



Peterborough City Council

**Casino Advisory Panel Submission
for a Large Casino**

Growing the right way for
a bigger, better Peterborough

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1 Why Peterborough?

Competition for a 'large' casino licence will be fierce. The Casino Advisory Panel (CAP) must have utmost confidence in the ability of Local Authorities to deliver. Our submission demonstrates all the attributes required to deliver a commercially successful yet socially responsible offer. The key features of our submission are:

- **We are a growth area:** an additional 42,000 residents are expected make Peterborough their home by 2021 and this will be driven through the development of 4,100 additional dwellings and 34,000 new job opportunities in Peterborough alone. This excludes the growth that is also anticipated in the wider sub-region for which Peterborough is seen as being the hub. It is vital that we ensure we have the infrastructure and leisure facilities in place to support this growth in Peterborough as well as the wider sub-region. A casino is one piece of a diversified leisure offering that help meet the population's needs;
- **Location as a test-bed for a casino development:** there are no other casinos within 30 miles of Peterborough and no other cities within the East of England are bidding for a 'large' casino. Therefore Peterborough makes a compelling case to identify and quantify the positive benefits that can be realised from a casino development as well as provide an exemplary case study for others to learn how to effectively monitor and manage any adverse social impacts;
- **Commercially viable location:** there are no other casinos within 30 miles of Peterborough and no other cities within the East of England are bidding for a 'large' casino, thus giving us a large resident and tourist market to enhance the commercial viability of a casino operation;
- **Casino operator interest:** we already have strong interest from a number of operators. Such competition will enable us to secure the best and most appropriate deal for Peterborough;
- **A vision for the city centre:** we have a clear vision for the city centre that links development with communities in need and have demonstrated the drive to secure private sector funding to realise it. A multi-modal, mixed use casino development can clearly be delivered in Peterborough;
- **Access:** we are a transport hub for the East of England with easy access regardless of the mode of transport; and
- **Significant deprivation:** we are the only city in the East of England to receive URBAN II funding. Employment and planning benefits from a casino development can be brought to bear in some of the most deprived areas in the UK.

2 Type of Area

The population base of Peterborough

Peterborough is about to enter a period of substantial growth for the third time in its history. We have been identified as one of the key growth areas in the Office of the Deputy Prime Minister's Sustainable Communities Plan which will mean meeting several challenging targets. Unlike many other areas in the East and South East, we not only expect to grow, but positively want to and have the capacity and capability to do so.

The current population of Peterborough is estimated to be 159,100 residents¹, although the social and economic influence of Peterborough goes far wider than the existing administrative boundaries, spreading into parts of South Lincolnshire, Rutland, East Northamptonshire and Huntingdonshire reaching a total population of some 700,000. Peterborough's appetite to grow will in reality mean a population increase of 42,000 by 2021 brought about through the development of some 4,100 new residential dwellings and the creation of 34,000 jobs. Meeting these targets and growing in the right way to ensure that economic and population growth leads to genuine improvements in our quality of life is integral to Peterborough's Community Strategy.

Our local authority area currently benefits from a number of favourable demographic factors in respect of a casino development. We have more people of working age than the UK average and more people of a younger age due to join the workforce than the rest of the UK². Our employment rate is 76.1% compared to an UK average of 74.1%.

Peterborough positively celebrates the diversity of its population. People who classify themselves as Asian or Asian British comprise 7% of population, well above the national average of 4.4% and over treble the East of England average. Black or Black British make up 1.2% of the population³. The Greater Peterborough Partnership (GPP) captures our diversity when they say 40 languages, 6 faiths, 1 Peterborough⁴.

This presents a picture of a thriving and sustainable city. However, this does not mean we are without problems. Socially our population base is underrepresented in the higher social groupings, with 5.5% fewer people classified in groups 1 to 3 than nationally⁵ limiting our ability to attract highly skilled businesses. Qualification levels tell a similar story, with 30.5% of the Peterborough population not having any qualifications compared to the English average of 28.9% (in some wards such as Waterlees this is as high as 47.9%). Furthermore, the proportion of residents that have level 3 or above qualifications is significantly below the English average. We are however, taking measures to address these under achievements and results are encouraging, showing an improvement rate above other regions.

The GPP was established to tackle our shortcomings and through 'Our Community Strategy' we will seek to close the gap with national figures. Within Peterborough there is a clear recognition that if we are to create a bigger and better Peterborough, then we have to deal quickly and effectively with the pressing issues of today as well as the plans of tomorrow.

¹ Office of National Statistics: Mid 2004 population estimates

² Office of National Statistics: East Region in Figures 2003 – 62.3% of Peterborough's population is of working age compare to 61.8% UK wide. 21.4% are under 16 compared to 19.7% UK wide.

³ Office of National Statistics: Census 2001

⁴ Greater Peterborough Partnership: Our Community Strategy 2005

⁵ NOMIS: Local Authority Profile. March 2005

We do not have a clear view of existing gambling problems within our areas as there are currently no casinos operating in Peterborough or within a 30 mile radius.

However, we do recognise the potential negative social impacts of gambling. The British Gambling Prevalence Study from 1999 suggested between 0.6 and 0.8% of over 16's have gambling problems and a recent report from the Gambling Research Centre at Auckland University of Technology suggests that increasing access to gambling may increase the number of problem gamblers.

Should we be successful in obtaining a licence for a large casino, these findings will help inform our site and operator selection criteria and the policies we put in place to mitigate negative social impacts.

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?

As detailed in section 2.2, we will place stringent requirements on casino operators to mitigate negative social impacts of gambling. At this stage we cannot give further details on the management arrangements of budgets. However, we envisage the cost of funding social mitigation programmes to be borne by the casino operator.

Details of how you would test for changes in social impacts if a new casino was to be licensed.

We would establish an *independent* body to measure a number of key performance indicators (KPIs) at regular intervals prior to the casino development and once operational. The independent body will include representatives from Cambridgeshire Constabulary, the Local Education Authority, academics and the City Council's social services department. The KPIs selected must ensure we obtain a rounded picture of the social impact and we would be steered by the independent body as to the most suitable measures. We would particularly want to monitor the impact on vulnerable socio-economic groups and communities. At this stage we envisage the KPIs to be measured as:

- **Positive impacts**
 - Changes in the level of employment;
 - Changes in social deprivation indices;
 - Changes in tourism visitor numbers.
- **Negative impacts**
 - Changes in gambling prevalence, addiction and spend;
 - Changes in gambling related crime.

KPIs will be independently calculated and audited and all results will be publicly available. In addition we would seek to benchmark these results against other locations in the UK that are successful in receiving a casino licence. Regular monitoring of KPIs will enable us to assess the social impact of a casino and to develop initiatives accordingly.

Comparable initiatives in place to manage social impacts from other activities

We can demonstrate a successful track record of managing social impacts in Peterborough. One example is the Peterborough Evening Partnership (PEP) which we helped establish in March 2005. This is a partnership between ourselves, the local police, licensed premises, fast food restaurants and the local community safety partnership. The aim of the partnership is to improve the safety and security of visitors to the City Centre, particularly at night.

