

London First

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Stephen Crow
Chairman of the Casino Advisory Panel
Department of Culture, Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH

24th October 2005

Dear Mr Crow

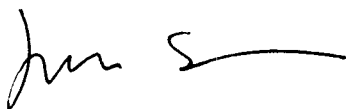
Congratulations on your appointment as chair as the panel advising Ministers on the allocation of new licenses as part of the gaming deregulation process. Your work will be vital in ensuring the greatest economic and regeneration benefit from the process of deregulation.

London First, the business lobby group set up in 1992 to improve and promote London, has been involved in the recent process of gaming reform in conjunction with our sister company Think London, the inward investment agency for the capital. We strongly believe that London is the best location for a new regional casino given its unrivalled accessibility, its tourist offer and the leisure market. It also contains some of the most deprived parts of the country which would greatly benefit from the employment and other economic benefits of a new regional casino. We share the Mayor's view that the best locations for this would be Wembley or the Greenwich Peninsula.

We are however concerned that it is not possible to genuinely test a new concept with a single pilot and would urge you in your advice to Ministers to highlight this issue.

I look forward to hearing more about how your panel will be carrying out its duties and to meeting you in the course of your research.

Yours sincerely,



Judith Salomon
Director of Property and Planning