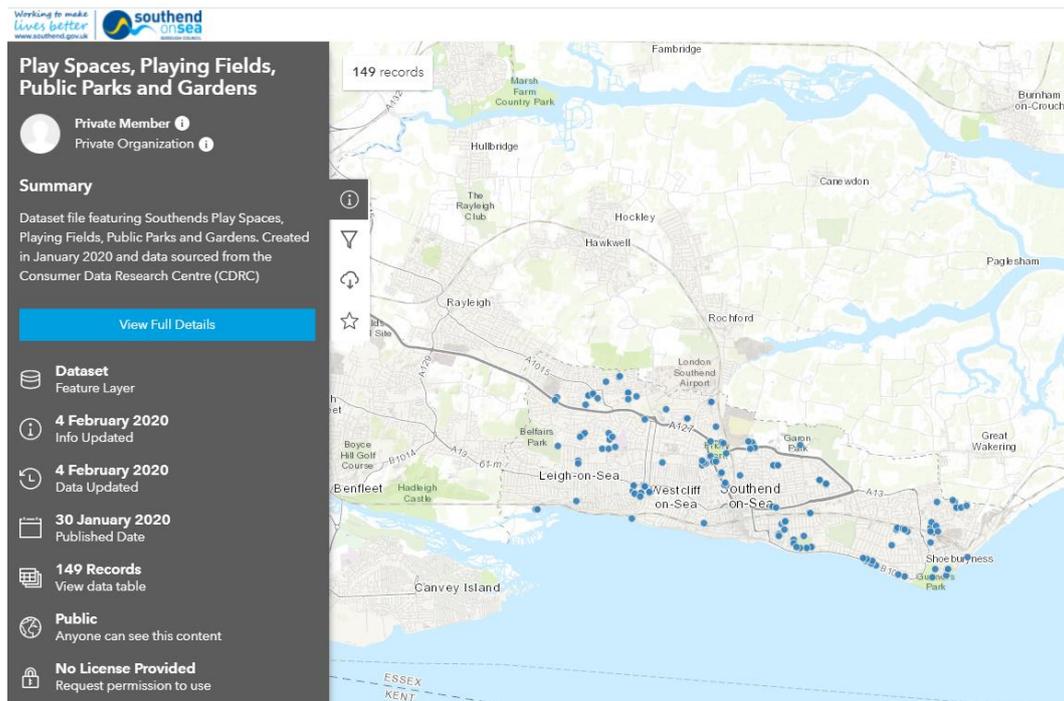
Section 2: Places Where There May be a High Density of Children Schools

[Smart Map showing places where there may be a high density of children](#)



Parks, open spaces and playgrounds

[Smart Map showing where parks, open spaces and playground can be found.](#)



Children's Centres

Prince Avenue Children's Centre, Prince Avenue School Hornby Avenue, Westcliff on Sea, SS0 0LG
 Summercourt Children's Centre, Summercourt Road, Westcliff on Sea, SS0 7AU

Cambridge Road Children's Centre, 40-42 Cambridge Road, Southend on Sea, SS1 1ES

Centre Place Children's Centre, Prospect Close, Southend on Sea, SS1 2JD

Temple Sutton Children's Centre, Temple Sutton School, Eastern Avenue, Southend on Sea, SS2 4BA

