

CASINO ADVISORY PANEL

**Prof. Stephen Crow Chairman
James Froomberg, Chris Collison
Neil Mundy, Deep Sagar**

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PROF STEPHEN CROW: Well good morning ladies and gentlemen. Let me say first of all how glad I am to be in Sheffield on this very fine day, I'm not sure if you just brought the sunshine out for us or whether it's like this all year round. Sorry that our timetable today only allows for about ten minutes, I do want to make a prompt start at half past. So this is how I propose to use the time available, and first of all a short piece of background, then a few things about the Casino Advisory Panel, then something about the examination in public we'll be hearing today. Lastly, since there isn't time to do an unstructured questions, I'm afraid, I'll not take questions, but I will attempt to answer some of those that, at least at the beginning of the week, were topical. I know that in the press Monday's interest is not Wednesday's, less still of interest the rest of the week, but here we go, background. Parliament last year decided that three new types of casinos should be allowed to operate in Britain, and by Britain we mean Scotland, Wales and England, not Northern Ireland. One regional casino will be permitted, along with 8 large and 8 small. Regional, large and small, the terms of art in the, in the Act, the definitions are there and on our website. But briefly speaking, the regional casino, so called, some people call them super casinos, but that's not what the Act of Parliament says, they're as big, or possible bigger than, anything currently in Europe, as big as anything in the world, indeed, large casinos are as big as anything currently in Britain, and I think the term 'small casino' speaks for itself. Now, the Casino Advisory Panel. We are constituted as an independent advisory body. There have been one or two silly stories going about that we're not actually independent, well if you believe those stories then you'll believe there are little blue men on Mars, and as far as I know there are not little blue men on Mars, I stand to be corrected but there we are. We're not beholden to any local authority, nor casino developer, nor operator, nor are we subject to any political pressures, or political interference with our work. We were appointed by the Minister of State in the Department of Culture, Media and Sport in September last year, after, and I think this is an important thing to note, if you're really interested, an open competition, and interview, by a board that included two independent members, in accordance with the Nolan principles of appointing people like us. John Prescott, I should say, had no part in our appointment, I wonder why people think that, because it isn't right. We're proceeding on the basis that we're consulting widely, seeking out evidence, and we're appraising all that evidence in the light of all the professional experience of the Panel, which is considerable, covering a very wide area, and we're appraising all that evidence before we'll come to our decisions. And every member of the Panel is committed to the 7 Nolan principles of public life. We're assisted by a Secretariat, whom some of you may have met already. The Secretariat is based in one of the DCMS's offices, just off Trafalgar Square in London, but it does function separately from the rest of DCMS, and it's under my direction. And can I just take this opportunity to say how grateful I am to the Secretariat, they've put in a tremendous amount of work, and in preparing for this tour of the country, we're working several nights up to midnight and beyond, so thanks very much Secretariat. A lot of their work has actually been in answering questions from the press. I make no complaint about that, but, you know, I think you should know that the more people are ringing up the time, there's other work they can get on with. Now, our criteria. The primary criteria as laid down by the Secretary of State, is to, excuse me reading it, because I do want to get it right, to ensure that locations satisfy the need for the best possible test of social impact, and this may require a range of locations. And, subject to that, the Secretary of State has also asked the Panel to include areas in need of regeneration, as measured by unemployment and other social deprivation data, and which are likely to benefit in these terms from a new casino. And the other criterion is to ensure that these areas that we select are willing to license a new casino, a fairly obvious point, you might think. And we also need to pay due regard to government policy in other respects. And one thing I would make clear, the Panel well understands the social issues related to gambling, including problem gambling. We did quite a

lot of research before we, as it were, asked questions of people, and that point came out clearly in the research, if we hadn't known it before. Openness and transparency, we're committed to those principles, and all relevant documentation is on our website, or will be on our website, for documents we haven't yet got, or will be sending just this week. So if I can just give a tip to the press, if you want updates as to what's going on then look at our website. We're due to report with our recommendations to the Secretary of State for Culture, Media and Sport by December this year, by the end of December. I had a little go at them in Scotland, as I said we had to report by Hogmanay, which somewhat horrified them, that somebody would actually be working on that day. I think I was exaggerating a little bit for their benefit, but 31st of December is our deadline. Now, of course, we're making recommendations to the Secretary of State, and that's only right and proper, 'cause this is a democracy, and the Secretary of State can, of course, take our advice or not, and that's up to her. Programme of work, we spent the first couple of months with the scoping and research, consultation with regional stakeholders and others, and we got formal proposals which had to be submitted by the end of March, then we were examining and evaluating them, which we're coming to the end of. These examinations in public are really the tip of the iceberg, and from mid-September onwards we'll be considering all the evidence and writing our report, and it really is a big job. Now a few words about the examination in public. We've time only, I'm afraid, for the proposals for the regional casino to be examined in public, the other's will be examined through the written word, and through written representations. The main purpose of an examination in public, or EIP, as people in the business call it, is to provide an opportunity for the discussion and testing of selected matters, and testing in front of the public, and in front of the Panel. And the matters have been selected by the Panel following its consideration of the proposals, the representations made, the responses received and specific questions put to the authorities whom we're examining. And we're holding a session of EIP in the location of each of the proposals. We did Greenwich and Cardiff last week, we started this week, Monday, in Glasgow, Tuesday in Newcastle and today we're very pleased to be here in Sheffield. Then we're going on to Manchester and Blackpool Thursday and Friday. Some people ask is an EIP the same as a public meeting? Well no, it isn't, it's an examination held in public. A few hundred years ago we'd have called it an inquisition. We have different ways of making people talk now, which are usually, on the whole, more pleasant. We've a good number of questions we want to ask, but we also want to hear what other people have to say, and that's very important, so we've asked people to give a good range of views. Why have we got, perhaps, not everybody that wants to come along? Well it does actually only take one person to make a good point. Now, just to anticipate some of the questions that have been asked, have we been to see any casinos? Yes, I happened to be in Dortmund, in Germany, in February this year, taking some students to look at urban regeneration there. The **rogabeet**, incidentally, has a lot in common with Sheffield, except that the area is much bigger, it's you know, iron and steel, coal mining, and they are actually doing quite a lot there. If someone's really interested in regeneration, I do actually recommend you go over to Dortmund or somewhere like Essen, somewhere like that. Anyway, I was told, when we got there, you won't, while you're here, why don't you go and see the second biggest casino in Europe, so we did. We got hospitality there, we got a cup of coffee and a couple of biscuits. We've also been, or some of us in the Panel have been, round to see Star City in Birmingham, which is said to be the biggest casino currently in Britain. We had sandwiches there, as well as coffee. What role has John Prescott played in our process? Well, none. As I said, we were appointed by the panel, which contained independent members. John Prescott, incidentally, has had a, something to do with policy on casinos, because he issued Planning Policy Statement 6 last year, which says that casinos are a town centre use, which, not surprisingly, are preferred to be in town centres. Has everybody forgotten about Brent pulling out? What did it matter to us? Yes, it meant we had a day when we could do something else. Are there any preferred areas for a regional casino, and isn't Greenwich a done deal, well no is the short answer. Haven't they already started building it? Also they told us, yes, what does it matter to us? Well, we had rather controversial views on that, some said it was a good thing, others said it was cheating. So there we are, I don't know what it signifies, it signifies quite a lot to some people it looked like a bit of speculation. Now what do people think of the big that we've got today in Sheffield? Well let me say that if I didn't think it was worth examining, I wouldn't have come here. So yes we do think that Sheffield's bid is worth examining and we look forward to

hearing a lot about it today from everybody. When will we say that Sheffield's bid is the best rather than any of the other six? Well I'll tell you, just after Christmas. So thanks very much nice to spend this all too short period of 10 minutes with you but I do have to go off and get ready for the job of looking at Sheffield's proposal. Thank you all very much. Good morning, thanks for all coming and being ready. This is a non-statutory examination in public of a proposal by the Sheffield City Council to be permitted by the Secretary of State For Culture, Media and Sport to issue a casino's premises licence for a regional casino within their area. My name is Stephen Crow I'm appointed by the Secretary of State to chair the casino advisory panel which is holding this examination. Other members of the panel, starting on my right Mr. Neil Mundy, at the end Mr. Christopher Collison and on my left at the end Mr. Deep Sagar and Mr. James Froomberg. I won't waste time repeating everybody's qualifications, suffice it to say they are numerous and their experience wide. If anyone is really interested it's all on the panel's website. Also here is a secretariat, immediately on my left Miss Valerie Curtis and Miss Kate Rounts on the panel secretariat. I should mention before we go any further that Mr. Froomberg has interests in this city, he is the Commercial Director of British Waterways and they're working closely with Sheffield City Council on the regeneration of the Lower Don Valley, particularly the areas adjacent to British Waterways Sheffield and South Yorkshire Navigation, which I'm told is the navigation just outside this hotel here. British Waterways does have land holdings in the area, although none of these have been put forward in Sheffield's proposal as example of potential casino sites. A few points of procedure for participants, please remain seated throughout unless you have some good reason to want to leave, it's not court. If you wish to speak then please raise your name plates then I or perhaps the secretary will notice you. I'm pleased to see so many members of the public present, welcome again to those who are following us around the country, I hope you don't get too bored, and a special welcome to Sheffield people that have come here today. I hope I don't need to tell you that this is not a public meeting, it is an examination in public, so one expects the sort of standards of conduct that one would have in court or church, sorry to be school masterly on that subject it just happens that both my parents were actually teachers. Please, no smoking, which nobody seems to do these days anyway, more particularly will you please make sure that you've got your mobile phones turned off, if we ever have a moment and one goes off I will tell you a quite remarkable story about how a mobile phone disrupted the proceedings once. As for the press, no filming or television during the proceedings please, no sound recording, no flash photography. U should mention that the whole panel visited the area two months ago, we had one of our regular business meetings in the Gateway Centre in the Lower Don Valley, and we used that opportunity to walk around and have a good look at the place so we are familiar with the area that we are going to be talking about. Are there any queries about the proceedings? Anybody not quite sure what's expected of them. Yes.

JILLIAN CREASY: I've got a concern about where we should raise a matter, if you're going to explain that to us.

PROF STEPHEN CROW: And you are?

JILLIAN CREASY: I'm Jillian Creasy, Sheffield Campaign Against Super Casino Expansion. Guidance notes say that matters will be selected following consideration of proposals and representations made and in our representations we included concerns about traffic and air quality and I'd just like your guidance under which section, they're not actually in any of the headings, so where should we raise those issues, 'cause it's not actually a heading.

PROF STEPHEN CROW: Yes. Could I mention that one thing we're told that we should look out for, we were also told that we should not look out for matters that were purely planning matters. Difficult for me, because I am a chartered town planner, but as long as they're not purely planning matters that's fine. Where shall we put that? I think somewhere in the regeneration one, we have got a slot for transport, Miss Creasy.

JILLIAN CREASY: Right. I was just wondering if it would be 'health', coming under 'social impact'. It's because there isn't a section on health either, but 'regen', ok.

PROF STEPHEN CROW: 'Social Impact' includes health, does it not?

JILLIAN CREASY: Yes, so we could do air quality there.

PROF STEPHEN CROW: Just raise the thing when you feel that your time comes, if you will. I'm just reminded that we had a letter from a Member of Parliament for Hillsborough, Sheffield, Angela

Smith, and she is in support. I didn't ask Members of Parliament to come along, because once we've put our report to the Secretary of State, of course it then becomes a Parliamentary matter, and then, of course, this is the field where Members of Parliament will, of course, be able to make their influence felt, but I thought I should mention. Breaks, I've done that one, breaks, I hope that we'll have a break about 11 o'clock, for usually quarter of an hour, and then we'll break for lunch about half past 12. I'm not going to do what they do on television quiz programmes, bang a gong and stop everybody in their tracks, obviously one uses a bit of common sense in when we stop and so on. 12.30 to 1.30, about, for lunch. And I expect to finish, well, on previous occasions we've finished somewhere between half past three and 4 o'clock, again, it just depends on what's happening. Now I know there's a gentleman from the police force who wants to get away for half past ten, so, Chief Superintendent, I'll take you out of order. I hope you understand what I anyway. If you want to speak put that up. It's our customer here that we start with a short statement from the proposing authority, but before that I'll ask the secretary to say what happens if, as they say on a ship or an aircraft, in the unlikely event, do though please pay more attention to it than they do on the average airplane.

WOMAN 1: If you hear a siren please evacuate the room via the doors, either to my left there or the door you entered through and then please make your way through the main reception and the marshalling area is in the car park at the front of the hotel.

PROF STEPHEN CROW: Thank you. Can we start please. Councillor Wilson.

JAN WILSON: It's myself, Councillor Jan Wilson of Sheffield City Council, just to say a few words to which Sir Robert will add. Firstly I'd like to formally welcome the panel to Sheffield as Professor Crow said, it's sunny in Sheffield it's a constant state you'd be pleased to know. Secondly let me thank you for the opportunity to explore with you why we believe with you why Sheffield is the best place to locate the UK's first regional casino and what it can do for the continued regeneration of the city and the surrounding area. Anyone who know Sheffield, or indeed who returns after a few years, recognises that the city is changing and we very much believe for the better. But as you will hear today there is still much to do in order to achieve our vision which is to be a distinctive city of European significance with opportunities for all its residents. We are certain that a regional casino can help us deliver this vision and that is why the Council, the Labour, Liberal Democrat and Conservative groups have resolved to attract a regional casino to Sheffield. The important part of our vision is that it's about prosperity and inclusion, not one or the other, the two must go hand in hand if Sheffield's to be successful and you will hear much more about our successful neighbourhoods policies later. That is why, as the Chief Executive will explain, we have thought long and hard about a regional casino and what the impact might be. We don't go into this lightly, this has always been about securing the right scheme in the right place and having a clear strategy for managing and testing the impact. So welcome to Sheffield, I hope that you have a pleasant day here and I'd like to hand over to the Chief Executive who will complete the opening statement.

PROF STEPHEN CROW: Thank you Councillor Wilson.

SIR ROBERT KERSLAKE: Thank you very much Chairman, thank you for the opportunity to present our case. The purpose of the day is not to debate whether regional casinos are a good or a bad thing, nor to discuss the individual merits of individual schemes or operators. The aim is to examine the extent to which Sheffield fulfils the criteria laid down to the casino advisory panel by the Secretary of State, namely to find a location that offers the best possible test of social impact, to find the area most likely to benefit in regeneration terms, and to ensure willingness to licence. I will therefore briefly explain how Sheffield best fits these criteria. The primary criteria laid down by the Secretary of State, is the test of social impact, there are six main reasons for arguing that Sheffield is the best fit. Firstly Sheffield is the closest match to Britain's Socio-economic conditions, in terms of the percentage of working age population, unemployment rates, economic structure, qualification profile and ethnic origin, Sheffield is at, or closest to, the national average when compared to all other short listed locations. Secondly Sheffield offers an excellent opportunity to genuinely test regional impact. Sheffield is a city in excess of half a million people making it one of the largest in the UK. Sheffield city region has a population of 1.7 million people and we have over 4.4 million people within a one hour drive of the city. Thirdly we are exceptionally confident in deliverability, Sheffield has had a very high level of operator interest with three full planning applications, we are extremely experienced in delivering complex major projects. The Council is

rated an excellent council by the Audit Commission, and was council of the year two years ago. We have, and continue to deliver, successful major regeneration schemes, the panel can therefore be absolutely assured that if it chooses Sheffield we will deliver a test location promptly and affordably. Fourthly, in contrast to many of the bids, we offer the opportunity of a genuinely open competition, we have not committed ourselves to any individual site of operator, we can run an open and fair licence competition as required by the act that can maximise the value of the licence award for local communities. We provide the best opportunity to test the power of a competitive process in the licensing of regional casinos. Further, Sheffield City Council has extensive experience of getting the best out of such competitive processes, our plans include strong measures to mitigate the potentially harmful effects of gambling such as gambling addiction and financial exclusion. We have thought very carefully about how funds derived from a regional casino can best be applied to meet local priorities. Fifthly Sheffield goes into the process with its eyes open, we have recognised that with the undoubted benefits of a regional casino come social issues that must be addressed, we are absolutely committed to being an exemplar in tackling the potentially harmful impacts. It is for this reason that the Sheffield First partnership established a task group under Bishop Jack Nickols and that we propose half the revenue funding to improving services. Sixthly and finally, Sheffield has a very well developed mechanism for measuring the impacts of a casino through the Sheffield Neighbourhoods Information System. This system is being rolled out throughout the whole of South Yorkshire so we can test the wider impact. The second criteria for the panel is the need for an opportunity to deliver regeneration benefits, we believe that Sheffield has the best combination of need and opportunity. Sheffield, as the leader has said, has made significant advances in recent years, but there remains an undeniable need for further regeneration to take place, whilst recent growth has been strong, we have not yet closed the gap with other cities. GVA per head in Sheffield is the second lowest of the core cities, we have achieved a revival, but not yet a transformation. Sheffield is a priority area of regeneration in the region, as reflected by its European Objective One status. This regeneration need extends not just to Sheffield but to the whole of its city region, we have an unarguable need for more jobs, whilst unemployment levels are close to the national average we have higher concentrations of worklessness. To achieve the national target for employment in Sheffield by 2010 will require an additional 9,500 people to be brought into work. Sheffield also is critical to generating jobs for the wider area and the local economy needs the 1,500 jobs we believe will be generated by the regional casino. From our experience in recent years on job match schemes, we are very confident we can ensure the jobs go to local residents, and we will make this a critical part of the licensing process. With sound and enforced employment policies we would target that at least a third of the jobs come from residents in the near area of the casino, this will deliver a massive boost to those local communities. Equally, if not more important, is the ability for the regional casino to generate new jobs far in excess of those directly employed in it, the casino would be a catalyst for the wider development by unlocking further regeneration of the Lower Don Valley. Capital funding generated by the casino will enable us to tackle the key environmental and infrastructure issues identified in the Lower Don Valley. Unlocking the Lower Don Valley will deliver, over a 20 year period, 40,000 new jobs, an additional £270,000,000 of annual economic activity. Thirdly, on the criteria the Council's willingness to licence could not be more clear cut, we have a full council resolution and the support of the three main political parties which make up 81 of the 85 councillors. We have a strong licensing approach and a clear vision of how the regional casino fits with this. Our proposals are supported by local businesses, all four Chambers of Commerce in South Yorkshire, MPs, the police and many other organisations including the Pakistan Muslim centre and the Sheffield Taxi Trade Association. To conclude, I believe Sheffield's credentials to become the pilot location, are impeccable, Sheffield is the best location to test social impact, we have a clear strategy for maximising the value of the licence process for local residents, and we know how we would use those benefits to maximum effect. The wider regeneration we can achieve for the city region will have a genuinely transformational impact. The Council is very aware of the sensitivity surrounding this issue and we go into this with our eyes wide open. We have a strong track record of delivery and are committed to robust, independent impact monitoring. Taken together we think this makes us an exceptional case to enter into this pilot arrangement. Thank you.

