19. Type of Area Profile for Ipswich

Economic

- The population base of the local authority area, e.g. size, socio-economic and ethnicity characteristics, levels of educational attainment

The population of Ipswich is 125,000 and the travel to work population is 250,000. The economic activity rate is nearly 80%. The total ethnic minority population for Ipswich stands at 9.1%, which is above the county level of 6.2% and the regional level of 8.3%. The total number of people with qualifications at NVQ Level 2 is 15.1%, NVQ Level 3 or higher is 38.6% and NVQ Level 4 or higher is 20.6%.

- Table of Socio-economic details

Indicator	Value
House Prices: 2005 Qtr 4	
Flats/Maisonettes (£)	127314
Terraced (£)	119834
Semi-detached (£)	141984
Detached (£)	238072
Average (£)	141567
Housing Affordability: 2005 Qtr 4	
Detached Ratio	9.54
Semi Detached Ratio	5.69
Terraced Ratio	4.8
Flats/Maisonettes Ratio	5.1
Average Ratio	5.67
VAT Statistics: 2004	
Registrations	295
Deregistrations	270
Stock at end of year	2800
Net change	25
Business Formation Rate	10.5

Labour Market

Indicator	Value
Earnings: 2005	
Gross Weekly Pay (£)	456
Hourly Pay (£)	11.57
Earnings by Gender: 2005	
Male (Weekly Earnings) £	500
Male (Hourly Earnings) £	12.15
Female (Weekly Earnings) £	402.1
Female (Hourly Earnings) £	10.77
Persons (Weekly Earnings) £	456.5
Persons (Hourly Earnings) £	11.57
Economic Activity Rates: May 2005	
Economically Active Persons	63000
Economic Activity Rate	79.7
Employment by Industry: 2004	
Employees by Industry,Agriculture (No.)	-
Employees by Industry,Energy (No.)	-
Employees by Industry,Manufacturing (No.)	250
Employees by Industry,Construction (No.)	393

Employees by Industry,Distribution (No.)	1375
Employees by Industry,Transport (No.)	270
Employees by Industry,Banking (No.)	1388
Employees by Industry,Public administr. (No.)	477
Employees by Industry,Other (No.)	366
Employees by Industry,Total (No.)	4519
Employees by Industry,Agriculture (%)	-
Employees by Industry,Energy (%)	-
Employees by Industry,Manufacturing (%)	5.5
Employees by Industry,Construction (%)	8.7
Employees by Industry,Distribution (%)	30.3
Employees by Industry,Transport (%)	6
Employees by Industry,Banking (%)	30.6
Employees by Industry,Public administr. (%)	10.5
Employees by Industry,Other (%)	8.1
Employees by Industry,Total (%)	100
Employment by Occupation: May 2005	
Employees by Occupation,Managers (No.)	9000
Employees by Occupation,Professional (No.)	7000
Employees by Occupation,Associate Prof. (No.)	-
Employees by Occupation,Admin. (No.)	10000
Employees by Occupation,Skilled Trades (No.)	9000
Employees by Occupation,Personal Service (No.)	-
Employees by Occupation,Sales (No.)	6000
Employees by Occupation,Process (No.)	-
Employees by Occupation, Elementary (No.)	6000
Employees by Occupation,Managers (%)	14.6
Employees by Occupation,Professional (%)	11
Employees by Occupation,Associate Prof. (%)	-
Employees by Occupation,Admin. (%)	17.1
Employees by Occupation,Skilled Trades (%)	14.8
Employees by Occupation,Personal Service (%)	-
Employees by Occupation,Sales (%)	9.8
Employees by Occupation,Process (%)	-
Employees by Occupation, Elementary (%)	9.4

Employment Rates: May 2005	
Persons in Employment (No.)	59000
Employment Rate (%)	75.1
Household Income: 2005	
Household Income (£)	26704.64
No Qualifications: 2003-2004	
No. of people with no qualifications	17000
% of working age populations	24
NVQ Level 1: 2003-2004	
No. of People acheived NVQ Level 1	11000
% of working age population	15.9
NVQ Level 2: 2003-2004	
No. of people achieved NVQ Level 2	11000
% of working age population	15.1
NVQ level 3: 2003-2004	
No. of people achieved NVQ level 3	8000
% of working age population	10.8
NVQ Level 3+ Rates: May 2005	
Persons with NVQ level 3 or higher (No.)	30000