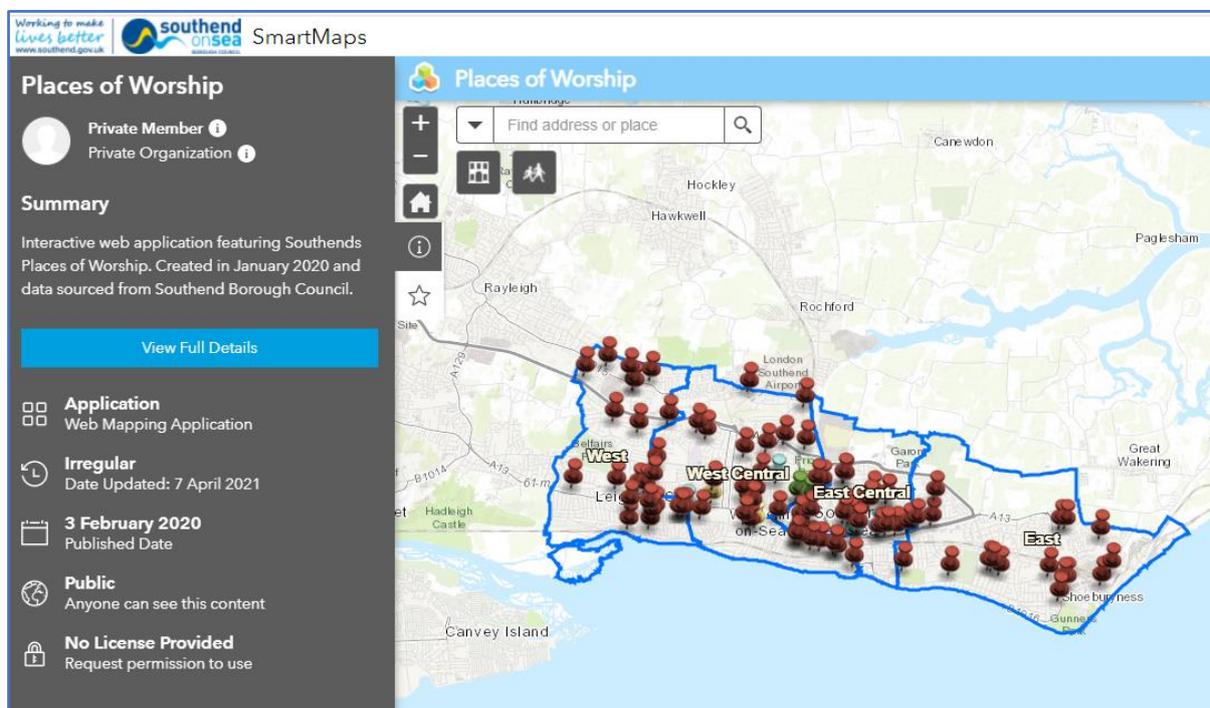
Blenheim Children's Centre, Blenheim Chase, Leigh on Sea, SS9 4HX

Eastwood Children's Centre, Eastwood Primary School, Rayleigh Road, Leigh on Sea, SS9 5UT

Section 3: Places of Worship, faith communities and community groups

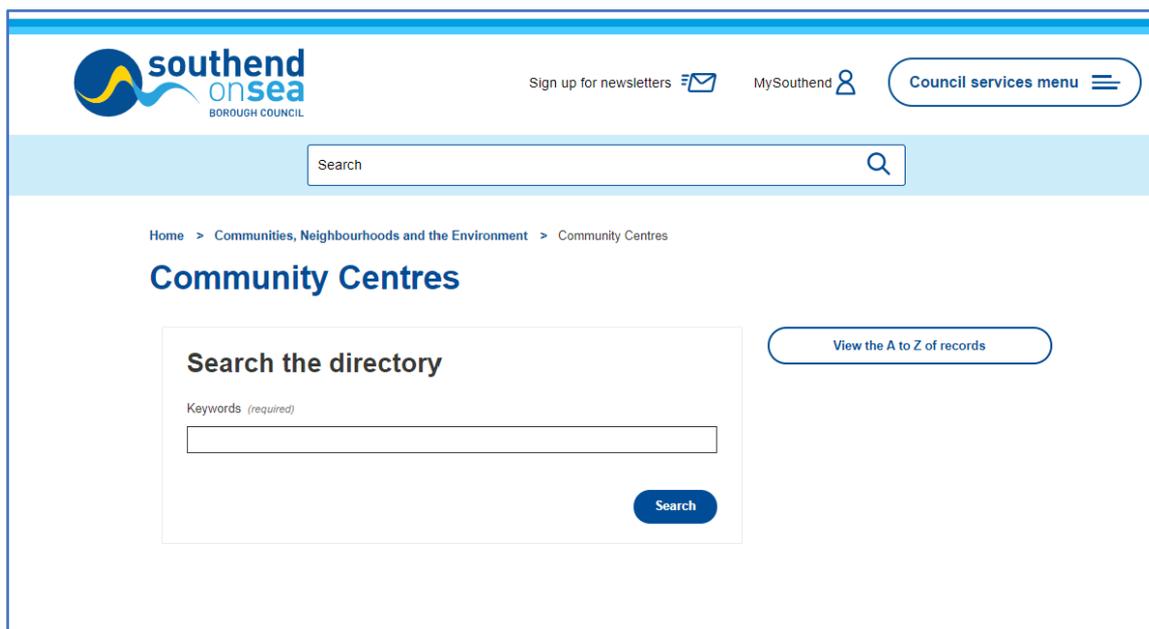
Places of Worship

[Smart Map showing where Places of Worship, faith communities and community groups can be found](#)