PROF STEPHEN CROW: Thank you Sir Robert. I'm not going to take questions on that now, as we have the whole day to consider the points raised. I want to start by asking for views on the demographic characteristics of Sheffield, we've heard just now from Sir Robert that it's a model of the whole of Britain. I do wonder whether there's any other views on that point. So you agree it is a matter of fact, Mr. Price.

DAVID PRICE: David Price, I'm representing Church Action on Poverty in Sheffield, actually I'm speaking with the authority of the Bishop of Sheffield and the other church leaders and I would just like to explain the Bishop's position as his name has been mentioned. That his position is as set out in a letter to the weekly Telegraph, that he is very clearly against having a regional casino in Sheffield, he couldn't be here today because he's on holiday, but that is his position, he's helping out.

PROF STEPHEN CROW: That he's concerned about the social problems.

DAVID PRICE: I will give you a copy of a letter that sets out his position. I mention that just because I don't want any misleading impression. I just wanted to go on to say, on the demographic characteristics, the statement the Sheffield has similar characteristics to the UK, I'm not sure that quite makes sense, we have had an extraordinary de-industrialisation and that wards all around the Lower Don Valley are extremely poor, and this is not only in Sheffield, but in Barnsley and Rotherham as well. The levels of child poverty, I think it's over 40% of children being brought up in workless households in about 8 wards around the Lower Don Valley. Now, to my mind, that is not necessarily an argument in favour of the regional casino, because these are very fragile, vulnerable families there, who may see the casino as a potential for solving their economic problems, whereas most of us, people in this room, know that will be a delusion, and they will get themselves further into debt. So I think there must be a point, actually, at which the degree of deprivation argues against rather than for a regional casino.

PROF STEPHEN CROW: Yes, I mean, as to the comparative thing, you say that the deprivation in Sheffield is not typical of Britain.

DAVID PRICE: It's well above, yes

PROF STEPHEN CROW: Most of Britain is actually rather better off. Sir Robert.

SIR ROBERT KERSLAKE: Yes. Can I just clarify a couple of points. Firstly, it's important to say, absolutely rightly, where the Bishop stands, and indeed that was known when we asked him to chair the task force that was set up, and indeed was one of the reasons why we want him to take on that role. The second point to make on the demographic, what I said, it's important to be clear, is that Sheffield is the closest fit of the shortlisted locations for the casino. We haven't, and wouldn't, argue that we are at a point of matching the national average on a number of issues, and precisely for that reason we're saying we've still got a regeneration job to do. What we have done is become much closer to the national average in the last period, but there remains, as I said, a significant challenge of worklessness in the city, and that's one of the key factors that we're going for this. Put simply, we need more jobs within the city, more opportunity for employment. The added point to make here is that, of course, this is not a facility that just works, in employment terms, for Sheffield. The crucial point to make here is it's for the city region, and there are major economic challenges in this domain as well.

PROF STEPHEN CROW: We did note that point, thank you Sir Robert. Miss Creasy.

JILLIAN CREASY: Thank you. Just to back up David's point, I think one of the points about the demographics of Sheffield is that, overall, as an average, we may mirror certain other cities, but a peculiarity of Sheffield is the very, very extreme divide between the very wealthy people on the south west of the city, and the very, very poor people on the east side of the city. Now I don't know how that plays out in terms of this regeneration thing but just to kind of make you aware that Sheffield is quite peculiar in that respect. The other point that I want to make on the demographics is the ethnic mix, and I've got a very scruffy map here which I'll show people afterwards, I can just display afterwards.

PROF STEPHEN CROW: We have got data on the ethnic mix.

JILLIAN CREASY: Well it's just to make the point that there is a very high concentration of Muslim people in that part of Sheffield, and I've got a map which shows where all the mosques are in Sheffield, against where the casinos are, and it's quite an interesting display.

PROF STEPHEN CROW: If you wanted to put it in, would you make sure that the people whom you're opposing have seen it first, please, in the interests of fairness. Yes, Miss Hamilton.

SYLVIA HAMILTON: It's Sylvia Hamilton

PROF STEPHEN CROW: You're beautifully silhouetted against the window. So it's Miss Hamilton.

SYLVIA HAMILTON: I've lived in Darnall all my life, and I'm currently Chair of Darnall Forum. In terms of worklessness, we do have a high percentage of worklessness in Darnall, and I'd just like to know, how are we going to ensure that local people will get the jobs.

PROF STEPHEN CROW: Could I say, that's one of the questions that we want to go into later on. But thanks for mentioning it. Mr Sagar.

DEEP SAGAR: Thank you Mr Chairman. I do take the point that Sheffield does come very close to the national average on demographics and the sort of qualifications and activity rates that you talked about. But, hypothetically, if we just looked at the urban situation, thinking that the casino's got to go into an urban area, how would you respond to the point that Sheffield actually is not very close to the urban average of Britain, on these criteria, on these demographics and activity rates and employment rates?

DAVID PRICE: I would say, and I'm happy to do some more analysis on this, that on urban comparisons we would still come quite close to comparative areas, if you like, on the urban area. If you were to compare us with the other major cities, and we do a lot of benchmarking on this, we have many similarities with most urban areas in this country in terms of our demographic mix. There will be some that will have higher ethnic minority populations, some that will have lower, but I think there's quite a lot that would suggest that we would be a good comparison for urban areas, as well as the national average. Now nowhere's a complete fit, of course, and we wouldn't suggest that. What we are saying is that, in terms of a pilot, we have the closest fit of the major bids. And I think, just to kind of extend the point on the city, it is absolutely right to say that Sheffield is a city that has major divisions within it, and of course that's why the successful Neighbourhood Policy is a critical part of our agenda, and half of the funding that we are putting forward here would go in to advancing that agenda.

PROF STEPHEN CROW: Thank you. Before we go into any further detail, I've just looked at my watch and seen that it's approaching 10, so I'd like to skip very much and come into the aspect of social issues that relate to crime. Chief Superintendent, do you want to start off by telling us how you see this particular proposal?

CHIEF SUPER PAUL BROADBENT: Yes, Paul Broadbent, I'm the Police Commander for Sheffield, and with me John Parr, the senior detective in Sheffield, who's been a pivotal part of the task group chaired by Bishop Jack. In respect of policing this kind of project, we have a history in Sheffield of three small casinos, none of which have caused us any problems whatsoever in respect of isolated or organised crime. We have a very well developed intelligence network surrounding all manner of crime within Sheffield, and, as you'd see, comparatively speaking we have low crime rates compared with other major cities. We work very closely with the local authority, the city council, in respect of joint Safer Neighbourhood teams, which is the model of neighbourhood policing, promulgated by the government. Sheffield is well in advance of government targets in respect of that, and we have a fully embedded model, which is ideally suited to any particular community, be it a transient community in the city centre or albeit a community such as a regional casino. So from policing perspectives, we see absolutely no problems for South Yorkshire police, and specifically officers and staff under my command, in respect of the regional casino bid.

PROF STEPHEN CROW: Thank you Chief Superintendent. One of the questions that's been asked of other police officers that have been with us is really, isn't this new sort of casino something that is quite out with British experience, and therefore might present quite different policing problems?

CHIEF SUPER PAUL BROADBENT: It is, and we've been alive to that fact, and John's done some work with partners internationally, five years ago I had six months in America, and as such, whilst it wasn't on the agenda at that time, having studied major organised crime as my topic, I am aware of the likes of other organised crime groups that do tend to work on the fringes, or intrinsic to some kind of gambling. We've got strong structures in place that will more than absorb and eradicate this kind of behaviour, of that I'm supremely confident.

PROF STEPHEN CROW: Thank you. Where have you been to, just out of interest?

CHIEF SUPER PAUL BROADBENT: New York, Boston, Miami, Las Vegas, San Diego, Los Angeles.

PROF STEPHEN CROW: Thank you. Some cities of which I've been to, but I've fortunately not come across crime in any of them, perhaps I was lucky.

CHIEF SUPER PAUL BROADBENT: I was fortunate to see more than just the tourism side of those cities.

PROF STEPHEN CROW: Yes, of course. It must have been very interesting. There's some other questions that do get asked and I'm duty bound to put to you and that is questions of prostitution. Is that likely to be a problem in your opinion?

CHIEF SUPER PAUL BROADBENT: Again we're alive to that fact we have low levels of street and off-street prostitution in the city again it's primarily focussed within Sheffield for which I am the Commander and have some experience in investigation into those matters and at this moment in time we are alive to it, it's on our radar so we have got some contingencies in place to prevent it should it arise.

PROF STEPHEN CROW: One of the points we picked up in our research which I don't think was all that thoroughly researched but I want to raise it with you, is the problem of money laundering through casinos.

CHIEF SUPER PAUL BROADBENT: Again Sheffield and South Yorkshire as a city has what we call a Economic Crime Unit which takes in, absorbs, has got strong contact with financial institutions both nationally and internationally, Sheffield holds the centre for the Human Trafficking Centre for the UK which is lead by the Deputy Chief Constable of South Yorkshire, and as such any sexual exploitation, money laundering, in respect of Eastern European or anywhere across the world that is flagged up and Sheffield is the specific centre in the UK for that type of activity. So again we're confident in respect of money laundering whether from drugs or from human trafficking, any kind of those aspects we're well established and equipped to be able to point those out and disrupt and frustrate them.

PROF STEPHEN CROW: So you would say if the casino did come to Sheffield you'd have the structure and networks and intelligence and so on to cope.

CHIEF SUPER PAUL BROADBENT: Yes sir.

PROF STEPHEN CROW: Is there anything else you wanted to add?

CHIEF SUPER PAUL BROADBENT: Not specifically, no.

PROF STEPHEN CROW: Yes, Mr Price.

DAVID PRICE: I'd like to ask the police representative two questions really. Given a free choice do you actually want to have a huge institution in the city which, on foreign comparisons as the Chair has suggested, could bring in property crime, embezzlement, prostitution etc. etc. I'm quoting from research done by the East End Quality of Life Unit. And secondly, how much extra budget are you going to allocate for the policing implications of this?

PROF STEPHEN CROW: You take the questions one at a time. Given a free choice?

CHIEF SUPER PAUL BROADBENT: Yes I would, it's an absolutely perfect challenge for South Yorkshire Police, specifically Sheffield Police and more importantly the safer neighbourhood policing model that we've got that I firmly believe could absorb, and will absorb, with the advent of the extra 195 Police Community Support Officers, which South Yorkshire Police will be receiving for the city of Sheffield up to and including March 2008. With those officers with our current policing techniques and structures I'm confident, as I said before, all the issues that would come onto our doorstep. And the second question was please?

PROF STEPHEN CROW: Would you expect more budget to cope?

CHIEF SUPER PAUL BROADBENT: Initially I would look to work with the Local Authority to pull budget as we're currently working towards in respect of the neighbourhood renewal funding and other matters, and so I would always welcome an increased budget, course I would, but you would always look to deploy resources and react and pro-actively work things through within existing budgets. And I'm confident I can do that.

PROF STEPHEN CROW: Sir Robert?

SIR ROBERT KERSLAKE: A very brief additional point to say that in our proposals and the follow up information you've had, we've said that half of the revenue would go towards tackling issues in

our policy of closing the gap in our deprived neighbourhoods. And as we've said in there, a significant part of that would be about strengthening community safety and local neighbourhood wardens. So in practical terms we see some of the revenue benefits going directly into the issues you raised.

PROF STEPHEN CROW: Reverend Manges?

REVEREND NIGEL MANGES: I'm a Baptist Minister representing South Yorkshire Baptists, and one of the few people here that actually live in one of the area that have actually got a planning application, I live and work in the area of Sharrow. I would just like to ask the Superintendent about the areas that have got planning application in, have they actually ...? Knife pulled on me, a number of assaults of members of our church in the area and my concern is that the areas in which the applications are in for are actually a higher crime rate than the average of Sheffield.

CHIEF SUPER PAUL BROADBENT: Some of the areas do have higher crime rates than other, more leafy, parts Sheffield, but I think that's always going to be the case wherever you have these discussions, in respect of murders and serious gun crime, what I can tell you is that in the last six months that Sheffield suffered somewhere in the region of 25 gun related incidents, compared with Manchester who was double that, compared with Birmingham who was treble that. So I think that kind of puts that into perspective, Sheffield is an extremely safe city when it comes to crime.

PROF STEPHEN CROW: Thank you. Within Sheffield though does it concern you that this is an area that has a relatively high crime rate? Would you have to feel that you put in special protection measures for the security of people coming to the casino?

CHIEF SUPER PAUL BROADBENT: No, actually it doesn't, whilst it may be a higher crime rate area, it's got a higher policing response, shall we say. We have corporate policing response across the city, but obviously it's bespoke to whatever specific area, so we have proactive, high-visibility and accessibility for the public in respect of police officers. And we have covert operations as and when we need to do so, so I'm confident we are on top of that.

PROF STEPHEN CROW: Thank you. Mr. Sagar?

DEEP SAGAR: Mr. Chairman my question's been answered, which was about views on location, Thank you.

PROF STEPHEN CROW: Does anyone else have questions for the Chief Superintendent? Because he does want to get off and the last thing I'd want to do is to perhaps stop some important piece of policing from happening. Are there any more questions? Thank you Chief Superintendent for coming along and whatever else you're going to do this day I hope it's successful.

CHIEF SUPER PAUL BROADBENT: Thank you for your time and Detective Superintendent John Parr will remain.

PROF STEPHEN CROW: He'll be staying, can he stay all day?

CHIEF SUPER PAUL BROADBENT: Hopefully.

PROF STEPHEN CROW: There may well be some questions coming up, so thank you very much indeed for coming along. We had some more detailed questions on the type of area in relation to our criteria and a base test of social impact, and I know Mr. Collison here wants to ask one or two questions of whoever wants to answer them.

CHRIS COLLISON: Thank you Chairman. Sylvia Hamilton from the Darnall Forum mentioned the word 'worklessness' a few moments ago, we're aware that a commercial company, Caccy, who specialise in the production of wealth survey for the UK, the findings were in the year 2006 we noticed that Darnell has the lowest average income in the whole of Britain and really we just wanted to explore what the significant factors may be that lie behind that statistic.

PROF STEPHEN CROW: Yes please.

SIR ROBERT KERSLAKE: I think it would be best if Councillor Iqbal spoke, he's one of the Local Councillors so he could speak to that, I'll come in on the wider issue of joblessness.

PROF STEPHEN CROW: So that's Councillor Iqbal?

COUNCILLOR IQBAL: I'm also a trustee of the Darnell Forum. Just on the data, I think it's been overstated, if you narrow it down to the postcode level it's mainly elderly people who reside there in maisonettes and bungalows, but we do have a number of people that live there that are employed, but I think it's been distorted by the fact that we've got a large elderly population there.

SIR ROBERT KERSLAKE: Who are dependant on benefits and therefore will have a low income, average household.

COUNCILLOR IQBAL: Just to add on, because it's been mentioned about the Muslim community, I mean, Sir Bob's alluded to the letters of support we've had from a number of organisations and local businesses, and I think there's going to be opposition from all faiths. I'm a Muslim myself, I don't gamble but the reason we're here today is about the regeneration benefits and the economic impact that we can have in our neighbourhood and I think that with the lead in time and the commitment from ourselves as a local authority, and Bob's alluded to examples of good practice, I think we can genuinely help to reduce the worklessness in my neighbourhood.

PROF STEPHEN CROW: I think this is a point we'll be coming back to later today. Sir Robert.

SIR ROBERT KERSLAKE: I think probably it depends on what your next question is, but I think it's important we go on to the issues about how we would practically bring people into jobs, I don't know if that was the next line of questioning.

PROF STEPHEN CROW: Yes it was.

SIR ROBERT KERSLAKE: Than I'll wait for the next question then.

CHRIS COLLISON: Obviously we're aware that in recent years Sheffield has seen the development of several leisure and sporting visitor attractions but we wanted to try and explore what factors held back the growth of international visitors to Sheffield.