Persons with NVQ level 3 or higher (%)	38.6
NVQ Level 4+: 2003-2004	
No. of people achieved NVQ level 4+	14000
% of working age population	20.1
NVQ Level 4+ Rate: May 2005	
Persons with NVQ level 4 or higher (No.)	16000
Persons with NVQ level 4 or higher (%)	20.6
Tourism Leisure & Heritage Employment: 2003	
Total people employed (No.)	459
Percentage of total employment (%)	0.87
Unemployment by Age: February 2006	
Unemployment by Age <20 (No.)	355
Unemployment by Age <20 (%)	14.1
Unemployment by Age 20-39 (No.)	1310
Unemployment by Age 20-39 (%)	52.2
Unemployment by Age 40-59 (No.)	820
Unemployment by Age 40-59 (%)	32.7
Unemployment by Age 60+ (No.)	25
Unemployment by Age 60+ (%)	1
Unemployment by Age Total (No.)	2510
Unemployment by Age Total (%.)	100
Unemployment by Duration: February 2006	
Unemployment by Duration <6 months (No.)	1720
Unemployment by Duration <6 months (%)	68.9
Unemployment by Duration 6-12 months (No.)	420
Unemployment by Duration 6-12 months (%)	16.8
Unemployment by Duration 12-24 months (No.)	260
Unemployment by Duration 12-24 months (%)	10.4
Unemployment by Duration >24 (No.)	95
Unemployment by Duration >24 (%)	3.8
Unemployment by Duration Total (No.)	2495
Unemployment by Duration Total (%)	100
Unemployment Rate: February 2006	
No. unemployed male	1909
Rate (%) unemployed male	5.1
No. unemployed female	594
Rate (%) unemployed female	1.7
No. unemployed persons	2503
Rate (%) unemployed persons	3.5

Demographics

Indicator	Value
Population: 2004	
Population	117400
Population Density	3010
Population Male	57800
Population Female	59600
Population by Age - Females: 2004	
Population < 1 year (Female)	700
Population 1 - 4 years (Female)	2600
Population 5 - 9 years (Female)	3600
Population 10 - 14 years (Female)	3900
Population 15 - 19 years (Female)	3800
Population 20 - 24 years (Female)	3700
Population 25 - 29 years (Female)	3900

Population 30 - 34 years (Female)	4400
Population 35 - 39 years (Female)	4300
Population 40 - 44 years (Female)	4100
Population 45 - 49 years (Female)	3700
Population 50 - 54 years (Female)	3500
Population 55 - 59 years (Female)	3500
Population 60 - 64 years (Female)	2600
Population 65 - 69 years (Female)	2500
Population 70 - 74 years (Female)	2500
Population 75 - 79 years (Female)	2400
Population 80 - 84 years (Female)	2000
Population 85 and over (Female)	1700
Population Total (Female)	59600
Population by Age - Males: 2004	
Population < 1 year (Male)	800
Population 1 - 4 years (Male)	2800
Population 5 - 9 years (Male)	3800
Population 10 - 14 years (Male)	4000
Population 15 - 19 years (Male)	4100
Population 20 - 24 years (Male)	3800
Population 25 - 29 years (Male)	4100
Population 30 - 34 years (Male)	4600
Population 35 - 39 years (Male)	4300
Population 40 - 44 years (Male)	4000
Population 45 - 49 years (Male)	3700
Population 50 - 54 years (Male)	3400
Population 55 - 59 years (Male)	3600
Population 60 - 64 years (Male)	2600
Population 65 - 69 years (Male)	2400
Population 70 - 74 years (Male)	2200
Population 75 - 79 years (Male)	1700
Population 80 - 84 years (Male)	1200
Population 85 and over (Male)	700
Population Total (Male)	57800
Population by Age - Persons: 2004	
Population < 1 year (Persons)	1500
Population 1 - 4 years (Persons)	5400
Population 5 - 9 years (Persons)	7400
Population 10 - 14 years (Persons)	7900
Population 15 - 19 years (Persons)	7900
Population 20 - 24 years (Persons)	7500
Population 25 - 29 years (Persons)	8100
Population 30 - 34 years (Persons)	9000
Population 35 - 39 years (Persons)	8600
Population 40 - 44 years (Persons)	8100
Population 45 - 49 years (Persons)	7400
Population 50 - 54 years (Persons)	6900
Population 55 - 59 years (Persons)	7000
Population 60 - 64 years (Persons)	5200
Population 65 - 69 years (Persons)	5000
Population 70 - 74 years (Persons)	4700
Population 75 - 79 years (Persons)	4100
Population 80 - 84 years (Persons)	3300
Population 85 and over (Persons)	2400
Total Population (Persons)	117400