Community Centres

[Southend Council's web page showing a search function for Community Centres](#)



The screenshot shows the Southend Council website's 'Community Centres' page. At the top left is the 'southend onsea BOROUGH COUNCIL' logo. To the right are links for 'Sign up for newsletters', 'MySouthend', and a 'Council services menu'. A search bar is located below the navigation. The main heading is 'Community Centres'. Below this is a 'Search the directory' section with a text input field labeled 'Keywords (required)' and a 'Search' button. To the right of the search box is a button labeled 'View the A to Z of records'. The breadcrumb trail reads: Home > Communities, Neighbourhoods and the Environment > Community Centres.

Section 4: 'Ready Sources' of cash

Pawn Brokers and Pay-day loan Companies (including goods exchange shops)

Clarence House Pawnbrokers & Jewellers, 14 Clarence Street, Southend-on-Sea, SS1 1BD

Loan.Co.Uk, 46 Alexandra Street, Southend-on-Sea, SS1 1BJ

Pawn Station Pawnbrokers, 3 - 5 Alexandra Street, Southend-on-Sea, SS1 1BX

H&T Pawnbrokers, 95 Southchurch Road, Southend-on-Sea, SS1 2NL

Alex John Jewellers, 3 Weston Rd, Southend-on-Sea SS1 1AS

Cash Converters, 10 Warrior House, Southend-on-Sea SS1 2LZ

Renalls, 17 Clifftown Rd, Southend-on-Sea, SS1 1AB

Mallard Pawnbrokers & Jewellers . 98 High St Southend-on-Sea, SS1 1JN

Pawn Station Pawnbrokers, 7 Earls Hall Parade, Southend-on-Sea, SS2 6NW

Stuarts Jewellers & Pawnbrokers, 78 Broadway, Leigh-on-Sea, SS9 1AE

G. Davison & Sons, 57 Broadway West, Leigh-on-Sea, Essex SS9 2BX

Les & Gary's, London Road, Westcliff-on-Sea, SS0 9PE

BuyBack Essex, 184 Hamlet Ct Rd, Westcliff-on-Sea SS0 7LJ

Griffin Financial, 122 Hamlet Court Road, Westcliff-on-Sea SS0 7LP

Banks and Building Societies

Handelsbanken, 6 Nelson Street Southend-on-Sea, SS1 1EF

Lloyds Bank, 77 - 83 High Street Southend-on-Sea, SS1 1HT

Barclays Bank, 127 High Street, Southend-on-Sea, SS1 1LL
Santander, 9 London Rd, Southend-on-Sea SS1 1NZ
The Co-operative Bank, 38 - 40 London Road, Southend-on-Sea, SS1 1NW
Nationwide, 73 Broadway, Leigh-on-Sea, SS1 1PE
Nationwide, 14 London Road, Southend-on-Sea, SS1 1QH
Metro Bank, 1 - 7 Southchurch Road, Southend-On-Sea, SS1 2NG
Barclays Bank, 140 - 142 The Broadway, Thorpe Bay, SS1 3ES
NatWest, PO Box 320, Southend-on-Sea, Essex, SS1 3EN
NatWest, 58 - 60 Broadway, Leigh-on-Sea, SS9 1AG
Barclays Bank, 10 Broadway, Leigh-on-Sea, SS9 1AP
TSB Bank, 1446 London Road, Leigh-on-Sea, SS9 2UW
(note: Applicants should also check their local area for the location of standalone ATM's)

