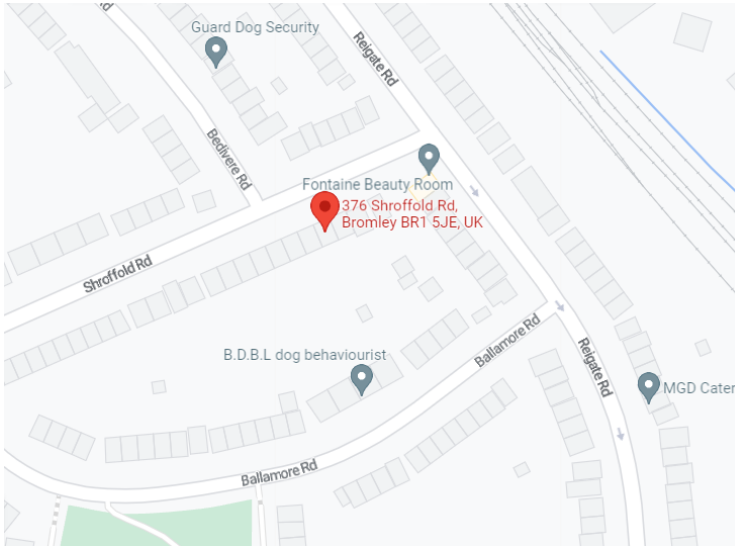


# Location Assessment

## 376 Shroffold Road, Bromley BR1 5JE

### Local Area Assessment

Main focus - RED SPOT





### **1. Area profile**

Socio demographics, education performance  
and racial mix

### **2. Local area resources**

Proximity and access to public services and facilities able to support the needs of young residents.

### **3. Local area risk assessment**

Mapping crime hotspot areas, establishing crime statistics, gang /drugs/CSE risk levels  
Document should mention what safeguarding concerns are identified and how they are mitigated.

### **Introduction – legislative background**

All children, whether they are looked after by the state or their parents, need to feel safe in the area surrounding their home. Just as any parent would want their child to live in a safe area so too will a corporate parent who places children in a children's home. Recent public and media attention has focused on the physical environments of children's homes. However, it is not always straightforward to define a 'safe' area. Whether a location is safe can change rapidly, and may depend on the vulnerabilities of particular children. Indeed some individual children may themselves heighten risks in an area if they have particularly risky behaviours.

A home may be located in an area with some local risks, and still be 'safe', if these are managed well, arrangements are made to keep children safe, and placement decisions take account of these risks. Consideration of risks in a local area, and what steps should be taken to mitigate these, should be part of the care planning and placement decision process. Placing social workers should be responsible for assessing local risks and making judgments about safe locations before placing the child. The availability of support and services in the local area (e.g. education, health, CAMHS), as well as risk factors, should be considered before the placement is made. There has been in the past a lack of clarity about who must take responsibility for ensuring children's homes are located safely – including the roles of placing LAs, host LAs, LSCBs and providers themselves.

### **Our role as providers**

Better equipping children's home staff to make judgments about local risks, manage challenging behaviour, and keep children safe is an important element. Workforce training, support and knowledge is therefore critical to the success. It is acknowledged that there are limitations of mapping in capturing a 'dynamic picture' but considers that such mapping could play a useful part in the wider assessments of risk. The home's location assessment should be kept under review and amended to take into account any new risks as these are identified. The annual update will need to be proportionate and will not usually need to be carried out at the level of the initial assessment. Ofsted inspectors may take into account the quality of an existing home's manager's location assessment when evaluating the effectiveness of the home's approach to safeguarding and promoting children's welfare. It will be essential to talk with children in the home's care about the quality of life in the area to establish whether they feel safe and how to manage any risks they identify. Children will also be able to offer homes managers valuable insights about the quality of local services.

The Children's Homes and Looked after Children (Miscellaneous Amendments) (England) Regulations 2013 introduced the following changes to the Children's Homes Regulations 2001 and the Registration Regulations:

Regulation 31(1A) and (1B) of the Children's Homes Regulations 2001 as amended introduced a requirement in January 2014 for providers or managers to:

ensure that premises used for the purposes of a children's home are appropriately and suitably located so that children cared for by the home are:

- (a) effectively safeguarded, and
  - (b) able to access services to meet the needs identified in their care or placement plans;
- review the appropriateness and suitability of the location of the premises at least once in every calendar year.