Deprivation

Indicator	Value
Benefit Dependency: August 2005	
No. of people claiming Benefits	9800
% of working age population	13.7
Disability Living Allowance Claimants: 2004	
Disability Allowance Claimants (No.)	5700
Disability Allowance Claimants (Rate)	4.9
Household Income: 2005	
Household Income (£)	26704.64
Incapacity Benefit Claimants: 2004	
Incapacity Benefit Claimants (No.)	4035
Incapacity Benefit Claimants (%)	5.5
Income Support Claimant Rates: 2004	
Income Support Claimants (No.)	4555
Income Support Claimants (%)	6.7
Indices of Deprivation 2004: 2004	
Deprivation Indices	23.43
National Rank	98
Regional Rank	3
Indices of Deprivation 2004 - Employment: 2004	
Employment Scale	6888.5
National Rank	136
Regional Rank	12
Indices of Deprivation 2004 - Income: 2004	
Income Scale	17564
National Rank	106
Regional Rank	8
Job Seekers Allowance Claimants: 2004	
Job Seekers Allowance Claimants (No.)	2160
Job Seekers Allowance Claimants (%)	

Census 2001

Indicator	Value
KS001 Usual resident population: 2001	
2001 population : All people	117069
2001 population: Males	57394
2001 population: females	59675
People living in households	115474
People living in communual establishments	1595
Number of students away from home*	963
KS002 Age* Structure: 2001	
All people	117069
People aged 0 - 4	7253
People aged 5 - 7	4557
People aged 8 - 9	3153
People aged 10 - 14	8110
People aged 15	1490
People aged 16 - 17	3082
People aged 18 - 19	2914
People aged 20 - 24	7386
People aged 25 - 29	8584
People aged 30 - 44	25351
People aged 45 - 59	20356
People aged 60 - 64	5173
People aged 65 - 74	9941

People aged 75 - 84	7144
People aged 85 - 89	1717
People aged 90 & over	858
KS006 Ethnic group: 2001	
All people	117069
White British	106309
White Irish	706
White Other White	2366
Mixed White and Black Caribbean	1545
Mixed White and Black African	234
Mixed White and Asian	333
Mixed Other Mixed	546
Asian or Asian British Indian	839
Asian or Asian British Pakistani	158
Asian or Asian British Bangladeshi	913
Asian or Asian British Other Asian	203
Black or Black British Black Caribbean	1625
Black or Black British Black African	247
Black or Black British Other Black	287
Chinese or other ethnic group Chinese	449
Chinese or other ethnic group Other Ethnic Group	309

19 continued

Tourism

- 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

Tourism is an important part of the economy of Ipswich; Ipswich acts as the tourism hub for most of Suffolk and North Essex. It also has the cultural, entertainment and hotel infrastructure suited to a Casino destination. The volume and value of tourism in Ipswich is continuing to grow each year.

Ipswich is set in the Suffolk Coast and Heaths, an area of outstanding beauty and the second most popular sailing area in England. It provides easy access to the Suffolk Heritage Coast and the landscape as imortalised by Constable and Gainsborough.

Ipswich has the largest theatre in the East of England hosting West End musicals and concert programs. It also has one of the region's finest repertory theatres and a national centre for dance arts is under construction. It attracts major pop acts to its football stadium and has a number of high quality hotels in and around Ipswich with good transport access.

Ipswich has a diverse tourism and visitor profile. We have many visitors from the United States of America who are interested in the connection between Ipswich and Virginia and in the former and current American bases near Ipswich. We attract French, Spanish and Italian visitors not least through family exchanges and pilgrimage tours of Ipswich. In addition we have substantial number of visitors from Holland, Belgium and France who sail into Ipswich, stay in our many Marinas and watch Ipswich Town Football Club play.

Domestically we attract significant numbers from the West Midlands and London who want the combination of an urban centre offering quality facilities and heritage, with easy access its unique coast and countryside.