Post Offices

Eastwood Boulevard Post Office, 27 Eastwood Boulevard, Westcliff-on-Sea, SS0 0BY
Bridgewater Drive Post Office 72 Bridgewater Drive, Westcliff-on-Sea, SS0 0DH
North Road Post Office 151 North Road, Westcliff-on-Sea, SS0 7AF
Post Office Ltd, 148 - 150 Hamlet Court Road, Westcliff-on-Sea, SS0 7LN
West Road Post Office, 83 West Road, Westcliff-on-Sea, SS0 9AY
London Road Post Office, 553 London Road, Westcliff-on-Sea, SS0 9LI
Post Office 199 - 203 High Street Southend-on-Sea, SS1 1LL
Woodgrange Drive Post Office 175 Woodgrange Drive, Southend-on-Sea, SS1 2SFG
Bournes Green Post Office 33 Shoebury Road, Thorpe Bay, SS1 3RP
Post Office Waitrose Superstore Fossetts Way, Southend-on-Sea, SS1 3RP
Post Office Short Street, Southend-on-Sea, SS2 5BY
Sutton Road Post Office 88 Sutton Road, Southend-on-Sea, SS2 5EW
Inpost Uk Limited, 295 Sutton Road, Southend-on-Sea, SS2 5PF
Eastwoodbury Lane Post Office Eastwoodbury Crescent, Southend-on-Sea, SS2 6XG
The Renown Post Office 9 The Renown Constable Way, Shoeburyness, Essex SS3 9UU
Post Office 82 Leigh Road, Leigh-on-Sea, SS9 1BZ
Leigh On Sea Post Office, 24 - 28 Rectory Grove, Leigh-on-Sea, SS9 2HG
London Road Post Office, 1761 London Road, Leigh-on-Sea, SS9 2ST

Section 5: Places where vulnerable persons may be present

Shelter Projects

The Rosemead Project, 8-10, Hastings Rd, Southend-On-Sea, Essex, SS1 2DR

The Rosemead Project, Wimborne Road, Southend-on-Sea

Southend Christian Fellowship, 600 Southchurch Rd, Southend-on-Sea SS1 2PT

Southend YMCA Newlands 85 Ambleside Drive, Southchurch SS12FY - Supported housing for young people at risk (aged 16+) and associated wider youth services for young people (aged 11+)

Southend-on Sea Domestic Abuse Projects

Southend-on Sea Domestic Abuse Projects 4 West Rd, Southend-on-Sea, Westcliff-on-Sea SS0 9DA

