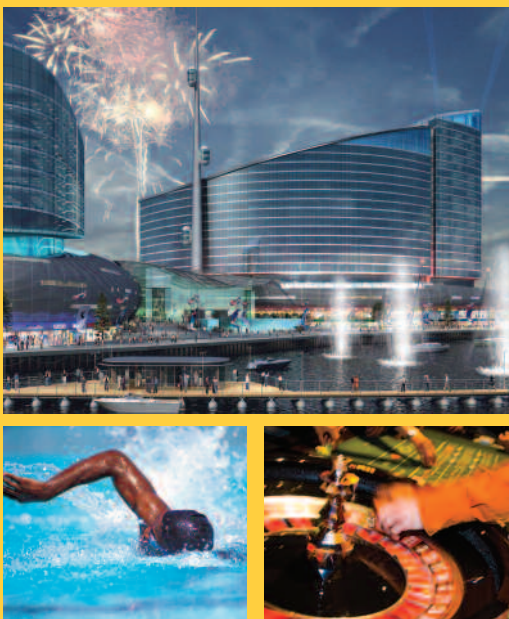


Cardiff

Cardiff, Capital of Wales, is a major regional and international destination and one of the most dynamic and forward-looking cities in the UK



The Right Honorable Tony Blair

“If you want to see what investment and the courage to change can deliver, you need look no further than Cardiff. I believe it is a winning location.”

Our vision is for Cardiff to become a vibrant and sustainable **European capital city**. Cardiff has a culturally diverse **city-region** – the ideal location to measure the true social and economic impacts of a regional casino:

- A truly unparalleled site identified
- Outline planning permission granted in 2003
- A socially responsible operator appointed
- No additional public funding is required
- Proven track record of delivering major projects – on time and within budget
- Substantial, social and economic benefits to communities
- Cosmopolitan and culturally diverse population
- Innovative training and employment programmes
- Crucial for completion of the International Sports Village for 2012 Olympics
- Widespread support for the regional casino from Olympians to community leaders
- 100% probability of implementation

Cardiff offers an exceptional destination, ready to be fully delivered by 2010.

Councillor Rodney Berman, Leader Cardiff Council, Liberal Democrat, **Councillor Gregory Owens**, Leader of the Labour Group and **Councillor David Walker**, Leader of the Conservative Group:

“We write as one to demonstrate solid cross-party support for the Sports Village which will provide an outstanding opportunity for the best test of social and economic impact and bring forward major regeneration with the provision of world class facilities.”

1.

A Compelling Case for Cardiff

- **Outstanding track-record of delivering major regeneration projects** - on time and on budget
- Cardiff Council is **fully committed** to plans for a regional casino
- **This opportunity is available immediately**
- The **Welsh Assembly Government fully supports the project and the regional casino for Wales**
- A regional casino in Cardiff **will result in the completion of the International Sports Village** by 2010 to support the 2012 Olympics
- **The regional casino and ISV development has full support of respected Olympic athletes:** including Sir Steve Redgrave, Colin Jackson, Lynn Davies and Jamie Baulch, and Para-Olympians Dame Tanni Grey Thompson and John Harris
- **No additional public funding or assistance required**



Rhodri Morgan, First Minister Welsh Assembly Government

“If there is going to be a super-casino anywhere in Britain then Cardiff and the Sports Village in Cardiff Bay tick all the right boxes. The scheme would represent major urban regeneration and there is a need for jobs in the Welsh economy and in South Wales and Cardiff in particular.”

2.

Commitment and Delivery

- **Cardiff is a multi-cultural “world in one city”**, and a regional casino in Cardiff will provide a robust opportunity to evaluate economic and social impacts
- Evaluation will include the **unique issues in the development of social infrastructure in relation to sport and its effect on healthy living**
- The proposed site for the regional casino is a **self-contained destination** which further facilitates the evaluation of impact
- A regional casino will cross-fund the planned sporting facilities - **the development will support a wide range of regeneration activities**
- The development will create **5,000 new jobs, 1,500 directly related to the regional casino**
- **Tourism to Cardiff will increase by over 3.25m visitors each year** spending some £265m
- Cardiff’s case for a regional casino is supported by some of the most detailed economic impact modelling available in the UK

Professor Terry Stevens, International Consultant concluded:

“The International Sports Village will attract more than 3.25m visitors a year and bring in £265m annually. The assumption that a regional casino would create 5,000 jobs is utterly credible. A lot of work has gone into Cardiff’s regional casino bid and I am confident if the city wins the bid the economic benefits to the South Wales region will be spectacular.”