The **Vision** is to raise the profile of Ipswich as an investment, tourist, shopping and cultural centre at local, regional, national and international levels.

The **Tourism Strategy to 2010** states its outcome will be to have established Ipswich as one of the East of England's leading urban tourist centres and to have maximised the advantages this brings to the town.

The Objectives in this vision are

1. To position Ipswich as one of the East of England's leading heritage based tourist destinations by bringing together the Ipswich Waterfront and other heritage sites in and around the town
2. To promote the distinct advantages of Ipswich as an urban tourist centre and base for the visitor to Suffolk
3. To create and develop partnerships in conjunction with public and private sector groups, thereby maximising the tourist potential of Ipswich, the wider Suffolk County and the Haven Gateway
4. To encourage a programme of continuous improvement in the quality of all aspects of the Ipswich tourism product

Local Plans and Strategies

The local plan identifies a number of sites suitable for leisure activities including casinos within our regeneration areas.

Principal needs of Regeneration

The principal needs are to convert our high level of start-up businesses to become sustainable companies, to tackle areas of high deprivation and transform the economy from manufacturing to service and leisure industries. We are a high performing economy but we also have high deprivation rates as recognised by the Regional Development Agency and by the State of the English Cities report. To address this we have adopted a corporate plan 'Transforming Ipswich' to focus on high growth enabling Ipswich to deliver its role as a City Region centre.
We do however need intervention in employment matters, as the economy is not as strong as it needs to be to address deprivation issues.

We believe we can achieve success, for example our Gross Value Added is high as indicated by the average gross household income in Ipswich, which is nearly £27 K.

The regeneration of Ipswich is focussed on four urban regeneration areas where investment is focussed:

- **The Education Quarter**
- **The Waterfront**
- **Ipswich Village and**
- **The Town Centre** **(Source Ipswich Prospectus)**

The development of Ipswich beyond its regeneration areas are also focussed on the Haven Gateway sub region

- **The expansion of the Haven Ports**
- **The growth of Adastral Park and the Suffolk Innovation Park and**
- **The potential major leisure attraction SnOasis**

If the proposal to develop SnOasis, the world's largest year round winter resort, is given planning consent it will bring an additional 587,610 visitors per annum to Ipswich. The Casino will provide a diversity of leisure opportunities and a focus on Ipswich as a regional centre to assist the image of Ipswich as it goes for growth.

Testing of social impact:

As Ipswich is one of the leading authorities in England on policies for medium sized cities for example through Regional Cities East **www.rce.org.uk**, the Government will be able to test the social impact of casinos on Ipswich as a medium sized city. Ipswich has the right mixture of disposable income and deprivation for such an impact study.

Social Impact:

20. What do you consider the social impact of your proposal will be?

Positive Impacts:

Jobs – there will be net gain in jobs due to expansion of the leisure and tourist sector in Ipswich. Some jobs will be taken up by the economically inactive (36%) and unemployed (3.5%)

We believe casinos offer a broad based leisure facility, with a variety of careers for people with limited academic achievements. Transferability of such skills is also attractive to Ipswich's hospitality economy.

The labour market in Ipswich could readily supply a large Casino with up to around 600 jobs and a small Casino up to 400 jobs and the resulting secondary employment from the facilities in the area.

Additional Spend – the proportion of additional spend will depend on the location of the regional casino and the volume of tourists coming into this area. Gambling tourism is an industry by itself and bigger Casinos would expect to attract visitors to the range of facilities on offer.
Ipswich's regeneration plans include the need for the further development of leisure and sports facilities, hotels and restaurants. The development of a casino would integrate well with these activities.

There is some evidence to suggest that casino gambling could be attractive to some ethnic groups like the Chinese. About 9% of the population of Ipswich is of minority ethnic origin. Source: London Clubs International.

Negative:

Some proportion of additional spend is likely to come from displacement from other forms of entertainment, like Bingo halls (-32%), amusement centres (-11.3%), wider leisure activities such as pubs (-9%), clubs (-5.5%) and the national lottery (-2.5%). Source: 'The social and economic impacts of regional casinos in the UK' – Hall Aitken, Feb 2006.