SIR ROBERT KERSLAKE: What I'd like to do is say a few words about that and then bring in the Chief Executive of Destination Management Partnership who's on the panel here, in to say a bit more. I think the key points I would highlight here is that we are an area that's gone through severe economic shock so we're on a journey, that's the first thing to say, it's worth saying that, in the economic shake up a quarter of the jobs were lost from the city. So the first stage of the agenda has been about revival and recovery, I think we've now achieved and we think we've now got a platform to move ahead and there's some of the ingredients there that weren't there in the past that we can take advantage of. First and foremost, it's worth mentioning the airport, the Robin Hood Doncaster, Sheffield airport, secondly and Richard will say a lot more about this, we now have a South Yorkshire wide Destination Management Partnership that is fully, and I think expertly, equipped to promote the tourism agenda. Thirdly the city's image suffered from a lack of a profile as a city we think, and in so far as it's had a profile, it's been often been the kind of *Full Monty* declining industrial. Now, you've been into the city and if you've been in the city centre you'll see just how far away that is from the truth, but we've lacked the capacity to promote the city, we now have that through a new organisation called Creative Sheffield. So there's a whole set of things, that go to tackling that problem, that we didn't have before. But I think I'll stop there and ask Richard to contribute.

PROF STEPHEN CROW: I think I might mention that is was probably in the mid 1960s that I first came to Sheffield and I have come a number of times in the intervening years, so one of the advantages of getting older is that you are able to look back.

SIR ROBERT KERSLAKE: You can see the changes that have gone on.

PROF STEPHEN CROW: Indeed I have, when I first came here Sheffield was very much a steel town, and I remember somebody telling me that other cities make steel by the ton, we make it by the pound. That was an indication of the specialisms that were.

SIR ROBERT KERSLAKE: Yes, we've moved into a specialist steel producer, and the key point is that we make a lot of steel, but it employs a lot fewer people, so we have to find new jobs really, that's the key challenge. But Richard.

RICHARD JONES: South Yorkshire Destination Management Partnership. We're a new organisation that looks to pull together the whole of South Yorkshire and tackle some of the issues that are holding the region back. And what this new organisation will do is look to work with the assets, both existing and potential, in the South Yorkshire region to generate visitors, not only from the UK but internationally as well. I think Sir Bob is correct in that the major issues that have held back international visitors to Sheffield in the past have been reasons of negative perception of the area, which is a situation shared by a number of cities across Europe. Lack of an international access point to the region, which is now being addressed by the new Robin Hood airport south of Doncaster. And the lack of a tourism management capacity with the region, there were few hotels, there were few attractions, there were few restaurants, transportation around the region was aimed very much at the local people and wasn't really accessible to tourists. All of those things have either been addressed or are in the process of being addressed and what DMP will look to do is to

pull together best practice, not only from within the region but from outside South Yorkshire to ensure that we have a coherent tourism model for the region. One of the other issues that is key at the moment in city tourism across Europe, is the issue of gaps in the offer, whether it is made to tourists. You need to have a number of reasons why somebody would want to come to a city, most people view tourism as being visits to attractive countryside and so on and so on, and Sheffield is well provided with those around its doorstep, with the Peak District National Park, but it is cities that are really the core to tourism, particularly in Europe, because it is the cities that people actually stay in, it's the cities where they will spend their money, and the more people you have coming to a city and spending money and staying overnight, the more money there is in the local economy, and therefore jobs and skills can be improved. And the experience of Sheffield is that, while there is a very retail offer for tourists, there is a very good sports offer for tourists, the leisure offer is not so well developed, and one of the things that can be done to address this is to look at the benefits that derive from regional casinos, not just the gaming benefits but the non-gaming benefits that derive from regional casinos. And from that regard, the proposal for Sheffield fits a gap, and will actually do a lot to develop the international tourism flows into the city.

PROF STEPHEN CROW: Thank you. Mr Sagar, you've got a question, I understand

DEEP SAGAR: Thank you Mr Chairman. You mentioned the information system that you have. Would it have captured any concrete effects from 3 casinos so far. If not, could you give us examples of what sort of information it might have captured so far in social respects.

RICHARD JONES: Thank you. I think the short answer to that is no, to your first question, the scale would not have been sufficient to be captured by it. What we are saying, and I'd like to bring Val Cotter forward if I can, who is our expert on the SNIS system, if she could come forward to describe to you what it does do at the moment. The key point is it gives us the platform. We would give additional fields to the system in order to pick up the information on this, and supplement it by surveys in the local community as well. I suppose the most important part here really is that what the system is seeking to do is to take a rounded view of neighbourhoods, because I suspect what we are going to be looking at here is not just the, we need to know what happens in relation to problem gambling and financial exclusion, but we also need to know whether communities as a whole are improving or not improving, and that's what the SNIS system will do. But can I hand over to Val to take you through the SNIS system.

PROF STEPHEN CROW: Yes. Could you just say your name please, because we, the convention on these we're stuck in the last century, we use surnames and titles.

VALERIE COTTER: My name is Valerie Cotter. The Sheffield Neighbourhoods Information System has been developed over a couple of years in Sheffield, in partnership with other agencies, to give us a year on year, pretty fine grained picture of how one hundred neighbourhoods across the city are doing, against 45 indicators, and those indicators are grouped into seven categories or domains, so we cover things like employment and economic activity, health and well-being, the quality of the environment, access to services, and educational attainment and so on. So, effectively, it's very much like the National Index of Deprivation, but it's at Sheffield level, and it's updated much more frequently than national figures are, and at a smaller area level. And I think it's, not now unique, across the country, but we were very much in the forefront of developing neighbourhood indicators, really responding to the national strategy for neighbourhood renewal, needing to look at the impact of regeneration on neighbourhoods and in communities, but also in the context of Sheffield's approach to neighbourhoods, and intention to close the gap in outcomes between our worst performing neighbourhoods across the indicators and the city average.

PROF STEPHEN CROW: Thank you. Let's have Mr Price.

DAVID PRICE: Sort of going back to the tourism issue, Yorkshire Forward spent quite a lot of money on a consultancy exercise by Ernst and Young, on the regional casino issue, which said that the business model of regional casinos does not assume a large number of overnight or longer stays from visitors to the attraction. Casino visitors are largely expected to visit for a number of hours, so why should we expect this to add to tourism?

PROF STEPHEN CROW: Yes, Sir Robert?

SIR ROBERT KERSLAKE: I think the best placed people to answer that question are Richard, who could perhaps come back on it, but also Johanna Tuck, who is from Yorkshire Forward.

PROF STEPHEN CROW: Well first of all, well I'll start with, then you can reply to both if you need to, Mr Jones. Yorkshire Forward, and it's..

JOHANNA TUCK: It's Johanna Tuck from Yorkshire Forward.

PROF STEPHEN CROW: Johanna Tuck?

JOHANNA TUCK: Tuck, yes, thank you. I think, yes, the Ernst and Young document that you refer to did find those findings, but I think, basically, that that's a catalyst to tourism, I mean, we don't just see in isolation that people will come and use a casino, they obviously then will be familiar with the surrounding area, with the region, and that they will combine their visits, and want to stay and do other things as well, so I think that they will lead to greater tourism, and to larger overnight stays, and to actually making the region available and notoriety to people, so that they will come.

PROF STEPHEN CROW: I mean, in saying that, are you dissenting from your consultants' advice?

JOHANNA TUCK: I think the consultants were requested to look at, from Yorkshire Forward's point of view, about the viability of a casino, and the economic benefits of a casino, and one of those was obviously the tourism, but at the end of the day this was, it was an initial instruction that was given, and that, you know, we have to look at the examples that we have of other places, that people do come to urban centres and that they do stay longer and it will have an effect.

PROF STEPHEN CROW: Thank you. Well we'll be having a look at that in greater depth later on. Mr Jones?

RICHARD JONES: Thank you Chairman. I would, I'd echo what the lady from Yorkshire Forward has said. The point I made about the casino, and why it would help tourism in Sheffield is that it completes an offer, it isn't the sole thing that is on offer, and therefore it adds a degree of what is called in the jargon, 'stickiness' to the city, in other words it makes people stay additional time in the city, as opposed to coming here specifically for a visit to a casino. The example I'd give for that is in non-discretionary business travel terms, conferencing and exhibitions, and so on. Casinos are a vital part of the social activities that go on around business conferences and it is certainly true that cities in the rest of the world which have had large casino developments have seen a large increase in business tourism, partly because are other things for delegates to do when they are not in conference itself. So I think it's about improving the whole of it, not about a casino being a specific offer.

PROF STEPHEN CROW: Thank you. Miss Creasy.

JILLIAN CREASY: Two questions really. One coming back to Yorkshire Forward, and I'd like to challenge that contribution because my understanding is that Yorkshire Forward actually favours a modular model of regeneration, whereby you get lots of small to medium sized enterprises growing, rather than one huge one that dominates the area. This second thing is to ask Richard how he thinks this will play out as travel becomes more difficult, it may not have escaped your notice that I am Green, and whatever we would like, it's just true that the cost of fuel is going to go up, gradually we are going to see green taxis.

PROF STEPHEN CROW: Can we leave this till later on Miss Creasy.

JILLIAN CREASY: Yes, but I would just like to know how is the tourist model going to adapt to the price of travel?

PROF STEPHEN CROW: Again can we leave that, we have covered that in other areas and we will cover it now. But the first question about how your model is really directed towards small and medium enterprises rather than something big.

JOHANNA TUCK: Yes, I think on that basis that I think as part of city regions and the city region development that we recognise that we do need, sometimes, a catalyst to actually, as Sir Bob said, to get that transformation going and to get it started and that at the end of the day that a regional casino will actually produce that catalyst and will help on that front.

PROF STEPHEN CROW: Thank you. Sir Robert.

SIR ROBERT KERSLAKE: Can I just add a point, I don't think these two things are in contradiction at all, in fact one of the key benefits and would be again one of the things we would want to look through the licensing process, is the supply chain, the potential for the casino to be served by local businesses and SMEs and that's why the Chambers are very supportive, because they realise that there are major economic and business opportunities for their local members. I don't if Nigel wanted to say something on that.

PROF STEPHEN CROW: I think that's a point that we will look at again, the effect on the local supply chain.

MAN 1: Just returning our focus to the focus of social impact. Clearly we've just heard from Valerie Cotter about the Sheffield Neighbourhood Information System, many areas would claim to have some form of information observatory, are there any particular features of the system in place that would allow the production of particularly revealing analysis of the social impacts of the regional casino, thus making this area a good test.

VALERIE COTTER: We're not claiming that Sheffield's absolutely unique in having neighbourhood information, I think what we are good at is the partnership used to generate the information, we've got a reasonably flexible model that can generate new indications to tell us specific things about different areas and we've already developed indications over a number of years. I think the other unique feature is that its frequency and its neighbourhood sensitivity, and of course we can look to aligning it with other means of gathering information, whether it's survey work to assess impact in particular neighbourhoods. But as a framework I think we're unusual in Sheffield in having something that's shared by all the agencies and agrees the boundaries and the frequency with which we gather that information.

MAN 1: So it's the frequency and the neighbourhood sensitivity and the inclusion of all the relevant agencies that make this a particularly strong model that would allow you to test.

VALERIE COTTER: Yes, there's that, I think it's the range of indications we look at, so while it's not always possible to track, this happens here and that happens with that indicator, it's actually over time we can look at an accumulation of things that are happening in neighbourhoods, which do help us to assess whether interventions are targeted right. I think the other thing that's good about the Sheffield system is that we do have the agreement from the other side, the Yorkshire authorities, and have embarked on a process of rolling out the model across South Yorkshire. So we have a consistent model, not just to test Sheffield but to test the sub region.

PROF STEPHEN CROW: Councillor Wilson.

JAN WILSON: Just to add to that, as members of the City Council, when we established that successful neighbourhoods policy it was absolutely critical that we could measure the interventions that we were making, I'm also a member of the board of the Regional Development Agency, Yorkshire Forward, who have made significant catalytic interventions in Sheffield in the city centre and in other neighbourhood projects. So this question of measuring the impact of what you do and how it is closing the gap, is absolutely critical for myself as an elected member, we have to be able to demonstrate that the interventions that we're making are effective and, in the case of the regional casino, the cases for regeneration we have to be able to measure the impact and I hope, although not a perfect system, we have got a quite advanced system that is getting more sophisticated.

PROF STEPHEN CROW: Mr. Price.

DAVID PRICE: We are rather darting about here, but I just did want to come back to the point about the supply chain which we Sir Robert raised just now, I'm rather concerned that taxpayers money is being spent by Yorkshire Forward on a high powered consultancy report by Ernst And Young which then seems to be ignored. The Ernst and Young report says that regional casinos will use local suppliers far less than leisure industries whom they displace, local and regional businesses are much more likely to source from local suppliers so there's a potential for a negative knock-on effect within the supply chain.

PROF STEPHEN CROW: Could we deal with that later on when we're talking, because we have got on the agenda the multiplier effects and the knock-on effects and so on. I'm sure you won't forget and I'm sure Yorkshire Forward won't either. Miss Creasy.

JILLIAN CREASY: Just a very quick question on SNIS, the Neighbourhood Information System, sorry I'm familiar with it and we do hear a lot about it and I do think it's an excellent system.

PROF STEPHEN CROW: I'm going to put that in my collection of horrible acronyms.

JILLIAN CREASY: What measures do you have in it to measure the success or otherwise of local businesses, I realise there are things about unemployment and wealth and so on, but to actually look at local businesses in a given area and see how they are succeeding or failing.

JOHANNA TUCK: We don't have a specific measure of neighbourhood level for business success.

TOM RIORDAN: We understood that this was a social information system and that we were going to deal with economic matters later in the session.

MAN 1: I'll briefly add on that, we do plan to add an indicator on entrepreneurial activity as part of our bid for funding.

PROF STEPHEN CROW: Mr. Froemberg.

JAMES FROOMBERG: Thank you Chair. While we're on the subject of SNIS, does it tell us anything at the moment of the social impact of current gambling activity in Sheffield which would be your base level for any future test.

TOM RIORDAN: I think the short answer to that is no, one of our proposals is that, if we were successful, we would do a baseline study so we would get a very local analysis of the extent of gambling. We have no information the Sheffield is more or less than the national average, and you'll know the national statistics. But a key part of our proposal is that we would test those issues as a baseline study. If I could just add a couple points related to that, I think the most important thing about the SNIS system is that it's absolutely central to Council's general policy of tackling deprivation. So this is a system that's going to be there for the foreseeable future, that can be built on, it's not a system we've invented for this purpose, it's core to the Council's policies as the leader has said.

PROF STEPHEN CROW: Thank you. Can we go back to the Sheffield First Partnership, which we holed to get something about but wandered off.

JAMES FROOMBERG: Yes it was, in particular Chairman, that the task group that we understood had been established, who were going to develop Sheffield's intended response to problem gambling, and really it would be perhaps just useful to hear of any progress in that respect.

JOHN HUDSON: I think it's probably best if the director Sheffield First Partnership, Jane Brown, answers the question.

JANE BROWN: Jane Brown, Director of Sheffield First Partnership. As has already been said we set up a task group which was really to look at how Sheffield might maximise the benefits from a regional casino were we successful, or to mitigate the potential negatives of such an activity. The task group has been working over most of this year, has taken a sustainability appraisal approach, so it's looked at the economic impact, the health and social impact, and also the environmental impact and is at the stage now of having prepared some draft recommendations, they're very much still draft at this stage, we still have some more engagement to do with other partners to firm those up, however I'm happy to share any particular aspects of those that you might be interested in.

JAMES FROOMBERG: It would be helpful to hear the flavour of those draft thoughts.

JANE BROWN: Well really what the task group has been looking at, as I said, is how we can maximise those benefits, so if we can just look at.

JAMES FROOMBERG: Rather than the benefits, it was particularly the social impact that we're discussing at the moment, and so the mitigation of adverse impacts that may be of interest, just to hear what's been discussed.

JANE BROWN: In terms of the health and social impact, looking at issues of problem gambling, the task group has been clear that there isn't really one evidence base for this, that it's quite difficult to be clear about what the levels of problem gambling might be, what they are at the moment, what the impact of a regional casino might be. However what they have said is that a wide range of sources do actually suggest that there is a link between the increased availability of gambling and an increased prevalence of problem gambling. So they've been fairly pragmatic in acknowledging that and then looking at how we might take steps in Sheffield to minimise that, have come up with five key recommendations on this area at the moment. One point that I would like to make is that because we don't have that information at a local level, probably not even at a national level about problem gambling, it is reasonable to expect that some people who may come forward as problem gamblers after you have a regional casino might already using other types of gambling at the moments, such as internet gambling, so that point has been made. One of the recommendations is that we should undertake a local study of prevalence of gambling to provide us with our baseline. There's another set of recommendations around the development and continued provision of a range of preventative and treatment services for problem gamblers, as set out in a national strategy towards a strategy for addressing problem gambling in the UK. And they've identified a number of activities there, one a public education campaign, education of

casino staff around how they might be able to recognise the signs of problem gambling amongst people using the casino, the provision of a local telephone helpline, and training and provision of gambling addiction councillors locally. At the moment there aren't any specific treatment services for problem gamblers in Sheffield, I understand that that is probably the position nationally as well, but that there is a national telephone counselling helpline at the moment so we would be looking at how we could build on those services at a local level. And they've also pointed out the fact that those services would need to be designed in such a way so that they were accessible to a wide range of people because, whilst there's some suggestion that the prevalence of problem gambling is greater in people with lower incomes, those people who access the services tend to be people who are in more middle to higher incomes. Therefore we'd need to make sure that services were designed in a way that the people who really needed them would actually access them. They've also recommended that we should consider carefully the sight for the casino, obviously that comes up at a number of points but looking at the health issues so that they were, it was sited in an area that would reduce the likelihood of disproportionately affecting those most vulnerable to developing problem gambling. I've already managed the local prevalence study.

