

Casino Advisory Panel: Selected Matters for Discussion at the Examination in Public to be held on 29 August 2006 into the proposal for a regional casino in the London Borough of Brent

The following are the key areas selected by the Panel upon which the discussion at the Examination in Public (EiP) of the Brent proposal will be focussed.

The Panel may wish to add to the matters listed below and will, where it can, notify all local authorities, in advance of the EiP, with details of any additional matters selected for discussion.

Taking into account the nature of the task before the Panel and the fact that other participants may, at the EiP, raise additional matters that are considered to be relevant, **the Panel expects all shortlisted local authorities to be fully prepared to answer any questions at the EiP and respond to any points made about their proposals generally but, in particular, with respect to any of the key lines of enquiry. For ease of reference, the key lines of enquiry and the information requested under each are set out in the attached annex.**

Type of Area

- Brent being but a sector of the whole Metropolitan area, how can the Panel be satisfied that it offers the best possible test of social impact?

Social Impact

- Bearing in mind the proximity of deprived local communities, to what extent would the proposed casino lead to adverse social impact in terms of exacerbating problem gambling?
- To what extent would employment opportunities benefit the locally unemployed and disadvantaged?

Need for regeneration, probability of implementation and securing of regeneration benefits

- To what extent is the proposed casino really necessary to the overall Wembley regeneration project?
- Are the regeneration benefits all that are claimed?

Willingness to license

- How can the Panel, in the present political context in Brent, be sure that the Council will be willing to license the proposed casino?

Regional Context

- How does the proposal stand in relation to London's tourism strategy?

Community Benefits

- What should be, or is likely to be, achieved, in terms of community benefits in the licensee competition required by Schedule 9 of the Gambling Act 2005?

Casino Advisory Panel: Key Lines of Enquiry (as originally set out in the Call for Proposals document dated 31 January 2006)

In addition to the selected matters, Local Authorities should be prepared to discuss matters under any or all of the key lines of enquiry. Other participants will wish to enter the discussion on any that relate to the particular interest in the proposal.

The key lines of enquiry, and the subsidiary questions under each head, are as follows:

1. Type of Area

- the population base of the local authority area, e.g. size, socio-economic and ethnicity characteristics, levels of educational attainment
- the current levels of tourism in the area, including any recent trends or developments, as well as infrastructure for tourism such as hotels, other entertainment facilities and transport access, origin of tourists and overall vision for tourism
- local plans and strategies for the development of tourism, leisure or gambling in the area.
- the principal needs of regeneration in the area
- anything in the area which would make it a good ground for the testing of social impact.

2. Social Impact

- What do you consider the social impact of your proposal will be?
- If your evaluation of some criteria are negative and some positive (for example economic and social criteria) how will you resolve this?
- What do you say to those who claim that the effects of your proposals would have a negative impact on social cohesion and the sustainability of your communities? The information supporting your response should include, where appropriate:
 - Any recent assessments of the impact of existing gambling in your area on problem gambling, social cohesion and the sustainability of communities in such areas,
 - Any policies or procedures in place, or planned, to counter any potential negative social impacts of gambling in your area or optimise any positive social cohesion, including current management arrangements, developer or operator contributions and approved budgets for these policies or procedures,
 - Details of how you would test for changes in social impacts if a new casino was to be licensed,

- Comparable initiatives in place to manage social impacts from other activities,
- Existing and planned job creation and training programmes, which improve the skill of and benefit local people,
- Details of existing and planned relationships with relevant voluntary and public organisations which would support your social impact policies and activities.

3. Need for Regeneration:

- How do you expect your proposal to assist regeneration of your area and the wider area? Where appropriate, your response should include information as follows:
 - Supporting information, including from relevant government bodies, regarding the regeneration and employment status and activity rate (male/female) of your area together with details on the timing and levels of public and private investment for this regeneration,
 - Supporting details of the level of additional economic value that your proposal would create, including the anticipated incremental increase in GVA (Gross Value Added) and employment.
 - Are there parts of your area, the regeneration of which would particularly benefit from your proposal, and how would this come about?
 - How and why do you expect that the “multiplier effect” of the additional economic activity to be created by your proposal would outweigh the potential leakage of money from the local economy?
 - Any other regeneration outputs and outcomes you are seeking to achieve from the development of a new casino.

4. Willingness to licence:

- Having regard to Section 166 of the Act, what strong evidence can you provide which demonstrates the willingness to license a casino in your area if it is selected? (In Scotland, this power will be exercised by the local licensing board). The information supporting your response should include, where appropriate:
 - Council resolutions in favour and relevant supporting Council meeting minutes,
 - Details of any local pre-existing polling or market research to establish the extent of support among the area’s population,
 - Details of any local consultations,
 - Resolutions of support by the Local Strategic Partnership,
 - Relevant tourism or leisure strategies, or local plans which demonstrate the extent of consideration and commitment,
 - Details, including contact details, and key issues raised in correspondence from any national or local organisations or individuals who have expressed either:
 - support for a casino in your area
 - or objections and concerns that a new casino should **not** be licensed in your area,

together with details of your engagement with such groups or individuals or points raised in your responses to them.

5. Probability of implementation:

- To enable the Panel to satisfy itself that, if selected, the proposal has a high probability of implementation, what evidence can you provide to demonstrate the overall feasibility of your proposals? The information supporting your response should include, where appropriate:
 - A market demand analysis relating to both resident and tourist demand,
 - Catchment area and customer base.
 - Information on the criteria you would be using to identify appropriate and sustainable localities for the new casino,
 - Existing and proposed transport infrastructure, so far as it would relate to your proposal,
 - Statement of the current provision for gambling in your local authority area or nearby, including any recent trends or developments in this
 - The impact of competition on existing casinos (if any) and other leisure based activities.
 - Potential critical mass effect of a cluster of casino and leisure based activities.
 - Estimated overall investment potential analysed between public and private sector investment and if sufficiently advanced how that would be funded.
 - Current level of investor interest.
 - How would you anticipate gambling spend to change following the implementation of your proposal?

6. Regional and Local Context

- The information supporting your response should outline the relevant policy context of Regional Spatial Strategies and sub regional policy areas and how they relate to the emerging Local Development Framework. This context should address any development strategies, policies and initiatives, inward investment proposals and regional economic strategies which are or would be relevant to the location of a new casino within a local authority area.
- To what extent would identification of your area assist in achieving regional economic objectives for employment, skills and regeneration? In particular, in England, the consideration, policy position and attitude of the Regional Planning Body (Regional Assembly) toward your proposal should be requested at an early stage and noted.

7. Community benefits

- In general terms, what community benefits does the authority expect to accrue from the licensing and town planning processes?

8. Unique characteristics

What outstanding characteristics of your proposal or area might differentiate it from similar proposals, so far as you know them? Please refer to any aspects of your

proposal that you think are unique and which the Panel may reasonably take account of in reaching its decision.