Safe Steps & Dove Project

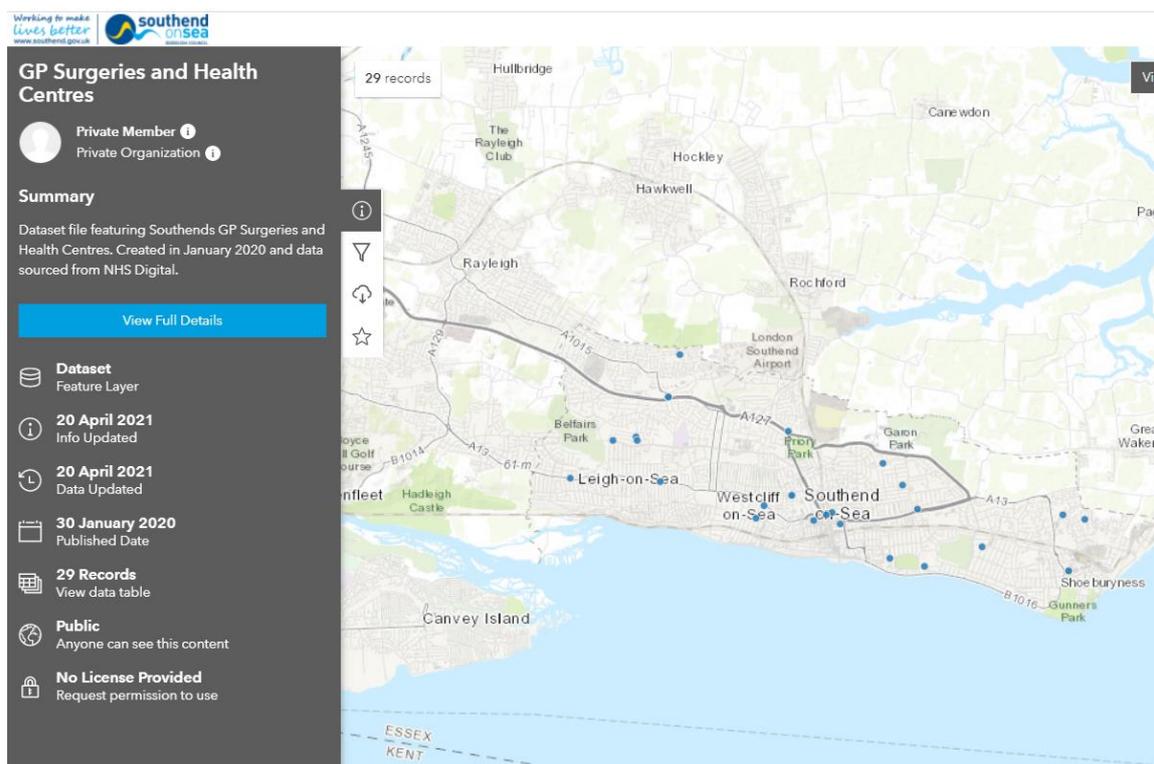
The local drug and alcohol services

Southend Treatment And Recovery Service (STARS) 25 - 27 Weston Road, Southend-on-Sea, SS1 1BB
and Young Persons Drug and Alcohol Team (YPDAT) Civic 2 Victoria Avenue Southend-on-Sea, SS2 6ER

Medical Centres, GP's, Hospitals etc.

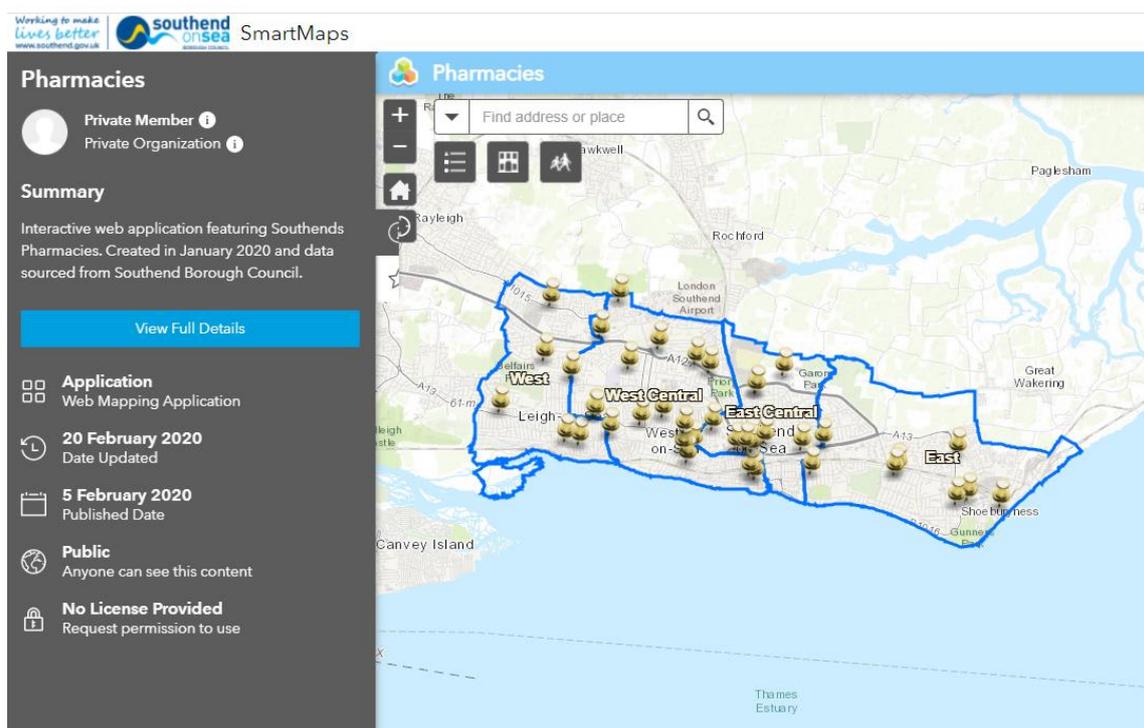
Doctors Surgeries

[Smart Map showing where Medical Centres, GP's, Hospitals etc. can be found.](#)



Pharmacies

Smart Map showing where Pharmacies can be found.