PROF STEPHEN CROW: Yes, could I just butt in and, you mentioned how the casinos can recognise signs of problem gambling, and we've had a fair bit of evidence about this, that they can recognise existing problem gamblers and take steps to try and get them out of that particular addiction, if I can call it that. But what, what is your view on how to prevent potential problem gamblers from becoming actual problem gamblers?

JANE BROWN: I think the view of the task group was really about that public education, of making sure that information was available, generally, to the wider community, but also making sure that information was available in those locations, such as the regional casino, where people would be actually starting to participate in gambling. So it was, from the work of the task group, which is what I'm here to report on, that was the aspect that they were looking at, that education and awareness, and making sure that people understood what the potential risks were with gambling.

PROF STEPHEN CROW: Do you see that as being effective? After all, we've had maybe 150 years of compulsory primary education in this country and there's still, I've forgotten what the percentage is, an appalling percentage of people that can't read or write.

JANE BROWN: To address that point, I think you would have to make sure that that information was available in a range of different formats, so that people could actually access it. I'm not sure that I'm the person that's best qualified to respond in terms of how likely people might be..

PROF STEPHEN CROW: No, I mean, I'm just wondering whether we're being too glib in saying, 'well we're going to have education', and that's it, and people are going thereby to be educated.

JANE BROWN: I don't think it was education and that's it, I think we were saying well, that, you know, education is part of the package with which you then deal with problem gambling at whatever stage, so the preventative stage, but also then dealing with problem gambling at a stage where obviously it's started happening, you're looking at treatment services.

PROF STEPHEN CROW: Yes. But before that can I have the Reverend Mr Manges.

REVEREND NIGEL MANGES: Thank you. I can give some statistics on my own personal experience of seeing gambling problems increase 300 percent in my pastoral concerns in the last 3 years, anything ranging between 16,000 and 35,000 pounds in debt. My main concern is that there aren't the things in place, it's very difficult to put in place. If a gambler has a problem, he has to admit to having a problem before he seeks treatment and that's an important issue, but not only that, it's not only the gambler that's affected it's the family. And I'm concerned about what's in place to help support the families of those who have gambling addiction, I've already provided shoes, clothing and various other things to help the families and because there isn't anything in place, I think nationally anyway, I think it is a big problem that we need to take very seriously. And the point about being careful where we site where the casino is, we're seeking areas for regeneration often in those areas it's those with low income seeking a quick way out through gambling, and all those I've dealt with in the last three years, come from low income families, to find a way out. And they would admit, one person has already said to me 'I'm looking forward to having a casino in the locality', and I said 'Why?', and he said 'Because I see it as a possibility of a way out of the debt I've already got'. And because there isn't anything in place, it is a great concern to me.

PROF STEPHEN CROW: Do you want to respond to that?

JANE BROWN: Yes if I could. There were a couple of recommendations that I didn't get a chance to say. The first actually related to that point, the group also looked, not just at problem gambling, but some of the other social issues that might be lined to problem.

PROF STEPHEN CROW: Could you specifically respond to the point that the reverend made.

JANE BROWN: And there recommendation was that funding should also be provided to enhance other relevant support services such as, they've named The Samaritans, Relate, Drug and Domestic Abuse services and services offering debt and financial advice. So they were linking services around problem gambling issues not just on problem gambling itself, but issues that might be related to it.

PROF STEPHEN CROW: Thank you. A lady we haven't heard from before, Frances Cunning.

FRANCES CUNNING: Francis Cunning from the Primary Care Trust. It was just to go back to the issue of the public awareness campaigns and I do thing I would like a agree with you, it has to be more than education and education in schools. The best evidence that we have at the moment is in the Netherlands where they managed the increase in the prevalence with problem gambling with a funded programme to mitigate against that, to minimise that, through public education and awareness campaigns that go beyond written campaigns, that would actually engage and be accessible to the public and we would have to look at how that could be adapted in Sheffield.

PROF STEPHEN CROW: Thank you. Mr. Froomberg.

JAMES FROOMBERG: Thank you Chair. I just wanted to check with Miss Brown, whether you've put an estimate of the budget you would need to implement all those recommendations and then check whether that's included within one of the fifty percents, or the others, of the revenue funding that Sir Robert's told us about.

JANE BROWN: No, the group hasn't put budget figures onto this yet and that will be something they would move on to do, but I think we would see it as being funded through the kind of figures that we're quoting for local services.

PROF STEPHEN CROW: Thank you very much.

MAN 1: There's a few points I wanted to make on this, the first is to say that in relation to the issue of problem gambling anybody who doesn't acknowledge that there is an issue to be tackled here is deluding themselves, we have to face up to it, wherever the casino is located, and I suspect the honest answer is that there's no evidence to suggest that any of your short-listed sites, that's a particular different issue in terms of the rest care, there may be but I haven't see it. The key point here is not the risk issue but the response, the key issue is the seriousness the locations are prepared to tackled those issues and I think our proposition is that we're putting in, in effect, half of the revenue income, which is a significant sum of money, it's hard to quantify until we do that competition, but we're talking about hundreds of thousands of pounds here, into the services and the education campaign, so I think it's important to say that we start from a proposition where we will do whatever is necessary financially to ensure that we mitigate the risks. I think the second point is to say, is that what we have to do is to start early, if we're chosen, and ensure that these services are in place before the casino start operating, and what we would is to build on the research we've already done about what works and what doesn't on tackling the issue and then do more of it. And I think one of the things that we've found when we've looked at this issue is, is that the current mainstream funding service doesn't really tackle the problem effectively, what we need to do is to fund additional services, the things that don't fit the national frameworks and including things like the Money Line services that we've had, the Advice on Tackling For Indebtedness, so it's about really using the discretion that will come from this to enhance the services across the piece, and we'll learn from the best on that and we'll change it if it doesn't work basically. I think the third point is this proximity to deprived communities, if you look at the site in the Lower Don Valley they're not cheek by jowl with residential areas, they are in a general area, the north of the city, which has regeneration issues to tackle, that's why we've gone for the scheme. So I think the risk of ambient gambling, that's to say somebody just wandering in, is low but what we have to do is to have a system that builds on a strong social infrastructure in the first place, so the reason why the proposals suggest that half of the money goes into our successful neighbourhoods campaign and half into tackling problem gambling is that the core of the Council's policy, as their leader has said, is closing that gap, not widening it. And we're quite clear that we will do whatever it takes to ensure

that that happens through this process. We've got ideas for specific services but what I would want to do here is really use the time between now and the operation of the casino to make sure that we are an exemplar and use the funding to do that.

PROF STEPHEN CROW: Thank you. Yes, one point Mr. Price and then we'll break, but your point first.

DAVID PRICE: Just a few quick points. First of all, just to say, I've discussed this with Bishop Jack, while he's been willing to chair this task group, he does not believe it can lead to measures which will eliminate the problem of problem gambling. In Australia one third of gambling...

PROF STEPHEN CROW: Can I just make one point, I don't think anyone's asserting it will eliminate the problem, does he think that it will give a reasonable mitigation?

DAVID PRICE: Well, the Council's submissions to you actually say, 'We aim to ensure there's no increase in problem gambling', so some people are claiming this, amazingly, it's in the text. In Australia a very high powered commission that reported in 1999 said that one third of gambling expenditure came from problem gamblers. So I think it unreasonable to suppose the casino operators are going to be tremendous allies in stopping problem gambling. Another point, I'm all for these plans, if we actually do have a regional casino, but they only apply to Sheffield, whereas this project will have its impact on all the other parts of South Yorkshire, stretching perhaps also to Chesterfield, Nottingham and so on, we heard about one hour's drive, so the licensing procedure won't actually provide money to those local authorities for alleviating problem gambling. And just finally, the Lower Don Valley, it's not very far from poor communities at all, it's just a very short bus ride.

PROF STEPHEN CROW: Your comments on Australia, we did a bit of research on that ourselves, but I don't pretend for one minute that we picked up everything, did you find from the Australian material what sort of gambling produced the most problem gamblers?

DAVID PRICE: I'm sure it's what they call the poker machines, pokies, yes, I've a friend who's used them, and they're very, very addictive and they are, I believe, the biggest problem in Australia.

PROF STEPHEN CROW: Where are they most located?

DAVID PRICE: Some of them are in casinos, I think some are elsewhere.

PROF STEPHEN CROW: Working men's clubs. Do they have working men's clubs in Australia? But clubs and..yes, I may have got it wrong, but they're almost everywhere in Australia aren't they?

DAVID PRICE: Yes. I think they've got some technical experts in Australia who devise the most seductive machines.

PROF STEPHEN CROW: Yes, thanks. Sir Robert

SIR ROBERT KERSLAKE: Can I briefly clarify a point made there. I will also just respond to a couple of others. The first thing to say is we're not suggesting that there is no issue of problem gambling, of course it exists now, it exists nationally and it exists in Sheffield. What we're arguing is that our intention is that by strengthening services and the response, we will avoid an increase by counteracting the effect of any potential increase in risk from the casino. That's the proposition we've put in here. The second point to make is that Australia is not a comparison for what is being done in this country. Australia was essentially a free for all, and it exemplifies the problem of ambient gambling. This is a situation where the government have clearly regulated the process and will have distinct locations where the issues can be tackled.

PROF STEPHEN CROW: Thank you. ...? Mr. Tomlinson and Councillor Iqbal, we will break now. Can we be back in quarter of an hour. We'll carry on where we left off and I think that involves Mr. Tomlinson.

NIGEL TOMLINSON: Chief Executive of Sheffield Chamber of Commerce and Industry. I wanted to pick up with where we just left off with the latter half of the presentations, and also to pick up on the points which I think we concluded Sir Bob's comments. My understanding of this meeting was not that we were here to debate the rights and wrongs of whether or not gambling should take place or even exist. It was actually to discuss whether or not it is feasible or suitable for it to be located in this city or any other.

PROF STEPHEN CROW: Yes, that is my understanding, the other thing is we do need to remember, the issue is not should the gate be opened for Sheffield, as though this was a planning

application, the issue for us is how does Sheffield stand, vis-à-vis the other candidates, so it's a little more than the ordinary yes or no forum.

NIGEL TOMLINSON: Exactly. My point is to pick up from where we left off, we've started discussing some issues concerning gambling in other countries and to pick up again from where Sir Bob left off, I've visited Australia a number of times over the last few years, I also used to live in the United States, in Philadelphia, and my nearest resort was Atlantic City, not a place I particularly cared to visit. The fact of the matter is, the latest statistics show that gambling in places like South Africa where there is extensive casino operations, have actually reduced over a number of years. This has been caused by a very, very effective programme of education and enlightenment to the dangers associated with excessive gambling. I think we've already stated here this morning, that whilst we may not have those systems and procedures in places at this moment, we will work toward achieving them should a casino licence be granted to this area. And it will always, with any situation like this, be trial and error and a very steep learning curve for anybody who gets this regional casino. With regard to Australia, Sir Bob's comments are quite right, it is largely unregulated, they have had some quite horrific situations with regard to obsessive gambling, there is nothing worse than what I've seen and coming off a golf course in the middle of nowhere, almost in the outskirts of the Outback, to find about 25 middle aged ladies, whilst their husbands are out on the golf course, filling pokey machines, as they are called, with endless amounts of coins. It is not properly policed and they have got a serious situation, however they are still stating that in a largely unregulated situation, Australia less than 1% are compulsive gamblers, and there is a direct correlation to the same type of obsessive behaviour as associated with alcoholism and drug addiction. With regard to the other type of casinos that exist in Australia these are quite often what we would refer to as the super casino, the Melbourne example which is very nearly one linear mile long, and yet the latest statistics show that 60% of people who visit that casino visit it for the convention facilities, for the huge amounts of restaurants and bars that are associated with it and it has become a large visitor attraction. It also contributes, when I met with Melbourne City Council's Director of Planning and Environment, an incredible 35% of the total income of the state of Victoria. That 35% is channelled effectively, or should we say it is starting to be channelled effectively into gambling addiction programmes, it was not very quick off the mark, but it has also channelled it into city infrastructure, tourism and visitor infrastructure for the entire state of Victoria and into, what Australia has done incredibly well, the producing of world class athletes and sports facilities, and created and added onto its leisure offering. The point was raised earlier, and Richard is better qualified than myself to talk about this but I think we've both seen the same figures, when it's been talked about possible impact or reduction of international travellers to the area, the fact of the matter is I think the latest research we have it is believed that less than 10% of total visitors to a regional casino based in the area would be of an international origin. We see it as being truly what the word suggests, regional, one hours travelling time however that may be done, but it is also a catalyst, it is also there to put the city back on the map as part of the ongoing diversification of the city's economy, and it is our aim that this city will never again have all its eggs in one basket as it did before. And over the last 10 to 15 years the diversification of this economy has been tremendous, this is another piece in the jigsaw. At that point that's all I would like to add on those points from earlier.

PROF STEPHEN CROW: Thanks. Would you care to respond to the point raised by Mr. Price that the problems would be not just in Sheffield, shouldn't the money also go to other authorities. Sir Robert.

SIR ROBERT KERSLAKE: Could I now say that we now work very strongly as a city region, not just as a city, and we are very clear, and part of the package would not just be services in the city, it would be services in the city region and we would want to work collaboratively with our colleagues. We work very closely already with them and in particular with the adjoining authority of Rotherham, but we would work across the whole of the city region and we have that flexibility in the way the funding comes in.

PROF STEPHEN CROW: Are the other authorities content with the situation there, are they aware of this particular point do you know?

SIR ROBERT KERSLAKE: They are aware of it and they are content with what we are proposing.

PROF STEPHEN CROW: Mr. Manges.

REVEREND NIGEL MANGES: Can you just have a point of clarification, you mentioned about this survey, I'm not sure of the origins of this survey, who actually made the survey, and secondly this idea of having a great complex where people don't just come to casinos, but come and use the restaurant and leisure facilities, is that survey actually done a review of the local restaurants and hotels and the business that might be lost through the locality of where it was placed?

NIGEL TOMLINSON: The survey was with regard to South Africa, and that was conducted by Peter Collins, who is also the Director of the Centre of Study of Gambling and Commercial Gaming at the University of Salford in the UK. The figures that I'd derived for Melbourne, and the State of Victoria, were actually from their city council, from their Department of Economy, but particularly Environment, Leisure and Tourism. With regard to the impact on local businesses in, let's take the example of Melbourne and the State of Victoria, they have found extremely positive signs that people visited the casino because it was there. They had every intention of visiting every component of the rest of the city, and also in exploring the Hinterland of the State of Victoria. They have not seen noticeable dips, in fact they have seen significant rises in visitor numbers to the city, their businesses are booming, particularly their retail and leisure areas, in and around the city centre itself, and onward tourism, as I say, into the Hinterland, has increased dramatically. As I say, though, this is a super casino, it is also known for jetting in jumbo jets of Japanese gamblers who tend to come on an 11 hour flight because they can't miss their opportunity to play at the tables. It is a slightly different scenario, in fact I'd say it's a vastly different scenario in that respect, But it has not deterred visitors to their city centre, and in fact, if anything, it has added to overall visitor numbers.

PROF STEPHEN CROW: Let Mr Manges speak

REVEREND NIGEL MANGES: Okay, can I just respond. What I've read, and it's only on the internet, that that experience isn't always the same. In America, where small businesses, small restaurants, have actually been put out of business by people going to the casino. Is that also not true?

NIGEL TOMLINSON: I think America, you've got, again, a different scenario, America tends to build up what you would call a critical mass. Las Vegas is a classic example of a critical mass. No-one was going to go all the way out into the desert just to visit one casino, it became entire roads, streets, full of casinos, and resorts. And of course I think the correct term for those is 'resort casinos', a very, very different offer indeed. Personally it doesn't appeal to me, if I want to see 30 people all dressed as Elvis impersonators I'd think there was something missing in my life. But obviously it attracts some people, and in fact actually attracts a great deal of English tourists, as we well know. But the, it is a very different situation. Atlantic City was very similar, although Atlantic City was in decline, and in fact went into a recent decline again, it is now on its way back up again. And actually the visitor figures for Atlantic City denote a higher number of day visitors, with services laid on from outlying cities, from New York to Philadelphia, to Baltimore, to visit that particular resort. And, again, it becomes more than one theme that is attracting them. There is a beach, there are other things that they go to see other than someone just playing on a card table, so it is not the same concept as a regional, or what its effects would be on the local economy.

PROF STEPHEN CROW: Mr Price?

DAVID PRICE: I just wanted to qualify a little bit some of the points that Nigel Tomlinson has made about Australia and South Africa. I haven't had the privilege of going to either country but I have read about them. According to the very authoritative National Commission report, the number of problem gamblers was 2.1%, not 1%, in Australia, and according to the Responsible Gaming Commission in South Africa it's around 4-5%, in other words much higher figures than we have in Sheffield. I do think those high figures are related to the availability of liberalised gambling in both cases, Nigel seem to think it's a plus point that 30% of tax revenue in the state of Victoria comes from gambling, I think it's absolutely lamentable, the implication of that is that the state of Victoria has become addicted. In about 1999 the commonwealth Australia Prime Minister made a statement seeming to want to crack down on gambling but I understand it hasn't really happened because the governments of Australia are too dependant on tax revenue.