**Location assessments will need to address two issues:**

1. Safeguarding concerns
2. Accessibility of local services

It is important for the manager or a potential new provider to have a broad understanding of the characteristics of the area where a home is or may be located. Looked-after children placed in deprived areas, perhaps far away from the authority responsible for their care, may face disadvantage and lack opportunities to enjoy and achieve in these communities. The considerations a home manager will need to take into account, as they carry out a location assessment, may include:

- whether the location of the home influences the potential for an already vulnerable child to be a victim of crime, such as being targeted for sexual exploitation;
- whether there is a likelihood of children placed in the home becoming drawn into gang crime or anti-social behaviour in the local area; /.
- the suitability of the local neighbourhood as a location to care for children who may have already been victims of abuse and neglect; and
- whether there are environmental factors that would represent a hazard to children, such as locations near level crossings or busy roads.

Location assessments should also take into account any positive features in a local community that would offer benefits to children living in a children's home. For example, assessments could include evidence about opportunities for children to participate in leisure, sporting or cultural activities, or links with services that could support the child's ethnic or religious identity.

## **Accessibility of local services**

376 Shoroffold Road has good accessibility to a variety of local services. Here are some examples of local services that are easily accessible from the property:

Public transportation: there are several bus routes that run through the nearby bus stops on Southlands Road and Elmstead Lane, providing convenient access to other parts of Bromley, as well as nearby areas such as Lewisham and Catford. The nearest train station, Grove Park Station, is located approximately 1.1 miles away from the property, providing rail connections to central London and other destinations.

Shops and supermarkets: There are several shops and supermarkets located within easy reach of 376 Shoroffold Road, including a Tesco Express, a Co-op, and a Sainsbury's Local, all within a mile of the property. Bromley High Street is also approximately 1.5 miles away and offers a wide range of shops, restaurants, and cafes.

Healthcare services: The closest healthcare service to the property is the Bromley Road Medical Centre, located approximately 0.5 miles away. There are also several dental practices located within a mile of the property.

Schools: There are several schools located within the wider Bromley area, including primary, secondary, and special needs schools. Some of the primary schools located within a mile of 376 Shoroffold Road include Burnt Ash Primary School and Parish Church of England Primary School.

Overall, 376 Shoroffold Road has good accessibility to local services, providing residents with easy access to transportation, shops, healthcare services, and schools.

## **Safeguarding concerns**

There are no major concerns about the locality in which the home is based. There are low levels of crime, and the area is not highlighted by the local neighbourhood team or the MCSETO group as an area of concern.

There are no concerns about young people being drawn into gang crime or anti-social behaviour in the area as a result of the locality of the home. The home's location does not increase the potential for children to be targeted for sexual exploitation, there are a

number of take-aways and shops locally that research has evidenced have been hot spots for the grooming and exploitation of children, however, the area in which 376 Shoroffold Road is located has not been an area of concern.

Current areas of identified risk are concerns as to some environmental factors of the home.

The home has a main road in front of it and then behind the shops within walking distance is another main road that is very busy, although the speed is strictly limited to 30 MPH. The road does not pose a high risk as the young people are of an age where they can cross the road safely to access local shops.

Another risk area is the close proximity of local take-aways, although there has been no concern over these businesses raised at the multi-agency meeting it is an area of potential risk given current research. Another area of environmental risk is the building works taking place re the regeneration. There is a use of plant machinery however; the site has clear health and safety notices and security on site 24hours a day.

The overall risk of the location of the home is assessed as being low risk.

### **Area profile & accessibility of local services**

376 Shoroffold Road is a residential property located in the Bromley area, specifically in the BR1 5JE postcode.

Demographics: The Bromley area has a population of around 330,000 people, with a mix of ages and ethnicities. The population of the London Borough of Bromley is generally older than the London average, with a higher proportion of people aged over 65.

Housing: The area around 376 Shoroffold Road is primarily residential, with a mix of housing types including flats, terraced houses, and semi-detached houses. The average house price in Bromley is £496,400, which is slightly higher than the London average.

Local amenities: There are several shops, supermarkets, and restaurants located within easy reach of 376 Shoroffold Road. Bromley High Street, located approximately 1.5 miles away from the property, offers a wide range of shops, restaurants, and cafes. The area also has several parks and green spaces, including the 17-acre Sundridge Park, located approximately 1 mile away.

Transport: The property has good transport links, with several bus routes running through nearby bus stops, providing connections to other parts of Bromley, as well as nearby areas such as Lewisham and Catford. The nearest train station, Grove Park Station, provides rail connections to central London and other destinations.