Hospitals

Southend University Hospital, Prittlewell Chase, Southend-on-Sea, Westcliff-on-Sea SS0 0RY

Spire Wellesley Hospital, Eastern Ave, Southend-on-Sea SS2 4XH

BMI Southend Private Hospital, 15-17 Fairfax Dr, Westcliff-on-Sea SS0 9AG

Chartwell Private Hospital, 1629 London Rd, Leigh-on-Sea SS9 2SQ

Job Centres

Southend Jobcentre Plus, Dencora Court, Tylers Avenue, Southend-on-Sea, SS1 2AP

Section 6: Transport Hubs (including parking)

Rail Stations

Southend Victoria, Victoria Avenue, Southend-on-Sea, SS2 6AZ

Westcliff Station, Station Road, Westcliff-on-Sea, SS0 7SB

Chalkwell Station, The Ridgeway, Chalkwell, SS0 8PX

Southend East Station, Ambleside Drive, Southend-on-Sea, SS1 2UP

Thorpe Bay Station, Station Road, Thorpe Bay, SS1 3JY

Prittlewell Station, Station Approach, Southend-on-Sea, SS2 6LD

Shoeburyness Station, High Street, Shoeburyness, SS3 9AW

Leigh-on-Sea Station, Belton Way, Leigh-On-Sea, SS9 2ET

Bus Station

The Travel Centre, Chichester Road, Southend-on-Sea SS1 2BW

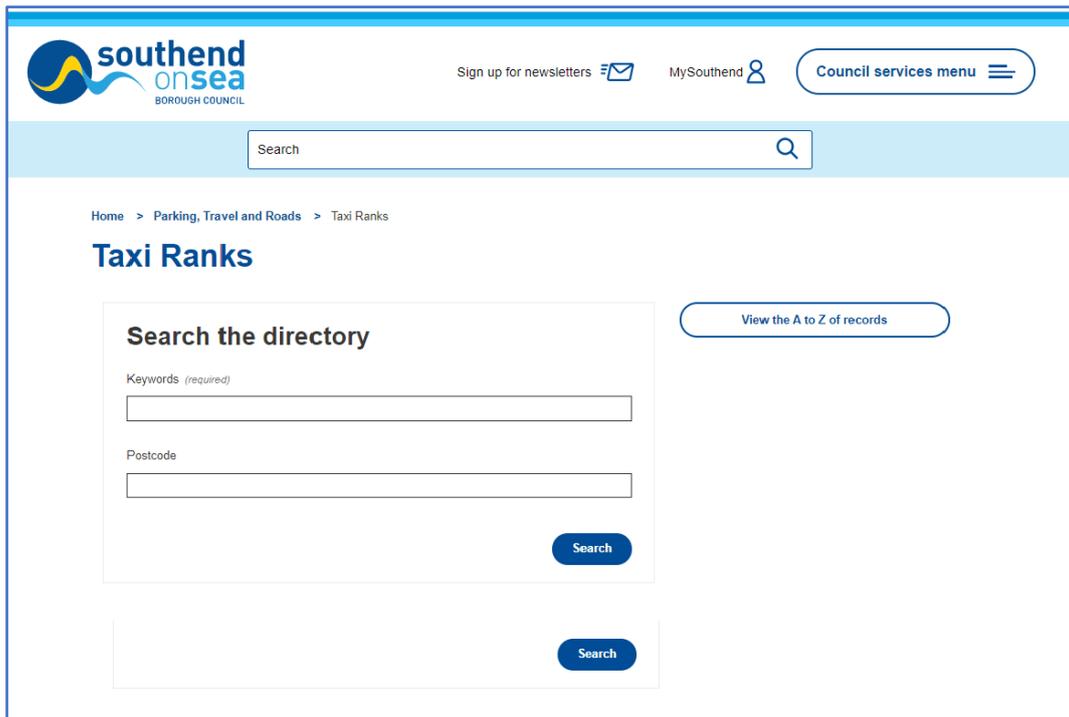
(note: you should survey your own locale for bus stops etc)

Airport

London Southend Airport Southend-on-Sea SS2 6YF

Taxi Ranks

[Southend Council's web page showing a search function for Taxi Ranks](#)



The screenshot shows the 'Taxi Ranks' page on the Southend Council website. At the top left is the 'southend onsea BOROUGH COUNCIL' logo. To the right are links for 'Sign up for newsletters' (with an envelope icon), 'MySouthend' (with a person icon), and a 'Council services menu' (with a hamburger icon). Below the header is a search bar with the text 'Search' and a magnifying glass icon. The main content area has a breadcrumb trail: 'Home > Parking, Travel and Roads > Taxi Ranks'. The title 'Taxi Ranks' is displayed in a large blue font. On the left, there is a 'Search the directory' section with two input fields: 'Keywords (required)' and 'Postcode'. Below each field is a blue 'Search' button. On the right, there is a button labeled 'View the A to Z of records'.