PROF STEPHEN CROW: Of course that's said here about axing smoking and motoring and all sort isn't it. I do want to move on and I'm conscious that one of the most patient people here is Councillor Iqbal.

MAZHER IQBAL: It's just to answer some of the comments that Mr. Price and Miss Creasy have made about the poor people. I live in Darnell and I'm the elected member for the ward. It seems like the comments you're making are that these poor people are just waiting for the casino to open to they can go and spend their benefits or the money that they earn, that isn't the case, we've got pubs, bookmakers, you can buy lottery tickets, so I think people waiting to rush into these casinos, I don't believe that at all. I think the rush is for the jobs that are going to be created within these communities and through the licensing competition that we as a local authority are going to take, for us it's to ensure that the local people benefit. We've had letters of support from local businesses and these are individuals from a Muslim faith that are in support because of the business case that's been made with this bid.

PROF STEPHEN CROW: That does actually lead us on to a point we wanted to make, and that is about the take up locally. First of all, are we correct, we did have a quote from the holy Koran the other day about gambling, is it the case that this is something that is quite fundamentally wrong in the Muslim faith.

MAZHER IQBAL: I think it's not just in the Muslim faith, I think it's within the Christian faith as well, we have restaurant owners who sell alcohol, alcohol is forbidden, there are Muslims who own restaurants and sell alcohol. For me it's about the choice, people speak about an Islamic state, me as a Muslim I'm living here, the government here allows me to practice my faith, I have a choice, if I decide to gamble that's a choice that I will make. Yes you find Mosques saying we're dead against gambling and alcohol and drugs and so forth, but the Muslim people there in my community and Sir Bob's mentioned the Pakistani Muslim Centre, there's Bangladesh community as well, for us it's about, yes we're talking about regenerating the city and we've spoken about closing the gap agenda, that for me is important and the casino will address the unemployment rates within our community and also address support for the small and medium enterprises in Darle and Tinsley.

PROF STEPHEN CROW: To what extent, in your observation, are people likely to be more observant of this particular point than others, to the extent that they would turn down a job?

MAZHER IQBAL: If you look at the restaurant trade, again alcohol for us is a serious sin but you have Muslim people working in restaurants and owning businesses that sell alcohol. We've got a letter of support from the Hackney Carriage Association, he's a practising Muslim, for them it's a business case, so, you know, for people the option's there, we have high unemployment, I have people of all ages coming up to me and saying, you know 'How can we get a job? What support will we have?' We've had a number of inward investors that have come into the city, Pole Star, B & Q, but the leading time of helping the long term unemployed hasn't been there, whereas here, you know, going through the licensing process and then the construction, we have enough leading time here, I believe, working with the different agencies and having bespoke training made available, I believe, will address, you know, the social issues in my community. So this argument about faith, as an issue, doesn't wash.

PROF STEPHEN CROW: Thank you. Well thanks for that, because that's very helpful, because, you know, there are all sorts of misconceptions lurking around that, it's good to know your view on that. Do you want to say something Mr Price?

DAVID PRICE: Yes, maybe to just follow up Mr Iqbal's comment, which I think has been very helpful in terms of helping us to understand the community cohesion aspect. You specifically mentioned the rush for jobs, in the words that you used, and it would perhaps be helpful for us to understand what mechanisms are in place within the local area to try and ensure that the job opportunities are enjoyed by people within the more deprived communities, and possibly there may be something to say about the success of those mechanisms in the past, on various parts of the City Council area. Thank you.

MAZHER IQBAL: We've got, I mean, John Hudson will speak about Job Match, but we've, locally we've got a job brokerage service, which is Job Net, and that's both in Darnall and in Tindsley. In Tindsley we've got a fantastic one stop shop resource, where ICT training is provided, we've also got the source at Meadow Hall, and then at a local level, working with the Forum, we've got, we've just appointed recently an employment co-ordinator. And then, complementing what else is in the city, I think, you know, recently we've been working on the Local Enterprise Growth Initiative, which is supporting people who have aspirations to start their own businesses. So we are being equipped

with the tools, but with the casino coming in, just like everybody else has mentioned, it's an acceleration of the regeneration benefits that our communities can have. Just one final point about the education and awareness programme, yes we do have issues about, language is an issue within my neighbourhood, so, you know, we'd be looking at, and the operators have alluded to this throughout, you know, we'd have road shows, there'd be advertising boards, there'll be events in local communities and the radio.

PROF STEPHEN CROW: Yes Mr. Price.

DAVID PRICE: I'm not a Muslim so I'm not as qualified as my colleague to speak about this, I'll just say I have had the following message from the President of the South Yorkshire branch of the Islamic Society of Great Britain, 'I can assure you it is against Muslim faith to gamble, it is a sin. As the President of ISB I can say that our members and many Muslims are opposed to it. I shall be delighted to work alongside those opposed to the casino', that's a different view. On the employment aspects, are we moving on to the employment aspects Mr. Chairman? I have got a lot to say about employment, I come from the Department of Employment and my career was as a Civil Servant in the Department of Employment. I am sceptical about the claims that are being made that the regional casino is a cure to Sheffield labour market deficiencies, I serve on the Inclusive and Cosmopolitan Board of Sheffield First and we review the employment and unemployment problems of Sheffield and what is clear is that there are certain groups of unemployed. One of the largest groups is people who are on incapacity benefit, many of whom are interested in getting back to work but over 37% of those have mental health problems, is anyone really seriously suggesting that the environment of a regional casino is the right place for a person with mental health problems struggling to return to the labour market after years of being out of work. Another group that are numerous are people sadly in black and minority ethnic groups, including those of Bangladeshi and Pakistani origin, but I do think they will have problems, despite what is being said, with the ethos and so on of a casino, they are numerous among unemployed people at present sadly. And even in the restaurant side of the business there'll be issues of halal meat and so on. And I'm really not at all convinced that is actually the right kind of employment for the unemployed people that we actually have.

PROF STEPHEN CROW: Thank you. Yes, Mr. Hudson.

JOHN HUDSON: John Hudson from Sheffield First for Investment. I'd like to make a few comments and supply some information for the panel and in doing so I hope to address some of the comments that have just been made, and actually provide you with some evidence that you can take into consideration when assessing Sheffield's application against the other applicants. My particular responsibility as the Director of Job Match South Yorkshire, and I'll mention the South Yorkshire aspect a little later on but in listening to my comments if you could take into account of the fact that we're not always talking about just Sheffield, a labour market tends not to distinguish between administrative boundaries in reality. But I am going to focus my comments in relation to the particular communities in the areas adjacent to those areas where the casino may finally be located. I want to address existing delivery and a platform, if we're going to assess the impact of a super casino of a facility of this kind, we need to make sure that we're assessing its impact and not any other impact, for example if we don't have the infrastructure to ensure jobs go to local people it will be difficult to make that more detailed assessment, and what I would say to you is that my job actually is to connect the benefits of inward investment to those people who are furthest from the labour market. And it's actually quite a challenge, particularly working in the public sector where you're fettered by European regulation so you can't actually use these phrases, 'Local jobs for local people' you can't put those into planning and other types of funding agreements. So it actually makes it quite challenging, we've been doing it for five years now and we've had a number a successes but we could have done an awful lot better. We've put lone parents into Abbey National, just the other side of the boundary there's 100 people being employed from the most deprived communities for a mailing company. And in some ways that's been a good and a bad example, that's 800 jobs literally adjacent to the south exit of junction 34, so almost between the two sites, further away from the third site which is city centre based. And 84 people who were unemployed went into those jobs, but actually a very, very small number of people from the local community went into those jobs despite a huge amount of effort and energy from a whole range of partners within the city, and I'll say why that is in a moment. We have another example, a real example and

I am happy to provide evidence, where we currently have 100 people in employment with construction companies, over 50% have come from deprived wards because we've targeted deprived wards, 32% come from BME communities and 6% are female, and we're just at the point of putting 400 more people into employment across Rotherham, Barnsley, Doncaster and Sheffield on the same programme, £40,000,000 of investment, nearly half of which has come from the private sector. That actually brings me onto my next point which is leverage. I think there was an important difference with this project and that is it is substantially private money, it is a commercial investment and unlike many of the investments that we've referred to which have had some public sector money at some point, it is quite reasonable for the investor to contract with local groups, with the city, in a very clear and specific way to be able to guarantee jobs. And that's not something we have been able to do up until recently with this construction project, and I think that is a fundamental difference with this project. Sylvia made the point this morning about how do we ensure that the local people get the jobs, well actually this is one opportunity that presents a contractual situation that through the various competitive processes we can use that leverage as we have done with the construction project to effectively require a certain number of jobs to go to a certain type of individual. And I think we've got clear evidence to show that a, it can be done, b, we can target it very successfully, and c, perhaps as importantly, we can ensure that that leverage extends to money being put into the provision of training programmes, Councillor Iqbal made reference to the training lead time. This is not about, let's use the example of 1500 jobs all going to local communities because we don't have the necessary skills, but there is an opportunity to quantify a given number and not just the lower paid jobs, because we will quantify a given number of higher paid jobs that we now have time to put training programmes into place that will equip people for those higher paid positions in the organisations. And we can do it contractually, we've shown that we can do it as a city and as a city region.

PROF STEPHEN CROW: Not geographical, is that the point?

JOHN HUDSON: The point is we can make it geographical, and we have evidence to show that we have targeted people in communities who are wards of multiple deprivation and we have existing programmes that show that we can do that. If we can do it where public money is involved we can definitely do it where it's private money. And I think that's a really, really important point that should be taken into consideration here, it will be different with this one. And just a final point, this contractual arrangement is critical to it, the construction example I referred to has contractual arrangements in place that require contractors to report on price, quantity, time scales, but also on their performance on the training programmes, so one of their key performance indicators is how well those trainees are doing, and we challenge them if those trainees are not doing well. So hopefully I've conveyed the message that this a real opportunity where we can very deliberately target key communities, back it up with contractual arrangements and use the competitive process to maximise the leverage in terms of funding and a final position that we get to guarantee jobs.

PROF STEPHEN CROW: Mr. Mundy has a question for you.

NEIL MUNDY: Thank you very much Chairman. This is an area I am very keen to explore and thank you very much for that full explanation. Could I just explore with you the earlier comments you made about projects and areas where it has not been quite so successful in terms of getting high levels of local unemployed people into those jobs. Because against my experience that it's about making, 'cause we're dealing with people and it's about making sure that employers, or prospective employers are fully tuned into the process and accept it fully and embrace it, as well as the unemployed people who are potential beneficiaries, because you have to match these two parties up very, very carefully to make it successful. Could you talk about some of the lessons you learnt on the earlier process, 'cause contracts are very important as frameworks, but clear understandings and partnerships that work are much more effective in my experience.

JOHN HUDSON: I would agree, that's certainly been our experience. If one is working with an employer who's tuned into the issues that you want to address then, as a general principle, you can have the maximum amount of success in relation to including people who are currently outside the labour market. The reality, I have to say, is that the majority, and I speak of someone who's been that employer for 20 years, I've worked with big businesses as a HR Director, so I am familiar with it from the other side of the fence, the reality of it is that the majority of businesses are focussed on their core activities and the point at which you ask them to do more than that is the

point at which they start to disengage. And it is difficult to, despite all the encouragement, despite all the moral blackmail, despite all the reasons both business and social reasons that you put forward, there comes a point where companies will ultimately do what is in their best interests, and if it's in their best interests to recruit people quickly, that's what they will do. And that's why I think the contractual leverage is a critical factor in all of this, we've demonstrated using public money that we're able to satisfy European regulations, and still deliver that contractual leverage in the construction programme to which I've just referred. If we can do it where public money is involved we can treble that opportunity where private money is involved. The reality is many companies don't engage, no matter how hard you try, and even those that do engage have a limited life because they need to get on with their business and their priority isn't always social inclusion, and I expect that's your experience as well.

NEIL MUNDY: It is. Those earlier experiences you had, does your recent explanation in fact give the reasons for why they earlier experience was not successful?

JOHN HUDSON: Yes, we knew, but we've learned, that you do have to have lead time to engage with people you have to have lead because they have a number of barriers that prevent them accessing jobs. Starting with basic skills and other issues, confidence, depends on the nature of the individuals you're dealing with and we would have lead time with this project.

MAN 1: I, some time ago, visited the Manor Estate, and left quite impressed with the abilities of local organisations to achieve this targeting that Mr. Mundy's asking about, was I right to leave with that impression that the City Council has the capability to bring about real change within communities of that nature?

JOHN HUDSON: I think you were, I think that the example is a good one, and with all due respect, and I say this with some hesitation, it's not just the City Council, there goes the career, the community organisations are extremely strong and you've heard reference to it, and they're particularly strong in these areas actually, which from my point of view is sometimes extremely challenging, I have to say. But the upside of that is we have facilities, we have Job Net which is a city-wide system where I get a job in the investment agency, and I can put that job through to all community organisations through that system very easily, and that's one of the keys to engaging as many people and targeting as many people as there is. But there is a very strong community organisation structure in this city, and I suppose the summary of what I'm saying is that platform already exists.

PROF STEPHEN CROW: Just one point about the long-term unemployed that are in some way disabled and a quite large percentage with mental health problems, what are the prospects of them, in your opinion, getting casino and casino related jobs?

NEIL MUNDY: I would agree with some of the comments that he has made, it is important, not just in this situation, that you get suitable people into jobs that suit their skills and competence. The observation I would make on that is that the number of core casino jobs is not the majority of jobs that we're talking about by and large, the infrastructure that will surround this investment is very much about services, whether that's retail, whether that's catering, whether it's hospitality, whether it's hotel, and those opportunities are often more suitable for individuals who have challenges the like of which have been referred to. But it does echo the point about targeting, the construction project very clearly targeted people who are long-term people who are living in wards that suffer from multiple deprivation, women into construction and black and minority ethnic communities. And we frankly found it very easy because we have the infrastructure to be able to do that. The incapacity benefits issues are complex and one needs to be careful about those because of the issues that have been raised, so there will be opportunities but one has to be careful to tailor those opportunities. One other point, we should think wider than employment, we should think about self-employment opportunities, I'm involved with something called Enterprise Match, which is the same targeting, in effect, but it's about creating opportunities for those individuals in deprived wards to develop self employment and entrepreneurial skills and in your opening address you made a reference, and it struck a chord with me, to having due regard to government policy in other respects, well Sheffield tomorrow submits its bid to the Local Enterprise Growth Initiative, which is very much a strand of other government policy. And our proposals to that fund link very directly to the things that I'm saying here about employment.

PROF STEPHEN CROW: Do you want to raise new points Mr. Price, or are we still on this particular issue. I'll tell you what I will do, I'll hear from the Government Office, because you've been very quiet up till now Government Office.

MARTIN SEYMOUR: Thank you very much. Martin Seymour from the Government Office for Yorkshire and Humber. I think it builds on the discussion we were just having around linking people to jobs, and our particular interest is around the regional economic strategy where one observation, I can see the attraction of the regional casino in terms of addressing a potential imbalance in public and private sector employment in South Yorkshire, it's particularly noticeable there's been quite significant job growth in the sub-region, but 40,000 of those jobs in that last eight years have been in the public sector. So I can see the attractions in a private sector, and this is wider than the regional casino, my interest is also around one of the key priorities in the key economic strategy which is around connecting people to good jobs, and I want to emphasise the word good. So I think really the issue is around whether we have sufficient lead time in partnership to ensure that local people have reasonable opportunities to have a range of career opportunities, as well as the entry level jobs, if I can put it like that.

PROF STEPHEN CROW: Thanks for raising that point, and perhaps we might get some evidence on that from the people opposite you. Sir Robert.

SIR ROBERT KERSLAKE: There's quite a few points I wanted to come back on if I can here, the first point I wanted to emphasise was the point that John made about the power of the licensing process, it's precisely why we haven't committed to a location or an operator, because we intend to run a very tough competitive process. Contractually committing operators to local recruitment policies, but crucially, taking up Mr. Mundy's point, making sure that in the appraisal process we've generally got a serious partner here, they're not just doing this because it's in the contract, they've got to persuade us that they really know that they're up for this. I think the second point I wanted to make is that the process that we're involved in here is very much focussed in worklessness, if you look at the history of schemes in recent years, it's been about registered unemployment, Government have now moved to the issue of worklessness and I'm personally on the National Employment Panel, which is a national body advising the Department of Work and Pensions and The Treasury on these issues. I have a fair degree of understanding of these issues and essentially the task is really twofold, the one part which John has very well described, which is bringing employers in the adapt their recruitment and training processes so that we are successful in placing people who are workless. The second half of the equation is working with those who are workless, on Incapacity Benefit and so on to enable them to be job ready and we have recently submitted, successfully in Sheffield and South Yorkshire a proposal to establish an employment consortium. And essentially the core of our proposal is to establish pathways to work so that we will work with individual groups, whether it's lone parents, lone mothers, whether it's the person who've gone off due to health reasons, and it's often stress, by the way, when we talk about mental health, or whether it's to do with ethnic minorities. And we will understand and analyse the reasons, the difficulties, the barriers they face as individuals in getting into the labour market and set up services to support that, we will get some pump priming money to do that and we are working very closely with the local Job Centre Plus and Learning and Skills Council, it will be an employer lead body, as a working skills board with a chairman who is a National Director of Care sitting on that who, as John would testify, has been probably one of the strongest players in this issue of matching jobs to people. So I think in contrast to what David said, I think there's every opportunity of bringing workless people into these jobs, and I actually think they are jobs that are suitable here, I don't think this is a case that they're unsuitable, and it's worth making the point that a high proportion of the jobs will not be on the gambling floor. The nature of the enterprise here, I suspect, would mean that probably a half or more would not be within the gambling floor, and it's interesting to note that when Clive Betts, the local MP, held a consultation with the Muslim community in the area, the concern of those who were present was actually a different one, it was that they wouldn't be overlooked for the non-gambling jobs, that they would be able to go for those jobs. So I simply don't agree with this point, David and I have worked on a lot of projects collectively, but on this issue I have to part company with him, that I think these are eminently useful jobs with which to match the community and the key point is, we can now work with those individuals to get them into jobs, as well as work with the employer. And on this occasion the

challenges, as John has said, most of what we do with employers now is voluntary, when we do a big contract as the Council we've got leverage, but otherwise they do it because they're interested in the city and that's always a tough number. In this instance we can and will dictate the process through the competitive process. The final point I wanted to pick up was Martin's point about the mix of jobs here and ensuring that the mix of jobs goes locally, from the information we have about the regional casino and in our response to your questions we attached the MGM Mirage pretty detailed analysis of the type of jobs, it is clear that there are quite a lot of jobs that are not entry level jobs, there are a range of different jobs required here and I think it's possible to target jobs at all the levels that are involved here for local people. One of the distinguishing features in Sheffield and Rotherham is actually it's quite a self-contained labour market, most of the people work locally, most of the jobs go to local people at this stage and I think there's every possibility that we can harness that. And if you look at examples, and I think John's been quite modest about some of his achievements, like the recent McDonalds hotel that opened up, you will see some good evidence through local recruitment fairs and other things where we've managed to secure jobs for local people at many different levels within that organisation. And I think the way to think about regional casinos is as really part of that sector and many of the characteristics of that sector will apply.