Schools: There are several schools located within the wider Bromley area, including primary, secondary, and special needs schools. Some of the primary schools located within a mile of 376 Shoroffold Road include Burnt Ash Primary School and Parish Church of England Primary School.

Overall, 376 Shoroffold Road is located in a primarily residential area of Bromley, with good access to local amenities and transport links, making it a convenient location for residents.

## **SAFETY**

Bromley is a safe area to live in London and is ranked as the 6<sup>th</sup> safest among the London Boroughs.

Annual crime rate in the Bromley postcode area is 25.2, i.e. 25.2 crimes reported per annum per 1000. which is significantly lower than the London average of 93 per 1000. The total number of "violent crimes" is 6.6k, and this number has decreased by 2.3% when compared year-over-year in the period of December 2019 - November 2020. Anti-social behaviour was the fastest-growing crime in the borough.

The town has a large retail area, including a pedestrianised High Street and the Intu Shopping Centre on Bromley High Street formerly known as The Glades Shopping

centre . The centre offers residents and visitors the opportunity to shop, eat and socialise under one roof, with a range of popular high street stores from Karen Millen and Kurt Geiger to H&M, Mac, Gap, Oasis, Russell & Bromley and Waterstone's, so it meets the needs and taste of everyone. There are also a number of restaurants including a branch of the small chain of Belgian-themed Belgo restaurants, and community-minded cafes such as Lavender House café, a family-friendly independent coffee shop with a popular children's play area. Development at the nearby St. Mark's Square has seen further restaurants and a cinema established.

The Borough as a whole has a selection of restaurants that offer a variety of tasty Indian, Thai, British, Japanese, and European cuisine. From the up-market Michelin-starred experience of Mediterranean restaurant Chapter One in Orpington to the heady aromas of Indian restaurant Pink Garlic on Chatterton Road, there is something to suit most tastes and budgets in this south-eastern borough.

Bromley High Street is also the location for the Bromley Charter Market, which runs on a Tuesday, Thursday and Saturday. The Market sells food and confectionery items, clothing and other goods like jewellery.

Large branches of most major supermarket chains can be found in Bromley, including a Tesco Superstore on Holmesdale Road and a large Waitrose on Burnt Ash Lane, as well as small local branches throughout the borough.

## **TRANSPORT**

The property at 376 Shoroffold Road, BR1 5JE has good transport links, providing easy access to other parts of Bromley and nearby areas. Here are some of the transport options available:

1. Bus: There are several bus routes that run through nearby bus stops, providing connections to other parts of Bromley, as well as nearby areas such as Lewisham and Catford. The nearest bus stop is located on Downham Way, which is just a few minutes' walk from the property. Some of the bus routes that run through this stop include the 124, 126, and 181.
2. Train: The nearest train station to the property is Grove Park Station, which is located approximately 1 mile away. The station provides rail connections to central London and other destinations. There are several trains that run from



Grove Park Station to London Bridge Station, with a journey time of approximately 20 minutes.

3. Tube: The nearest London Underground station to the property is North Greenwich Station, which is located approximately 6 miles away. From here, you can take the Jubilee line to central London and other destinations.
4. Car: The A21 is located just a few minutes drive from the property, providing easy access to other parts of Bromley and nearby areas. The M25 motorway is also easily accessible from the property, providing connections to other parts of London and beyond.

Overall, the property at 376 Shoroffold Road has good transport links, providing easy access to other parts of Bromley and nearby areas.

## **DEMOGRAPHY**

Bromley town, including its neighbourhoods and villages, is formed of six wards: Bickley; Bromley Common and Keston; Bromley Town; Hayes and Coney Hall; Plaistow and Sundridge; and Shortland's.

According to the latest UK Census data from 2011, the population of the London Borough of Bromley, where Shoroffold Road is located, was approximately 309,400. The borough has a relatively even split between males and females, with a slightly higher percentage of females (51.2%). The age distribution of the population in the borough is relatively evenly spread, with the largest age group being 40-44 years old, followed closely by 45-49 year olds. The borough is also ethnically diverse, with the largest ethnic group being White British (78.9%), followed by Asian (6.8%), Black (4.6%), and Mixed (4.1%). The borough is also home to a significant number of people born outside of the UK, with approximately 19% of the population being non-UK born. 94.2% of people living in Bromley speak English. The other top languages spoken are 0.5% Polish, 0.4% French, 0.3% Turkish, 0.3% Spanish, 0.3% Portuguese, 0.2% Tamil, 0.2% All other Chinese, 0.2% Italian, 0.2% Russian.