3.

Measuring Social and Economic Impact

Wales is incredibly proud of its heritage and its culturally diverse capital and Cardiff Council is committed to the well-being of its people and its city-region.

Team Wales, including the Welsh Assembly Government, Visit Wales, Capital Region Tourism, South Wales Police, GMB, Rhondda Cynon Taff Council and Orion Land and Leisure Cardiff, is fully supportive of Cardiff's bid to offer an exceptional destination, ready to be fully delivered by 2010:

- Outstanding track-record of delivering major projects on time and on budget
- Comprehensive funding package in place
- Outline planning permission granted in 2003
- Work to deliver the infrastructure is shortly to be completed
- With the regional casino the ISV will be completed in time for the 2012 Olympics and help to make the games a success
- Proactive steps have already been taken to address the issues of community impact and gambling problems
- Cardiff has the ideal location and multi-cultural population to pilot a regional casino

Alun Michael MP for South Cardiff and Penarth:
 "The International Sports Village is the next piece in the jigsaw which depends on the casino, but is not just about the casino, it's about completing the waterfront around Cardiff Bay to create a truly European destination which is dynamic and both inviting for the people of Wales and for our many visitors from around the world."

Social Responsibility

- Proactive steps** are being taken to address social issues.
- The preferred operator is **fully committed** to minimising the negative effects of gambling and has an excellent track record of delivering this commitment
 - **Community Action for Responsible Gaming (CARG)** has been implemented in Cardiff, involving the casino operator, faith representatives, the police and the Council. It seeks to constructively address problem gaming issues in society
 - **CARG's** recent meeting was attended by a number of parties including **Gamcare**
 - The preferred operator has a well-established **Responsible Gambling Programme** that includes a **Policy for Identifying Problem Gamblers** and a **Customer Care Code of Conduct** (piloted for the first time in the UK in Newcastle)



Supporting 2012 Olympics

- Agreement for a regional casino in Cardiff in 2007 will result in the **completion of the ISV** in 2010 **to support the 2012 Olympics**
- This will enhance Cardiff as a European capital city – a major visitor and **tourist destination**
- Other methods of funding have been thoroughly explored and the completion of the ISV is entirely dependent on a regional casino
- The overall development has **full support from Olympic athletes** including Sir Steve Redgrave, Colin Jackson, Lynn Davies and Jamie Baulch and Para-Olympians Dame Tanni Grey Thompson and John Harris

Tanni Grey Thompson, Olympian Gold-Medallist:
 "I really hope that Cardiff can play its part in the 2012 Olympics. The International Sports Village is an exciting project and it would be fantastic for the city and Wales if it is built in time so that athletes from around the world can converge here. Anything that puts Wales on the map makes me extremely proud."



Community Benefits

Good relations between the casino and local communities are critical to the success of a regional casino.

The Council and the casino operator have a proven track record of working in partnership with local communities.

- Benefits:**
- A regional casino in Cardiff will deliver some **£76.5m of direct benefits** to Cardiff and its city-region
 - The preferred operator will ensure that **employment opportunities are made available for local people** and the long-term employed
 - **Local people** will have opportunities to learn important **life-long skills**, and a commitment has been made to work further with **local education colleges**
 - The Council has established a **Skills Network** to ensure that the local workforce has the right skills at the right time
 - **A Community Trust Fund** will be established with an initial contribution of £2.5m and supported by annual contributions of £0.5m
 - **Community facilities and the urban environment will be greatly enhanced** with £15.25m already spent on remediating the site plus a further £18m being spent improving the trunk road network and infrastructure
 - **The ISV will promote local communities to acquire a healthier lifestyle**

Mike Payne Public Services Officer for Wales for the GMB, Britain's general union:
 "The GMB sees the regional casino as the catalyst for the funding of a major development which will regenerate the Bay area of the city and will provide first class facilities and well paid, sustainable jobs for the people of Cardiff and Wales."

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