PROF STEPHEN CROW: Thank you. Miss. Creasy.

JILLIAN CREASY: Thank you very much ...? Not the only option for creating jobs, and I think we just need to bear that in mind, the City Council has chosen to go down this route and to spend a lot of energy pushing for this bid, but it has got an awful lot of other things that it does as well, and it could spend energy on trying to bring other kinds of industries and businesses into the city. So just not to forget that if we don't get a regional casino then all is not lost, there are other things we could be looking at, we have got some choices here. I work as a GP in Firth Park, and it's a largely Asian and ethnic minority population, and I'm very much of the view that unemployment is one of the main contributors to ill health, I absolutely agree with that. And my personal impression is that the barriers to work would not be people's religious beliefs but much more issues about the language skills, their capabilities, the fact that they've been unemployed for a long time, so I go along with all that, and if we do have to have this I personally feel very reassured that there is so much effort and thought going into finding those people. So, although I'm sitting on this side of the room I support those efforts. But I wouldn't be doing my job unless I brought the views of the Asian people I've spoken to in my own ward. I represent Central Ward, which includes Sharrow (phon) where the Bramwell Lane, Sheffield United bid is, and the person that I speak to most frequently is the Chair of the management committee for the Woosley Road Mosque, and he gave me a signed statement from members of that management committee, saying that they do not support the bid, they would not with for a regional casino. That's one person with one set of views, he's very connected with the mosque, he's going to be at the religious end of the Asian spectrum, and I agree there, it's a big spectrum. The interesting thing about what he said, I mean obviously I invited him to come today to be part of this, he said if the City Council want to do this they will do this, there is nothing we can say, they don't listen to us. So I just want to bring that point of view in, that there's a sense of total alienation amongst a lot of people that feel that their voice, their views are not being heard in this. I just feel I do need to say that. And finally, a question to Councillor Iqbal. One of the things in the City Council's bid is to put this point, that not all the jobs will be in the frontline gambling side of the business, there'll be lots of other jobs elsewhere, and that even people with religious sensitivities might be happy to go to those. I would be very interested to know exactly who you talked to, what was the nature of those conversations, what were the written statements, so that we're quite clear that we're not talking about a few people from one or two bodies who've said 'Ok, this would be alright', just to have a bit more detail about that aspect.

PROF STEPHEN CROW: Well there's a challenge, and I think I'd better go to that straight away. Councillor Iqbal?

COUNCILLOR MAZHER IQBAL: I'll take the first point of the local authority just concentrating on the casino. Two weeks ago, I also sit on the Planning Board, who've just approved the new retail quarter, so that's bringing inward investment..

PROF STEPHEN CROW: Did you say 'disapproved'?

COUNCILLOR MAZHER IQBAL: It was approved. Half a million pounds of investment into the city, and the developers, Hamerson (phon) said there are a range of jobs coming there, and, again,

construction job match. Yesterday in The Star, there was an announcement by the Dixons Group of 2000 jobs coming into the city, so there is a diversification of job opportunities coming into the city. Just a point of clarification for both Jillian and Mr Price, it's a sin to gamble, but it's not a sin to take up a job, so, you know, that's a point of clarity. People I speak to, I mean, I hold surgeries, I don't drive so I travel by bus, I mean, I can't remember everybody's name but you've alluded to the management committee of the Woosley Road Mosque, now, Afiza Iman (phon), who's also a management committee member of that mosque, is also the acting chair of the Hackney Carriage Association, that have also provided a letter of support. So yes, you will, I mean, in this room there have been people for and against, this isn't about the casino, and my colleagues have mentioned that, it's about the regeneration benefits, and the social impact that it will have. And I, you know, for me it's about, you know, people have this misconception that, you know, the local authority have billions of pounds to give away. Bob and the leader have mentioned about the benefits that are going to come from the licensing fee. We've mentioned about closing the gap, we've mentioned about job match, we've mentioned Job Net. Here's an opportunity to help people, you know, you've mentioned about Pakistani and Bangladeshi people, these are the people, you know, I'm a Pakistani myself, but here I'm representing my ward, I'm not just representing the Pakistani and the Bangladeshi, it's the whole ward, and, you know, using the Sheffield Neighbourhood Information System, you know, we rank sixth as one of the worst wards for economic inactivity. So for me it's about helping people, you know, it's an inward investment, there's a large number of jobs coming, we've mentioned it's not just on the gaming floor, leisure, hotels, restaurants, conferencing, and there's also fantastic sporting facilities that are within the are and 2012 the Olympics, so it's the catalyst, as we've mentioned and the multiplier effect that you've mentioned Chair, we're going to speak about later. But here it's a tremendous opportunity for me it's the economic impact and social impact that's going to reverse and buck the trend and I think it's a fantastic opportunity. Again you're asking me the question about names, I've mentioned the Pakistani, Muslim centre, the Bangladeshi Community Neighbourhood Welfare Project which is a city wide organisation, there's Howard Ali who owns the Bangl Bazaar who gave a letter of support, for these people it's about jobs increasing their businesses. It's bring wealth into our economy and that's just going to benefit not just the ward but the city as a whole.

PROF STEPHEN CROW: Thank you, well I think you'll appreciate Councillors that I'm not too interested in the local politics, I'm interested in the evidence. Not that I would suggest that for one moment that politics did not proceed on the basis of anything, but I do believe that Miss Hamilton from the Darnall Forum wants to say something.

SYLVIA HAMILTON: Unemployment doesn't actually start when you get to the age of requiring a job, the prospects for unemployment often start before that, there are educational issues, and on the SNIS figures, in Darnall, there are very low attainment standards. It's improving, year on year, but it's still below the average. And so one question I'd like to ask the Councillor is, are there any intentions to spend some money on the education? I know Wolfingham (phon) School is going to be an academy, and that's been sold very hard, but we still have young people in our community who go out, travel miles, in Tindsley, travel miles to their secondary school, and I just wonder what the plans are for addressing some of the educational issues, so that the young people that are coming out of school are benefiting from this.

PROF STEPHEN CROW: Can we have a quick response on that from the Councillor please?

COUNCILLOR JAN WILSON: Well educational attainment is not really the subject, I guess, of today's inquiry, but..

PROF STEPHEN CROW: No, but one thing we do want to know, is there a chance that, of the community benefits you hope to achieve, improving education is included?

COUNCILLOR JAN WILSON: Improving educational attainment is a top priority, because of how it underpins all other life opportunities, and the two worst performing schools in Sheffield are to be established as academies, in fact, today is day one, with huge additional investment in order to really shift the educational attainment of those young people we know to be the poorest performers. So that point is absolutely taken on board, so that today's young people do become the beneficiaries of the economic regeneration.

PROF STEPHEN CROW: I think it only fair to warn you that of course under the things we'll be looking for is whether the community benefits aspired to are actually achievable, so I'll just mention that before you are tempted to rush into agreeing to everything.

COUNCILLOR JAN WILSON: Might I continue on one or two of the points made previously?

PROF STEPHEN CROW: Please, please do

COUNCILLOR JAN WILSON: Thank you Chair. And that is about why Sheffield can deliver. Why are we here, why am I sitting here after a lifetime in politics attempting to make things better in Sheffield, arguing that Sheffield is a good place to locate this facility because it will benefit the people that I represent? Why do I think we can do it? I think we can do it in Sheffield because we can demonstrate a very wide experience, over a period of time, of economic regeneration at a variety of levels. I'm pleased that members of the panel had visited Manor Ward, which is the ward I represent, so I'm very familiar with the economic regeneration that's gone on, on an estate that was once labelled the worst estate in Britain. And bringing back those very disengaged people into work has been a task, and it starts with managed work space, very gentle, low level awareness-raising, getting people's confidence and bringing them back into work. And the other end of the spectrum, we've got some major investments that Councillor Iqbal referred to, the new retail quarter, with its half billion pounds of investment and a lot of economic activity on the whole scale in between, and I think that this economic opportunity of the regional casino we are well placed to use the experience that we've got that John Hudson just referred to of placing people into appropriate and encourage them into appropriate employment, that Sheffield has got the experience and ability now to really incorporate this having a good long timeline opportunity to do it. On the question of how the Muslim Community will respond to this employment opportunity, I feel, and again clearly I can't speak as a member of that community, but the people who have spoken to me demonstrate just as much diversity in their views about the regional casino as do members of the Christian community and others. Councillor Iqbal is saying how he feels the people he represents can benefit from this, clearly there are individuals who have said to me that you must not allow this facility into this city because it is sinful, so there is a very wide series of views. I come down to the view, as a member of the Council who has got a legal duty of wellbeing for the whole city, that the city can benefit and the city's most disadvantaged communities can benefit from Sheffield being the location because of our experience and the measures that we believe that we can put in place.

PROF STEPHEN CROW: Thank you, well I've got two members of the panel want to ask some questions and then I'll hear again from people on my left. Mr Sagar.

DEEP SAGAR: Thank you Mr. Chairman. First point of fact, would you know, as a council, from the three casinos that you've had so far, what share of employment would have gone to locally disadvantaged people and second, if you wouldn't mind Mr. Chairman, could I ask a general point about consultation since this is a broader discussion so far.

PROF STEPHEN CROW: Yes you might as well ask that.

DEEP SAGAR: So you are aware from the material submitted to us that there were two sample surveys, clearly, one of those quantitatively said there was a 13% positive support for this proposal, and we're also aware, like the discussion today, many organisations in many parts of the community have expressed support including businesses, but it would be very helpful if you outline for us all the consultation processes followed so far and what is the real level of support in the city for this proposal.

SIR ROBERT KERSLAKE: Thank you very much for that Chair, I'll address the questions in the order they came. The first question was about the extent of employment in the existing casinos from deprived communities, the short answer is I don't know what those figures are and none of those casino operators have actively engaged in a process that I'm aware of, of direct job recruitment, and I think that's very much connected to the point that John made. In this process they set themselves up voluntarily it's entirely down to the existing casino owner whether or not they actively engage in our recruitment processes, in this process they don't have a choice, we won't give them a choice, that will be part of the deal of getting the licence, that's the key point I'll make. So I'm not sure the existing casinos tell us an awful lot because it frankly isn't down to whether they are a casino operator or not, the truth is it's down to the nature of the company and the leverage we can apply to them. With new companies coming in, and we have of course got a

smaller casino coming in to the city centre, we then can capture them early and build the new relationship, but with the existing casinos that point has passed really I suspect. So that's where we are honestly on that issue. The second issue you raised was consultation, and I think the consultation issue works at a number of levels really, the first one that I would refer to, is that both of the potential bidders in the Lower Don Valley have done survey work on what do the public feel about this in Sheffield, and we have in our submission given you the full information on that issue, suffice it to say, the both found pretty convincing majorities in support of the casino. The second level of consultation that we've engaged in is through the Lower Don Valley master plan, and I think it is worth me taking a little bit of time on this 'cause it's been critical. An exercise was undertaken to do a complete master planning exercise along the whole of the Lower Don Valley, it was a piece of work undertaken by the council and by the predominant landowners British Land. A very in depth analysis was done of the area, the economic potential and the potential for the development of new businesses. Crucially, within that master plan, in the draft master plan were two sites, the two sites that we know about, identified as potential locations for casinos. So if you like this was the most direct official tangible process for testing what do the people in the area directly affected by this feel about the issue of the casino.

PROF STEPHEN CROW: The master plan, as I understand is very much a planning plan, it's about land uses rather than being about community.

SIR ROBERT KERSLAKE: No, it's actually about all the issues affecting the area, I'm happy to get David to come in, but it was predominantly started as an economic regeneration plan of which the land usage issues were the means to the end, if you like, but what we wanted to look at was, as we do in all of our master planning, all of the issues in the round.

PROF STEPHEN CROW: Good, so it's just the title 'Master Plan' that means something, that you are rather doing something better.

SIR ROBERT KERSLAKE: Yes, I do take your point, master planning is intended to be entirely spatial, this was a lot more than that as I say, David Curtis can elaborate on that as Director of Development, it was a complete comprehensive review and we have copies of the plan that we can supply to you. But just to say a bit about the consultation process, it involved over 200 stakeholders during nine specific events in 2004, 2005, we encouraged involvement from landowners, residents, community organisations, businesses and other stakeholders. There was a community and stakeholder workshop in January 2004 of which 40 organisations were represented, one to one interviews and round the table discussions were also conducted with more than 80 stakeholders. And since January 2004 there's been additional targeted sessions with local residents and businesses, Sheffield Universities, the Regional Development Agency and other organisations in the area. We've also put the proposals on display in public exhibition in July 2004, the site was, as I say, was clearly identified as a leisure and potential casino location. It's important to say that we received no sight specific objections to the casino in the master plan area throughout that extensive consultation process, so we believe that what we've done here is a consultation in context, and when we've done that the clear response is there for you to see. I don't know if David will want to add anything to that.

DAVID CURTIS: Thank you Bob. Yes Chair, David Curtis, Director of Chiltern Services, also known as the Planning Officer. I think it's also important to recognise that we've had three actual applications from the operators, the ones referred to to date. We have carried out the statutory consultation on those applications and we can provide details to the panel of the responses received so far, suffice to say that there are very responses received. As you may be aware, because of the process we are now going through those applications came in before the current exercises were put in place, so we agreed with the three operators that we would put those three applications in abeyance, so they are still live planning applications and the panel will appreciate that, as Planning Officer, I can't comment on them individually, for that very reason, but we have analysed the three applications and have agreed with the operators a number of the technical issues around those applications that we currently have. And there has been initial consultation, but that, obviously, now, is held in abeyance pending the outcome of this exercise.

PROF STEPHEN CROW: I suppose, though, if we're talking about a planning application, the only thing that your Planning Authority could consider, of course, is what is known in planning as

'material considerations', and some of the issues related to casinos and gambling would not, I guess, be. So if people knew that, they wouldn't have checked, would they?

DAVID CURTIS: Yes Chair, I think, well, in my experience, people object on many non-planning grounds on most planning applications, so I think we would have had a significant number of comments of that nature, notwithstanding that when we actually dealt with the Planning Report we would have to say that these were clearly not legitimate matters for the planning decision. And to date we've had virtually no objections on those issues to the formal consultation.

PROF STEPHEN CROW: Thank you. Sir Robert?

SIR ROBERT KERSLAKE: What I wanted to do is perhaps bring in Councillor Iqbal as well into this issue of consultation, 'cause he can describe some of the local consultations that have been done above and beyond the Council's bid, if you like.

PROF STEPHEN CROW: Thank you. Councillor Iqbal?

COUNCILLOR MAZHER IQBAL: Sorry, putting my other hat on, I think it would be best coming from Sylvia, 'cause there's been some consultation that's just been done over the last couple of days. I know MGM and Sun International have gone round and spoken to individuals. We've also mentioned the meetings that Clive Betts have had. I've also gone round and spoken to the individual forums, there's a number of them from Tindsley and we've got a letter of support from Handsworth Forum. I think there could have been a lot more done, that's why I think Darnall Forum have gone out and, because we don't know which operator's coming in, it's very, very difficult for us to really go out there and say, you know, 'This is what, you know, we're expecting'. It's very indicative, and we don't want to be, you know, if we're having an open competition, it'd be very difficult for us to pre-empt anything, so, you know, it's a very difficult situation that we're in.

PROF STEPHEN CROW: Of course, yes. I think I can understand that position. Let's hear from the Forum then, and Miss Hamilton.