## **SCHOOLS AND EDUCATION**

There are several schools and educational institutions in the area around Shoroffold Road, BR1 5JE. Here are some :

1. Primary Schools:

Downderry Primary School (0.3 miles)  
Bonus Pastor Catholic College (0.4 miles)  
Marvels Lane Primary School (0.6 miles)  
Rangefield Primary School (0.8 miles)

2. Secondary Schools:

Bonus Pastor Catholic College (0.4 miles)  
Haberdashers' Aske's Knights Academy (1.0 miles)  
Ravensbourne School (1.2 miles)  
Harris Academy Beckenham (1.2 miles)

3. Further Education:

Bromley College of Further & Higher Education (1.3 miles)  
Lewisham Southwark College - Bromley Campus (1.7 miles)  
Greenwich Community College - Bromley Campus (1.9 miles)

4. Universities:

University of Greenwich (4.3 miles)  
University of London (8.3 miles)  
London South Bank University (9.5 miles)

It's worth noting that these are just a few examples of educational institutions in the area.

In addition to the above, Bromley has several special schools such as The Glebe school a special school that caters for students aged 11-19 with special needs, Majorie McClure School that caters for pupils with a wide range of complex needs, Bickley primary school , Alexandra Infant school, Autism special school, and a range of other special needs schools.

## **SPORT AND LEISURE**

There are several sports and leisure facilities, gyms, and fitness centers located near 376 Shoroffold Road, BR1 5JE. Here are some examples:

1. The Pavilion Leisure Centre (0.8 miles) - This leisure center features a gym, fitness studio, indoor swimming pool, and a variety of classes and programs.
2. The Spa at Beckenham (1.3 miles) - This spa and gym features a range of fitness equipment, a heated swimming pool, sauna, steam room, and a variety of beauty treatments.
3. David Lloyd Beckenham (1.4 miles) - This premium health club features a range of fitness equipment, swimming pool, tennis and squash courts, as well as various classes and programs.
4. Nuffield Health Bromley Fitness & Wellbeing Gym (2.3 miles) - This gym features a range of fitness equipment, swimming pool, sauna, steam room, and a variety of classes and programs.
5. Bromley Football Club (1.7 miles) - This local football club hosts various football games and events throughout the year.

These are just a few of sports and leisure facilities, gyms, and fitness centers located near 376 Shoroffold Road

## **CULTURE**

The area around Shoroffold Road, has a rich cultural scene with many opportunities for residents to explore and experience a variety of arts and cultural activities. Picking few

1. Churchill Theatre (1.7 miles) - This local theatre hosts a wide range of plays, musicals, and comedy shows throughout the year.
2. The Bromley Little Theatre (2.2 miles) - This community theatre puts on a variety of shows, including plays, musicals, and pantomimes, throughout the year.
3. Beckenham Place Mansion (1.3 miles) - This historic mansion hosts a range of events throughout the year, including art exhibitions, live music, and festivals.

4. Beckenham Festival of Music and Dancing (1.5 miles) - This annual festival celebrates music and dance and features performances by local musicians and dancers.
5. Bromley Arts Council (1.8 miles) - This organization supports local artists and promotes the arts in the Bromley area through exhibitions, workshops, and events.

In addition to these cultural activities, there are also a variety of restaurants, pubs, and cafes in the area that offer a range of cuisines and dining experiences, as well as local parks and green spaces that provide opportunities for outdoor recreation and relaxation.

## **GREEN SPACE**

There are plenty of green spaces near Shoroffold Road, providing ample opportunities for outdoor recreation and relaxation.

Sundridge Park, located just a mile away, features expansive open spaces, wooded paths, and a golf course.

Forster Memorial Park, about 2 miles away, offers a range of recreational amenities such as a playground, tennis courts, and a skate park.

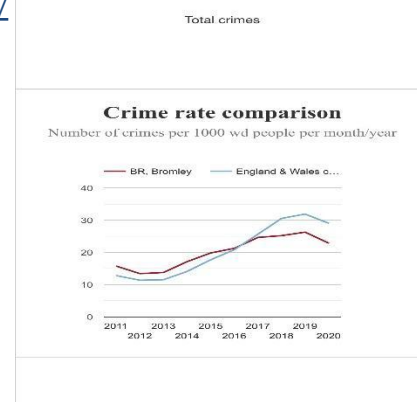
Kelsey Park, roughly 3 miles away, boasts a lake, formal gardens, and diverse wildlife.