There could be issues regarding drugs, housing loss, organised crime, prostitution and equality in deprived areas. The most recent study carried out on problem gambling in 2000 suggested that the rate was 0.8% of the adult population. This could have gone up due to the increase in Internet gambling and fixed odds betting terminals. By 2010 the Henley Centre estimates an increase from 0.8% to 1.5%. Research from elsewhere suggests that areas closer to the casinos and particularly deprived communities are at greater risk from problem gambling.
Data from ONS identifies that gambling expenditure is proportionately highest among the lowest income groups.

The cost of problem gambling to greater Ipswich with a population of about 250,000 could be about £16 mi in 2010 based on research in other cities. Ipswich would only license a premises if it considered that these negative impacts are effectively dealt with by the operator in consultation with appropriate authorities.

21. If your evaluation of some criteria is negative and some positive how will you resolve this?

As every area is likely to be different a base line study on problem gambling will be carried out in the Ipswich area to monitor change should a new casino be built. Currently there are certain restrictions on under 18s being allowed into Bingo halls, Betting Shops and machines within pubs. This would also apply to specific areas within Casinos to protect young people. We would expect operators to set up and pay for regular community meetings through relevant associations to avoid problem gambling and taking preventive measures including advice.

We have an active Local Strategic Partnership in place, with members from all appropriate agencies to tackle issues.

As Casinos are usually well-run premises with good real-time supervision by trained and licensed people, some of the negative effects can be mitigated. Arrivals and departures can be spread over a long operational period. We also have safety schemes in force like ‘Night Watch’, ‘Pub Watch’, ‘Radio Link’ and CCTV schemes. Good security measures including trained door staff will be required.

22. What do you say to those who claim that the effects of your proposals would have a negative effect on social cohesion and the sustainability of your communities?

Current evidence from our Crime and Dissorder Partnership in Ipswich indicates that there are few issues with the two Bingos and other forms of gaming machines in the Ipswich area. If the proposed Casino is properly regulated ensuring that the gaming operator has good internal controls and other forms of advice, risk assessment processes and staff training, this can mitigate some of the negative effects.

Research has also shown that less than 3% of people who gamble have a serious problem with gambling and of that number, other forms of gambling, like sports betting, scratch cards and arcade slot machines play a significant part. We have not carried out any primary research in this area on gambling.

With any new Casino, we could be looking to work with the industry, public and voluntary organisations to identify and prevent problem gambling. Anti Social Behaviour Orders are in place to combat problems and they could be extended to cover Casinos as well.

Need for Regeneration:

23. How do you expect your proposal to assist regeneration of your area and the wider area

Supporting Information:

The East of England Development Agency (EEDA), Go-East and the East of England Regional Assembly are supportive of Ipswich as a growth area, an area for major investment and a city regional centre. The additional jobs that could be created with a regional casino and 3 smaller casinos will be about 1800 to 2000. This could potentially increase the economic activity rate of Ipswich. If implemented well this could assist Ipswich in tackling some of its deprivation and unemployment levels. The GVA could increase by at least 5%.

The future growth of Ipswich as presented out in the Regional Spatial Strategy - the East of England Plan (2001 to 2021) identifies both Ipswich and its sub region the Haven Gateway for major growth.

Ipswich
- 15,400 new homes in the Ipswich Borough and 4,710 new homes on the urban edge
- 18,000 additional jobs
- A regional Interchange Centre
- A Priority Area for Regeneration
- A key centre on which development and change will be focussed and
- A regional retail, cultural and sporting centre

Haven Gateway

- 50,000 new houses and 50,000 new jobs will be provided by 2021

A lot of private and public investment has gone into Ipswich, a example of public assistance is through EEDA regarding improvements in Education, Technology and The Waterfront, total approximately £35 million.

Such investment has helped to revitalise the town's historic Wet Dock area into a vibrant Waterfront, with an ecclectic mix of housing, offices, shops, restaurants, bars, leisure, commercial and marina facilities suitable for a casino. The area is well planned and fully integrated with its surroundings, building upon the wealth of existing historic buildings in a unique maritime environment. The Waterfront will be an area for local people and visitors from further a field to enjoy. The county town of Ipswich and the birthplace of the English language is ideally situated between the Suffolk Heritage Coastline and Constable Country and yet only one hours train journey from the City of London.

With current and planned investment exceeding £1 billion, Ipswich Waterfront development is having a significant beneficial impact on the local economy through the multiplier effect. Hence the proposal to open Casinos would fit in well with the overall aims of regeneration of Ipswich and would outweigh the potential leakage of money from the existing leisure sector.