Car Parks

[Southend Council's web page showing a search function for Car Parks](#)

The screenshot shows the Southend Council website's 'Car Parks Map' page. At the top, there is the council's logo and navigation links for newsletters, MySouthend, and a council services menu. A search bar is prominently displayed. The main heading is 'Car Parks Map', with a breadcrumb trail: Home > Parking, Travel and Roads > Car parks > Car Parks Map. Below the heading, a section titled 'How do I use the car parking map?' provides instructions: 'Simply select "Car Parking"' and 'Then click on the pin, then the title, or click on more info on the menu and this will show you lots more information about the service you are looking for'. The central feature is a Google Map of Southend-on-Sea with numerous blue location pins. To the right of the map is a 'Car Parking' sidebar listing various locations, each with a pin icon and a 'More info' link. The list includes: Alexandra Street, Baxter Avenue (Permit only), Beecroft Upper, Belton Gardens North, Belton Gardens South, Ceylon Road, Civic Centre East, Civic Centre North, Clarence Road, and Cliffs Pavilion. At the bottom of the page, a 'Contact Parking, Travel & Roads' box provides the telephone number 01702 215003 and the email address council@southend.gov.uk.

Car Parking

- Alexandra Street [More info](#)
- Baxter Avenue (Permit only) [More info](#)
- Beecroft Upper [More info](#)
- Belton Gardens North [More info](#)
- Belton Gardens South [More info](#)
- Ceylon Road [More info](#)
- Civic Centre East [More info](#)
- Civic Centre North [More info](#)
- Clarence Road [More info](#)
- Cliffs Pavilion [More info](#)

Contact Parking, Travel & Roads
Telephone: [01702 215003](tel:01702215003) Email: council@southend.gov.uk

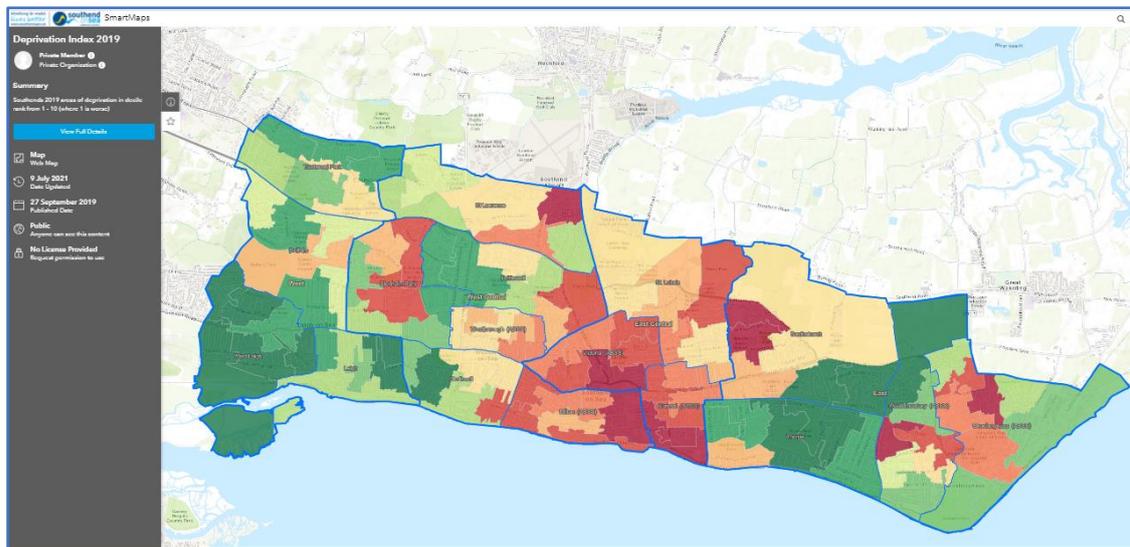
Section 7: Crime

[Smart Maps web pages](#)

[Police web page showing a search function](#)

Section 8: Deprivation

[Smart Maps web page regarding areas of deprivation](#)



The information in this document was correct at the time of publication but may be subject to change without notice. Every effort has been taken to ensure accuracy. For further information on any matter relating to this profile please email licact2003@southend.gov.uk