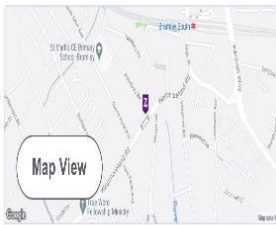
Beckenham Place Park is one of the area's largest green spaces, spanning over 96 hectares of parkland, a lake, a golf course, and various recreational facilities.

Finally, Whitehall Recreation Ground, situated about a mile from the property, has a playground, basketball court, and skate park. These lush spaces provide the perfect setting for locals to engage in physical activities, bask in nature, and socialize with friends and family in a serene environment.

BELOW IS THE LINK FOR BROMLEY DEMOGRAPHY.

<https://directory.londoncouncils.gov.uk/demographics/bromley/>





#### Local Amenities

- Bromley South 0.2 miles
- Shortlands 0.7 miles
- Bullers Wood School for Boys 0.1 miles
- St Mark's Church of England Pri... 0.1 miles

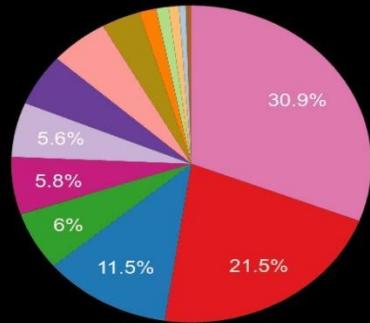


## Bromley crime stats

January 2020 - December 2020

Most crimes, 9.4k crimes were antisocial behaviour crimes which is 30.9% of all crimes committed in the area. Antisocial behaviour crime rate is at 118% of national crime rate. Antisocial behaviour crime was the fastest growing crime and it increased by 76.9% over the last twelve months.

- Anti-social behaviour
- Violent crime
- Vehicle crime
- Other theft
- Criminal damage and ar...
- Shoplifting
- Burglary
- Public order
- Drugs
- Robbery
- Other crime
- Theft from the person
- Bicycle theft
- Possession of weapons



#### Bromley Education Statistics

These statistics are for the highest level education obtained by the residents of Bromley and are from the UK Census of 2011.

QUALIFICATION	BROMLEY	ENGLAND
No Qualifications	17.9%	22.5%
Level 1	13.6%	13.3%
Level 2	16.1%	15.2%
Apprenticeship	2.7%	3.6%
Level 3	11.5%	12.4%
Level 4	33.1%	27.4%
Other	5.1%	5.7%

AGE	BROMLEY	ENGLAND
Age 0 to 4	6.5%	6.3%
Age 5 to 9	5.8%	5.6%
Age 10 to 14	6%	5.8%
Age 15 to 17	3.8%	3.7%
Age 18 to 24	7.2%	9.4%
Age 25 to 29	5.8%	6.9%
Age 30 to 44	22%	20.6%
Age 45 to 59	20.1%	19.4%
Age 60 to 64	6%	6%
Age 65 to 74	8.3%	8.6%
Age 75 to 84	6%	5.5%
Age 85 and over	2.5%	2.3%
Mean Age	39.9	39.3
Median Age	40	39

#### Bromley General Health Statistics

The respondents of the 2011 Census were asked to rate their health. These are the results for Bromley. The percentage of residents in Bromley rating their health as 'very good' is more than the national average. Also the percentage of residents in Bromley rating their health as 'very bad' is less than the national average, suggesting that the health of the residents of Bromley is generally better than in the average person in England.

HEALTH	BROMLEY	ENGLAND
Very Good	50.10%	47.17%
Good	34.12%	34.22%
Fair	11.67%	13.12%
Bad	3.20%	4.25%
Very Bad	0.91%	1.25%

BENEFIT	BROMLEY	ENGLAND
Jobseekers Allowance (only)	2.3%	3.3%
Incapacity Benefits (IB or ESA)	1.7%	2.4%
Any Benefit (includes in work benefits)	10.3%	13.5%

**BROMLEY RATES 3/10 FOR EMPLOYMENT DEPRIVATION**  
SOURCE: ENGLISH INDICES OF DEPRIVATION 2019

[SEE MORE](#)

Reviewed on 28 February 2023  
Date of Next review – 27 February 2024



**ADDRESS--** 24A WESTMORLAND ROAD  
BR2 0QL  
**PHONE LINES** -02035906261/07508202746  
[WWW.HERITAGECAREUK.COM](http://WWW.HERITAGECAREUK.COM)  
[INFO@HERITAGECAREUK.CO.UK](mailto:INFO@HERITAGECAREUK.CO.UK)