Adjacent to The Waterfront, Ipswich Town Centre offers a variety of opportunities for casino development and a good location may well be Ipswich Village. The Village is based around Ipswich Town Football Club and Ipswich Central Station. It is a business area adjacent to Ipswich's Leisure Quarter 'Cardinal Park' giving a number of opportunities for casino operators.

Willingness to license

24. 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?

The Council registered its interest in the licensing before Christmas 2005. The political leaders of the Council, its Chief Executive and the licensing officers of the Ipswich Borough Council endorse this application. The tourism strategy aims to promote the distinct advantages of Ipswich as an urban tourist centre and base for the visitor to Suffolk.

Probability of implementation:

25. 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 Government expects that a regional casino will be a major development, offering potential for regeneration. It will provide not just a range of gambling activities, but may include hotel accommodation, conference facilities, restaurants, bars, areas for live entertainment and other leisure attractions, gambling and non-gambling leisure facilities.
The Government believes that it will have the potential to bring in major investment and economic regeneration to the area where it is located.

There is therefore a high probability that the proposal for a Casino in Ipswich will get implemented based on the regeneration activities planned. It is anticipated that the number of tourists will exceed 3 million as the regeneration of The Waterfront and town centre improvements go ahead.

There are 2 Bingo halls in Ipswich and a number of slot machines in pubs and other entertainment facilities in and around Ipswich. The location of the casino could be near the Waterfront, the town centre or Ipswich Village. Ipswich is well served by public transport and park and ride facilities. The A12 and A14 roads provide good access to Ipswich and the surrounding region. There are quality hotels, restaurants and shops including supermarkets in and around central Ipswich. The catchment and customer base for a Casino could easily be an hour's drive time as the transport links are good.

The impact of Casinos on other leisure-based activities is generally identifiable as complementary. Casinos do not dissuade people from visiting the area and often have the effect of bringing greater stability to the night time leisure economy.

Most operators believe that a mass of around 3 casinos will be mutually beneficial. It is expected that the Casino will generate new revenue from out of town visitors.

From an investment point of view, it will be expected that the Casino operator meets all the costs and that there will be no public funding for the Casino. Ipswich Borough Council has been approached by a number of operators who have analysed the market and are very keen to build in Ipswich and to provide a variety of public and community facilities as part of the planning gain.

Gambling spend is likely to increase with additional funds being drawn to the area by the quality of facilities

Regional & Local Context

26 Outline relevant policy context of Regional Spatial Strategies and sub regional policy areas and how they relate to LDF.

The East of England Regional Assembly (EERA) has a draft spatial strategy (DSS). In response to Casinos it states that the region does offer significant potential for Casino development. That Casinos are consistent with its economic regeneration strategy and that it will not determine where one should be located until the Casino Advisory Panel has considered its applications. Ipswich is one of EERA's priority regeneration areas.

The LDF is at an early stage and we rely on our adopted Local Plan, which provides for leisure activites in appropriate places, which could include casinos.

27 To what extent would identification of your area assist in achieving regional economic objectives for employment, skills and regeneration.

EEDA will support the outcome of the CAP. The economic growth targets for Ipswich are partly contained in the RSS with Ipswich ready to provide 18,000 additional jobs by 2021.

28 Community Benefits

The Casino will be expected to operate under strict regulations. This in itself will have tight security and policing, which will require the operator to contribute to safer streets.

Additionally, as gaming attracts a more mature customer base, casinos can help to dilute the night-time youth culture. A wider variety of ages and numbers of people active in the night time economy can make people feel safer and thus encourage wider forms of leisure activity in the evening.

Traditionally Casinos tend to have sporting and charitable affiliations resulting in support for sports clubs and charities. In this regard we already have a range of community and public offers from potential operations ranging from new football terraces to enhanced theatre premises.

Unique Characteristics

29 What outstanding characteristics of your proposal or area might differentiate it from similar proposals, so far as you know them.

Our heritage and our pro-growth drive are good characteristics for the successful implementation of a casino. The £100,000,000 investment in our new University campus, adjacent to the largest transforming Waterfront in Europe are two outstanding assets. Our proximity to Harwich's cruise Terminal, to Stratford International, Stanstead Airport, Liverpool Street Station and an excellent local network gives us an edge.