SYLVIA HAMILTON: As Chair of the Forum over the last 10 days, I suppose, there's been quite a lot of activity around this, as I was coming on this Panel, and I was beginning to feel very, very uncomfortable about the whole process, because Darnall Forum, the ethos of Darnall Forum and the aim of Darnall Forum, is to listen to the voice of local people. And I felt that we hadn't done that as an organisation, we haven't been in the position to do that as an organisation, because we didn't have staff, it was me and a part-time, the management group and the part-time admin person, and so we've just recruited a team of people. So I went into the office on Monday morning and said 'I'm really, really concerned about this, I need to go, if I'm going to this meeting, I really need to know whether the people of Darnall say yes or no'. And as, and I know it's not about yes or no, but as the consultation's come out, I mean, it's, as people have already said, you've got different ends of the spectrum, you've got some people who say yes, you've got some people who change their mind when they realise that there may be some financial gain for the community, and are interested in the regeneration. It's a very, very mini sample. I've given Mazher a copy of it, I don't have a copy of it here, but I've given Mazher a copy of it and if you want to take that that's fine, but it was about listening to the voice of the local people. I was very encouraged that John Hudson thinks that local community organisations are strong, we don't always feel very strong, we often feel a bit vulnerable. But I'd like to know how Job March are going to engage in a very proactive way with local communities. If the Job Net contract, which is only due to run for another year, comes to the end, I know there are people who are negotiating, and people are trying to make sure the Job Net contract doesn't finish, but in terms of getting out into the local communities, if the Job Net is not in the local communities, as a job brokering organisation, then it's going to make things very difficult I think.

PROF STEPHEN CROW: Well, before we take that point up, I think perhaps we'd just like to step back a bit, 'cause I think Mr Froomberg has a question.

JAMES FROOMBERG: Thanks Chair. It's picking up on something that Miss Creasy mentioned earlier, which was that there were plenty of alternatives that the Council could be pursuing to create the employment other than a regional casino. I would like to understand what you think those alternatives are, and I'd also like to understand what the Council thinks the alternatives are. What is there if you don't get the casino, and if you're able to do that without using the word 'accelerate', we'd be very appreciative.

PROF STEPHEN CROW: Have we got an answer to the question? Oh, we've got one from Miss Creasy. Yes, certainly.

JAMES FROOMBERG: I'd like Miss Creasy's view, 'cause she started it, but I'm sure that Sir Robert would like to say something as well.

JILL CREASY: I mean, I'd just like to say that I've also got a question about the consultations, some comments to make about the consultations, so hopefully I can come back to that. Yes, I mean, I suppose I was just making the point that we're in danger of saying, you know, that if we don't go for this regional casino then there's nothing else, like Councillor Iqbal was saying. You know, people are rushing for these jobs, and actually it's a choice, that we're giving them a certain, offering them a certain kind of job. The things that I would want to go for, I mean this is outside the remit of SCASE, I suppose, but the things that I would really think that the City Council ought to be putting energy into, which it is to some extent, is the knowledge based industry, and building on the fact that Sheffield has a fantastic background in steel and industry, and it is a very specialised industry. I mean, one of the extraordinary pleasures of being part of SCASE has been in meeting people who work in the Lower Don Valley and going round a factory which employs 22 people doing a very, very specialist sort of job, ...? pumps, and just seeing what kind of work is done, and it just felt, it's almost insulting to be sort of going for this kind of development instead of more openly putting energy into that, that's Sheffield's real history present and future. Sorry it's a bit passionate and vague but that's how I feel about it and I'll come back about the consultation.

PROF STEPHEN CROW: Thank you. A response to that?

JOHN HUDSON: I think we'll both come in were sufficiently exercised to do so. The first point to make, as Chief Exec I've been in Sheffield now for nearly 10 years and I doubt if there's a day, not to say a week, that I haven't thought about how we transform the Sheffield economy, because we know that this is the urgent challenge and nobody would suggest, and we have never suggested that somehow or other the casino is our only shot at this issue of economic transformation. It's just one part of an agenda, I could take you through what has happened in Sheffield in the last 10 years and it is remarkable, this area has changed out of all recognition, talk to people who've come back to this city and they will say that to you. The city centre is undergoing a billion pound transformation at the moment and that process continues apace. The key point here though is that we started from a low base, bear in mind, as I said earlier, Sheffield lost a quarter of its jobs during the shakeout of the steel industry, that's a massive economic shock and we're only part way through a journey. It takes about 20 years to completely turn round economies of cities and we're halfway through that process. We have very recently established, actually not that recently, in the last year established an organisation called Creative Sheffield, it's the first city development company in the country, we are pioneers on this, business led where the leader and other key representatives on it, it's absolute prime focus is about competitiveness, about transforming our economy, bringing in new businesses and harnessing the knowledge assets. So this at the core of what we do as a City Council and core of what our partners do and Sheffield First For Investment has had some really strong successes in attracting new businesses and new jobs, we also have a very strong programme of helping existing SMEs in the city and of course we've been beneficiaries of Objective One funding and will be beneficiaries of the success of the phasing programme. And it's important to say that when I came to Sheffield we were at the start of an Objective One programme, why were we there? Because we failed to meet the 75% test against the European GDP, we now wouldn't qualify under those rules, so we've achieved our aim, which was to not qualify for European funding, that's the target we set ourselves and we were successful. That sounds a bit perverse but we do not want to be a dependant economy, we want a dynamic vibrant economy that is diverse and this is the point really, let's come back to why are we so enthusiastic therefore about this bid? Well, it's two fold really, or perhaps three fold, the first is the point that Richard has made, that it complements the offer in the city, that it brings something new to the economy that we don't have. The second is that it brings new jobs we do need a range of jobs, of course we need the knowledge economy jobs, but they aren't going to go to the people who are workless at the moment, quite the contrary in fact, we have to have a range of jobs, a casino brings a large number of jobs that are accessible. The third and most important part is that we didn't just say we want a casino in Sheffield, the proposal and the support for a casino came because of its catalytic benefits in the Lower Don Valley. And in the papers you'll see, and it's a question you're

coming onto later, we talk about an investment of £1.25 billion pounds, the key point about that is that a billion or more of that is private sector investment, the gap that we face at the moment in the Lower Don Valley is that there's some key infrastructure issues that we must tackle to open up the Lower Don Valley to new jobs. We need to tackle environmental issues, join the area up, we need to deal with some flood alleviation issues and we need to deal with some traffic issues that I know you'll come on to. And what this project gives us is a combination of jobs in their own right and the ability to accelerate the process. I'm sorry I used that word, I was trying hard not to, but of course everybody will say this, the point is we're not just saying that as flannel, we have a detailed master plan that identifies precisely what we'll put the money into and precisely what it will do. And it will undoubtedly unlock that economy, that sleeping giant if you like of what was Sheffield economic powerhouse, and the jobs we'll bring in there won't just be jobs to do with the casino, there will be a range of different jobs. But I just want to finish by, I do think there is a bit of snobbery about jobs in the service industry coming though here, this is what this is, this is jobs in the service and leisure industry and why do we see those jobs as somehow inferior, they're not, they're part and parcel of a mixed economy, if they're the only thing Sheffield has, of course that's a problem, but they're part and parcel of a comprehensive offer. And we shouldn't turn our nose up at these jobs, they are good jobs for those people who've got them and we know the transformative effects of people being in work.

PROF STEPHEN CROW: Thank you. Miss Creasy. First I'd like you to conclude on this particular point, I will get onto the environmental issues in a minute, do you want to say something on what's just been said?

JILLIAN CREASY: I just want guidance from you Chair where we are in the process, because I've got a great deal to say about the consultation as a whole at a city wide level, I've got the feeling we're talking about consultation at a local level and I just want to know where we are because under the section Willingness To Licence, so I can come back to the overall picture there, ok. So just on this local consultation, one point from me and then with your permission I'd like to bring in Richard Edwards who's one of our names people from SCASE. So just the general point from me first, is that I'm very uncomfortable about citing consultation by the bidders as part of consultation, I mean clearly that's a marketing exercise, I've been to some of those myself, I went to ones for Bramwell Lane and basically we had a presentation from the developers, lots of people from the public asking question that were only answered by those developers, nobody senior from the City Council there to hear what local people were saying what their doubts were, and that was it. And when you actually look at, I've got cuttings and their own productions from the bidders, my feeling is that the research is very, very thin and if anything what it does show is that the people of Sheffield are unaware about this proposal. So I'd just leave it at that. And coming back to the Lower Don Valley consultation

PROF STEPHEN CROW: Are you aware of the Sherry Arnstein ladder?

JILLIAN CREASY: No.

PROF STEPHEN CROW: Well the ladder is anything between being about consultation and there's a stage below consultation which I think is manipulation, do you feel that that's what been done.

JILLIAN CREASY: I just don't feel that, I can only speak from my experience, I went to a couple of events at Sheffield United where as I say there was a presentation from the developers with very glossy, lots of coffee tea, and really nobody putting the opposite point of view, that's the point I'm making, also nobody listening to what local people were saying and reporting it back to the decision makers. That's all I'm saying.

PROF STEPHEN CROW: That's a good point, thank you.

RICHARD EDWARDS: I'm Richard Edwards Chairman of G and J Hall a manufacturer in the Outer Cliff region of Sheffield, member of the Chamber of Commerce and a member of the Methodist Church. I'm fascinated by the consultation that's being brought up, my factory is 300 metres approximately from the Lower Don Valley Stadium, so far I've heard no consultation from the City Council on the casino, the one presentation I went to, and the master plan was probably back in July 2004 where we just had a presentation and for the first time I saw that my factory was due to be covered in houses and there was no talk from the Council before that. And as an individual we've had no communication whatsoever.

PROF STEPHEN CROW: Thank you. Well, Sir Robert I think there is a couple of points there, is a presentation proper consultation or in Sherry Arnstein's terms is it manipulation?

SIR ROBERT KERSLAKE: We haven't actually cited the specific meetings that the casino operators held, what we're citing is actually the survey work that they undertook through independent companies, of course they funded it and we've been very clear on that but it was done through respected independent opinion surveys.

PROF STEPHEN CROW: So could the reason you were not interested and up there taking feedback was that it just wasn't your show?

SIR ROBERT KERSLAKE: If it's united meeting ...? I was actually at the meeting so there may have been two of them, certainly I have been personally at a meeting organised by the operator at the time to hear what they had to say and to hear what other people had to say. But those are meetings held by the applicants for planning applications and I think it's probably helpful if David Curtis says a few words about that point. The key point I made on the Lower Don Valley master plan is that we didn't consultant on the casino what we consulted on was a master plan which contained proposals for the location of a casino and that was a quite deliberate act because it put the issue of the casino in context of other changes that are going on in that area. And I think perhaps I would like to get David Curtis to say a bit more about that issue.

DAVID CURTIS: Thank you Bob. The key point as Bob's just said there were clearly presentations made by the various operators, that is actually encouraged by the Government now though the planning process, that developers should actually go out and talk and present their ideas. But of course it's an opportunity for people to ask question as well. The Council was not, and wouldn't normally be part of that consultation meeting at that stage because at the time we're just considering the applications as they come in. There has been though consultation, clearly, throughout the Lower Don Valley master plan process and as Sir Bob has said we were very explicit to consult on the whole strategy, on both the economic outputs, the physical planning proposals, the concept of having destination leisure, i.e. casinos in the valley and also the traffic and transport that we will no doubt come onto later. So there were extensive consultations, as with all consultation processes there's always a dilemma, at what point do you actually go specific on individual locations and sites, extensive consultation did take place and all opportunities were made for all employers in the valley to be part of those. There were specific stakeholder meetings for employers in that valley, inevitably the gentleman made references to suddenly finding there were proposals, I think he said he was actually at the meeting where he saw the proposal that suggested part of the master plan was showing residential where his factory is, that clearly meant he was part of the consultation process, at that stage it was a proposal being made, that's what consultation is about, it wasn't a decision as to what is going on that site, it was a proposition that there might be housing in that location, part of the consultation process.

PROF STEPHEN CROW: Well I mean not naïve on consultation processes because it is something that is taught at planning school but is there something more you wanted to say Mr. Edwards.

RICHARD EDWARDS: No I don't think so, thank you.

PROF STEPHEN CROW: Thank you Miss Creasy. Mr. Hudson.

JOHN HUDSON: You did say that you wanted me to answer Mrs. Hamilton's question earlier on and you put me on hold.

PROF STEPHEN CROW: Please go on.

JOHN HUDSON: I think the question that Sylvie posed was, it was as much as anything a plea on behalf of the voluntary organisation who often struggle for funding and finance and I think the question behind that was, well yes I understand what you're saying John but we still have these issues and if we're not there how can we actually make sure we take advantage of the benefits, I think that was the gist of the question. And this is slightly risky 'cause it's my thought more than anything else, it's my view that in the leverage and contractual arrangements that we should build in provision to support the community organisations to enable them to do the best possible job, and I can't guarantee that here but I will lobby as strongly and promote that as a proposition that's included in part of the arrangements.

PROF STEPHEN CROW: Thank you Mr. Hudson. Mr. Tomlinson.

NIGEL TOMLINSON: Thank you Chair. Continuing the theme on consultation because I don't think we got a chance during that last set of points exchanged about the actual consultation in detail with business. There was extensive consultation throughout the last, I think it's approximately 18 months, yes we were treated to the same presentations as local communities were by the three casino operators, yes it was very glossy and you would expect them to say there's benefits isn't there, the fact of the matter was that the audience by and large in all of those presentation were convinced of those benefits. There's been consultation with most of the Chamber, in fact I'm informed by my Representation Manager sat behind me that is all the forums of the Chamber including our black, minority and ethnic business forum which is the most rapidly growing forum in the Chamber, whose committee were unanimously in favour, includes 12 different cultures and 7 different faiths. In addition to that I wouldn't be able to sit here now if I was not mandated by my Chamber Council, nor would you have the support of the other three chambers. The members of the Chamber set policy not the Chief Executive or the board of directors, and as a result that is why the four chambers are now able to support this proposal. Thank you.

PROF STEPHEN CROW: Thank you. Just one last point 'cause I do want to move on before we have lunch Councillor Creasy.

JILLIAN CREASY: I'm aware that there's another member of the Chamber of Commerce who's got a different view about the way things happened in the Chamber, I mean we can hold that or he can come and speak now, but that does need refuting, Mr. Ken Torries who is on our list.

PROF STEPHEN CROW: I want to get on to an area that you raised right at the very beginning.

JILLIAN CREASY: I still just remain confused about, I mean we're nowhere near the section on willingness to licence which to me is when we cover consultation, if we're coming back to that, then that is fine.

PROF STEPHEN CROW: We will indeed. You wanted to get on to environmental issues.

JAMES FROOMBERG: Yes Chairman, thank you. There has been passing reference to the particular environmental legacy within the Lower Don Valley and in the documentation that we've seen there was specific mention that ground work Sheffield were giving some consideration to environmental impacts of a regional casino. We were interested to hear where those thoughts have led thus far and just generally if there are comments about the environmental issues and in particular the improvements that could arise from the introduction of a regional casino.

SIR ROBERT KERSLAKE: If I could kick off on that note and bring in again David on this issue. Groundwork Sheffield is a partnership organisation concerned with environmentally led regeneration in the city and you'll know that we're a local version of a national project, and I think a very, very strong project it is too. We're engaged in this process really as part of the panel chaired by the Bishop and they were charged with looking specifically at the environmental issues in their work. What Groundwork consideration identified was the following, other contributors said similar things, the first was that there needs to be a range of measures to mitigate environmental impacts, so for example there should be green travel plans, park and ride schemes and other initiatives. That's the first thing that Groundwork said, we would entirely endorse that view, the second thing is that the high standards of environmental excellence should be part of any licence, competition or award. And by environmental excellence they mean in the design of the building, in its sustainability as a building and again that would absolutely be an expectation. The third thing that came out of the Groundwork was that the casino offers a massive opportunity to positively impact the surrounding area, such as the riverside, the river Don park proposals and ideas for an endowment for future management. And it's worth saying here that this complements very well an initiative that Groundwork had already got underway which is about, in a sense, greening the Lower Don Valley and that's an essential feature of the master plan which David will touch on in a minute. And finally there list of issues was the potential for good environmental practices should be a unique selling point of this casino, in other words in the same as we want to be an exemplar on tackling the issues of social impact, there is an opportunity here to be an exemplar on tackling the environmental issues as well. And those were the key things that came out of the Groundwork Sheffield work. David do you want to add anything to that.

DAVID CURTIS: Thank you Bob. I think to give context, whilst there's been a large amount of regeneration of the Lower Don Valley there still remains something like 180 hectares of vacant or derelict land in the valley, which represents about 20% of the developer area.

PROF STEPHEN CROW: Sorry, how many percent?

DAVID CURTIS: 20%. The environmental conditions in parts of the valley are still very poor and the riverside and the canal side are underused resources, very much so. So fundamental to the Lower Don Valley master plan, as well as the economic output we were seeking was also a desire to transform the environmental conditions in the valley. So the ideas set out by Groundwork are very much integral to the Lower Don Valley master plan and in fact we have engaged with Groundwork, 'cause we are one of their partners obviously, to bring forward the environmental proposals as part of the programming work we've done based on our desires to implement the master plan.

JAMES FROMBERG: Chairman could I just ask a supplementary question? What sort of land ownership patterns are there within Lower Don Valley, because this will sort of trigger questions this afternoon, but I think it would just be very helpful to understand how you can deliver that.

DAVID CURTIS: Yes, I think the important thing to emphasise is that the local authority has very limited landholding itself now. The majority of the land I've referred to is in private ownership. A significant proportion is actually owned by British Land, who are the owners of the Meadow Hall shopping complex, and a number of associated sites. There are also a number of other significant commercial landholdings, one of which is British Waterways Board, others are other private developers. They've all been engaged in that master planning process. Because our experience of working in the city centre regeneration has been a very strong one, that the local authority, working in partnership with the private landowners, using public funds to lever in resources to tackle key infrastructure issues up front, is the way of working, and in fact, in our city centre work, what I would emphasise is that it's never based on one particular big project, it's always based on a series, not a massive number, but a series of key projects. In our city centre it was seven, I would suggest in the Lower Don Valley it would be a similar number, six or seven key projects which actually contribute together to the regeneration process. And our experience has shown that that approach has made a huge difference in our city centre, and that's the approach that the master planners propose in the Lower Don Valley. Thank you

PROF STEPHEN CROW: Thank you. Excuse me, I think this is the opportunity for you to raise some of the environmental concerns. I'm just a little worried that we might be overlapping with planning. As long as we're not purely planning, as long as we're talking about the remit of the Casino Advisory Panel, I'm content that we go ahead on this.

WOMAN 1: Thank you. You'll have to stop me if I stray into the wrong areas, I find it a bit..

PROF STEPHEN CROW: I might find it all a bit too interesting, as I'm a town planner

WOMAN 1: I think the first point to make is that we can talk about making a regional casino more environmentally friendly, about carbon offsetting, about trying to make it carbon neutral, but there is absolutely no question that a regional casino that depends for its success on thousands of people travelling into the area, however they travel, to make it work, is not a green environmental project. So I think you just need to be absolutely clear that this is not, by its nature, an environmentally friendly project, and everything you do is mitigating that.

PROF STEPHEN CROW: I suppose that would apply to something like an opera house, wouldn't it?

WOMAN 1: Well it would, but it's absolutely huge. The scale of this thing is absolutely massive, and when we first started hearing about these plans, we were hearing about people coming from 30 minutes, and then it's 60 minutes, and then, yes, we need 10% percent who are coming internationally. At first we were talking about public transport, and then the Robin Hood Airport is going to be a key feature of this as well, to bring in some of the people. So gradually we're getting the picture that this is absolutely massive, and what we should be doing environmentally is making our work and our entertainment more locally sustainable, that's just where we should be heading, you know, over the next 10, 15 years, the effects of the price of fuel and the effects of climate change are going to make it very, very difficult for people to travel long distances. And if we pin our economic future on a project which depends on that sort of expenditure on fuel, I think we may be running into trouble. So it's just a very general point, and we can talk as much as we like about mitigation, but the kind of central aim of this is something that..

PROF STEPHEN CROW: Is this a peculiarly Sheffield point? I mean, could you say the same about Newcastle or anywhere?

WOMAN 1: You certainly could, but I'll come onto the specifically Sheffield bits of it. Interesting thing about greening the Don Valley, I think there's a contradiction in there, that part of the Council's proposal is that this is an area which doesn't actually have many people living in it, that it's a largely industrial area, so it's quite interesting, the idea of making green walkways to connect to local communities to a facility that we would prefer local communities not to use themselves as a leisure facility. They'll be working there, but we don't actually want children and families to be going along and seeing the adverts for the casinos and being tempted to go in, so it's just an interesting contradiction there, how you're actually greening a facility which is a bit dodgy. Coming on to the sort of specific locality areas, on the issues, there's a huge, huge issue here about air quality, and it so happens that the two proposed casino sites in the Don Valley, well one of them actually falls in the air quality management zone, and one of them just on the outside of it, so that all the traffic that comes up the M1 onto the Junction 34, and into the city centre, comes through that area, and it's an area which, I mean, I've got the charts here which are air quality polluting monitoring in Tinsley, which show that the air quality is already well above the level that's indicated by the European Directives as being above the level for health. And I think that does have a very, very key implication, which is that, if Sheffield City Council, and the Highways Agency, and all the other agencies involved, cannot sort this problem, the development will not be able to go ahead because if they breach those European Directives on air quality, then the development cannot happen. This is from the City Council's efforts to bring a paper about, mitigating the environmental effects, and I am going to read the whole of this paragraph, 'cause I think it's absolutely critical, 'M1 Junction 34 is near capacity, with little opportunity to increase capacity, either at the Southern or Northern Junctions. It might be argued that the peak times for visiting casinos is after evening peak time, so there will be capacity on the Junction, however, air pollution and noise are 24 hours a day issues. Air pollution is averaged, as a result, European legislation, European Air Quality Framework Directive 92/62, the Local Authority and Highways Agency must ensure that Air Pollution Directive limits are not breached around the M1 motorway and local road network. The Highways Agency would be required to advise against any proposals that would breach the relevant targets in 2010 from nitrogen dioxide and particulate matter. So I just think it's a very, very key issue, both the level of whether this development can happen and obviously the health of the people in Tinsley, if you want me to say more about the health effects of pollution then I'm very happy to do that.

PROF STEPHEN CROW: Well let's see what the response is and see whether you need to. Is this something that's been taken into account in your master plan?

SIR ROBERT KERSLAKE: First of all I'd say absolutely yes and I would like David to take you through the issues on this because our contention is actually, by reinvesting the capital funding and tackling some of the issues I spoke about earlier, particularly the junction issues, we can improve the situation in the area and not diminish it. Now clearly our issues of traffic and pollution in the area, the question is not whether there's pollution or traffic issues, but whether what we do improves or diminished the issue and we think we can improve it and that's what David will take you through. The second point I just wanted to tackle was this issue about whether we want people in the Lower Don Valley, of course we want people in the Lower Don Valley and one of our problems at the moment is that this is a very fractured environment that doesn't encourage that. The point I was making is that the locations of the casinos are not cheek by jowl with housing, it's not abutting where the casinos are, which is the point I was making, some proposals have. We clearly want to populate the Lower Don Valley and of course it is important to remember that the Lower Don Valley is a big area, it's a very significant stretch of the city that we're talking about. Can I stop there and hand over to David who needs to take some time to go through the analysis that we've done.

DAVID CURTIS: Thank you. Again I just need to issue a health warning 'cause as a Planning Officer I'm not going to comment on the individual proposals as you will appreciate Chair. We've had environmental statements from all three proposals, we've done our own analysis and we've discussed that analysis with the Highways Agency, and the starting point, as Sir Bob has said, is that we acknowledge there is a significant traffic issue on the M1, this is one of the most heavily congested parts of the national motorway network, inevitably there are traffic and air quality issues around the M1, and particular circumstances where the M1 goes over a viaduct across the valley, that causes particular climate issues that affect the air quality footprint. There's something like

100,000 vehicles a day travelling down that section of the M1 and that's not in dispute, the key issues for ourselves in this particular location is junction 34 as Councillor Creasy has said and flows through that junction round about 9,000 vehicles in the evening peak, significant movement. We have analysed the potential impact of the various casino proposals and obviously taken the worst case scenario, which would be the one closest to the junction. The traffic analysis is that, because of the points made about the generation pattern of the such a casino, the major impact would clearly be in the evening peak and at weekends. The majority of the traffic would be outside the normal peak hours, i.e. the 4:30 to 6:30 period when we have the most serious traffic issues at the moment. The impact on that period would, in our calculations which is I'll give you a range today because it's not definitive yet, there's more work to be done, is about 2-4% impact on the capacity of that junction. You'll be aware surfing your previous experience is that normally something under 5% is seen as something that can be managed through traffic mitigation measures. But in this case, as has been said, the junction is at, or near, capacity now, and equally air quality levels are exceeding the EU directive figures over the 12 month period. So the Lower Don Valley master plan has actually made proposals to improve the situation at junction 34 by two measures, one would be the provision of what originally was proposed to be a super tram extension connecting Meadowhall to Rotherham town centre, now you may be aware that unfortunately Government has been unable to fund that but has said to us instead they would ask us to develop it bus based alternative to that route, and that work is now ongoing. So it would be a bus based rapid transit proposal to link the Lower Don Valley through to Rotherham town centre, those discussions are now ongoing with the Department of Transport. It's our current intention it would be on a dedicated route to replace what was going to be the super tram extension routes. Secondly and not unconnected is the thing that would give the greatest relief to junction 34 is the creation of an all purpose route between Meadowhall way and Sheffield Road in Rotherham, i.e. providing a link road that would take the Sheffield Rotherham traffic that currently goes through that junction that doesn't actually need to go through that junction because it's not intending to go on the motorway, it's travelling between the two urban areas, to remove that traffic from junction 34. Our calculations, which have been done by private consultants, is that such a link would produce 11% benefit in traffic flows in the evening peak to that junction. You can see, therefore, from that calculation that potentially those two measures would actually give us benefit at junction 34, smooth out the traffic flows and thereby reduce congestion and have a beneficial impact on air quality. Now the level of that benefit will of course then have to be debated in terms of the other proposals in the master plan, because it's not only the casino that's in the master plan it's all the other development as well, so what I'm saying to you in broad terms, there will be other benefit from that, those transport improvements that could be used to fuel, and allow, the other regeneration schemes in the Lower Don Valley, up to a level that makes it no worse than what it is now, and that is our primary consideration in planning terms, to retain the existing position. Clearly we would like to make things better in air quality but there are obviously national issues about the funding to the motorway to that. You may be aware that the South and West Yorkshire Motor Modal Study, the transport study funded by Government, came out with a series of proposals and those two are key elements of those proposals, but most importantly the Government is currently consulting on proposals to actually increase the capacity of the motorway and over this particular section, it's a key issue, to actually smooth out the peaks and troughs of congestion problems, because it's standing traffic, slow moving traffic that has greatest impact on the air quality footprint. That work is ongoing and I can't obviously give you any detail about the impact that will have yet, that will be ongoing for the next 12 months following which there will be a further consultation from the Highways Agency, ultimately leading to a public enquiry probably in about 18 months into their proposals to manage traffic better on the M1 itself.

PROF STEPHEN CROW: Thank you. Specifically what about the point about the European direction on air quality, the traffic going to the casino could lead to it being breached.

DAVID CURTIS: It's quite true to say that that directive is an overpowering directive, and any development proposals in the vicinity have to be able to be accommodated within the limits set by the European Union. That doesn't just apply to the casino it applies to any other development in the area. What I am saying is that a traffic analysis has been done so far and detailed environmental impact modelling of air quality needs to follow from that and it needs to tie in with

what the Highways Agency are doing, indicates to us the casino itself would have a very small impact on the air quality position at that junction and around the motorway at the present time.

PROF STEPHEN CROW: Have you done a quantitative analysis of that?

DAVID CURTIS: We've done a quantitative analysis of the traffic figures.

PROF STEPHEN CROW: Of the air pollution?

DAVID CURTIS: We've done an initial assessment of that but we need to feed that into the outcome of the modelling being done by the Highways agency on their scheme because you need to put the two together.

PROF STEPHEN CROW: Well you can understand that it would be rather embarrassing for you if all this were to go ahead and then somehow or other the commission where to raise a point on the matter.

DAVID CURTIS: We are confident that in the context of the casino that can be accommodated within the current limits. If we weren't confident we wouldn't obviously be pursuing this. The key thing is the casino itself does actually generate most of its traffic in the off-peak period and the primary problems created in air quality terms are created during the peak period by the high volumes of traffic on the existing motorway.

PROF STEPHEN CROW: Thank you. Well the Government Office, I think, is responsible locally for the implementation of EU directives. Can you make a comment on that please Government Office?

MARTIN SEYMOUR: No, I'm sorry I'm not really familiar with the issues, but obviously we'd need to work closely with both Sheffield City Council and the Highways Agency as that develops.

PROF STEPHEN CROW: Thank you. In that case I'd like to hear Miss Hamilton please.

SYLVIA HAMILTON: I'd just like to make a statement about the greening between the local communities and the valley. I was on the master planning exercise, the consultation and I went to more meeting than enough, and was pressing for greening, if you know Darnall at all there is a ribbon of Brown Field sites between Darnall and into Tinsel really, down into the valley and there are other activities in the valley that people want to get to and if you're going to create this beautiful Lower Don Valley with lovely buildings and greening and what have you, if somebody turns off the road at the wrong junction they could well be in a place that they wonder, where am I now. So I was very clear about wanting local communities to benefit from the greening into the valley, providing walkways and cycling routes to go to all the other facilities that are there. I'd like to now address something to David, I agree with you that for most of the year the traffic will be moving at a different time but round Christmas time are you confident that the new measures that are being done, and the work that's being done at the moment, will deal with the M1 being a car park for part of the time over the Christmas period when Meadowhall is open till 10 o'clock, 'cause I guess there will be two lots of traffic coming in and going out at the same time.

PROF STEPHEN CROW: Mr. Curtis, Christmas time?

DAVID CURTIS: As I said, if we put the mitigation schemes in then they will give us sufficient capacity to deal with the impact of the casino, I am confident of that.

PROF STEPHEN CROW: Thank you.

MAN 1: Chairman, can I just clarify on that point. We have some further information which Sheffield has supplied us. The measures that you've mentioned, does that include the works to junction 34 or not, or are these excluding junction 34?

SIR ROBERT KERSLAKE: Yes they would include the works at junction 34. The works at junction 34 will be very minimal though because it's actually very difficult physically to make the improvement at the junction itself, hence the proposal for the bypass to take the local traffic out of the junction.

MAN 1: And that would be funded through section 106. Yes, that's right, so that would be part and parcel of any funding package that you would negotiate.

PROF STEPHEN CROW: How refreshing to hear somebody using section 106 in the context of the Government policy on. Mr Manges, please.

REVEREND NIGEL MANGES: I'd just like to ask a question, we've heard a lot about the Don Valley and junction 34 there are apparently three applications being submitted, one of them being Brammel Lane, is the same sort of air quality consultation taking place? It took me, I can't use the accelerating because you can't accelerate through Brammel Lane, you go very slowly indeed and

as you say with standing traffic the air pollution is quite bad. So can you please say if the same consultation is taking place on all the three sites.

DAVID CURTIS: I think it's fair to say I have much greater concerns in physical planning terms about the planning proposal at Brammel Lane. As set out in the Council's statement one of our concerns is our relative inability I believe in that location to manage the traffic in the way that I've indicated I think we can manage in the Lower Don Valley. Similarly the location, as you'll be aware, is very close to existing residential properties, it is right in the heart of a residential community so there are significant concerns that I have, and my officers have, about the location at Brammel Lane. The initial analysis that was done by the applicants for that scheme, and I don't want to get into details about the negotiation obviously, I'm quite unhappy with and would want more analysis doing before we move to the next stage of more intensive consultation if that location was being pursued.

MAN 1: Can I quickly add to that point really. In your subsequent questions you asked about how do we see the three different application and in our response we gave a very clear signal that our preference was for the Lower Don Valley. We haven't ruled out anything at this stage but we did feel it important to give you an indication of preference and it's for precisely the reasons that David has said. It hasn't made us hugely popular with Sheffield United, it has to be said, but we felt honesty and clarity about this issue was important.

PROF STEPHEN CROW: Thank you for that. I'm not sure whether it is a clarification but it certainly helps. Mr. Price please.

DAVID PRICE: Just like to follow up one or two points on the traffic and air quality points. We are told by a paper from the Council that currently Nitrogen Dioxide and particulate matter levels are above 2010 EU directive levels in the Tinsley area, now between now and 2010 there will be surely an increase in normal traffic regardless of the casino or anything else, also, I think it's in 2008, the Advanced Manufacturing facility will be opened in the Don Valley area which will generate a whole lot of further traffic. I would like to ask David his interpretation, according to this paper we've got, air quality is measured on a 24 hours a day basis so surely he will be in trouble with the regulations.

PROF STEPHEN CROW: Is that a question or a comment? He has given evidence.

DAVID PRICE: Well he hasn't really commented on the fact that it's measured on a 24 hour, in which case the fact that it's just weekends and evening may not really get us off the hook.

DAVID CURTIS: Apologies if it wasn't clear. I am saying yes there is an air quality issue, and without mitigation we will have a problem, my point is we need to implement these mitigation measures to deal with our problem, this proposal or a similar proposal produced the resources to deal with the problem at junction 34 is the way forward, because we do not have the resources available to us to actually tackle that issue at this point in time without regeneration.

PROF STEPHEN CROW: We have heard the evidence we will to make our own conclusions upon it. Meanwhile it's long gone 1 o'clock and time for lunch, after lunch we will just finish up on this particular issue and if anyone has anything really important on the social thing to say I'll take that but I do want to then go onto the need for regeneration. Thank you for being back so promptly. We left discussing environmental matters, over the lunch period I've come to the conclusion that if we were going to explore this fully we would need a day or two before we really got conclusive evidence in, and plainly we don't have a day or two, I would hope that at some time, you know when the planning issues are involved that day or two is going to be well spent, of course that's nothing to do with me or this panel. So I think I've probably heard all that this panel needs to know on the environmental issues, we've got the flavour of the debate so I just wonder are there any other important points on social issues before we move onto question of regeneration? Sir Robert.

SIR ROBERT KERSLAKE: I think I wanted to, and it perhaps can come up under the regeneration issue say a bit more about the way in which the casino will help us unlock an issue we already have, and that's really the key force of our argument in relation to the traffic and air quality issues, that's to say we have a problem now, we know what the solution is but we don't have the funds for it and the casino gives us, through the section 106 process, the capacity to tackle a problem that we have to tackle anyway if we're going to unlock the Lower Don Valley.

PROF STEPHEN CROW: Yes, but so long as you don't reopen the debate which I've just closed.

SIR ROBERT KERSLAKE: No, I don't want to do that.

PROF STEPHEN CROW: Was there anything more, especially on the social issues? We have heard a lot and I'm well aware of the immense controversies in this and not just nationally, which of course strictly speaking are not our business because Parliament has decided that there should be somewhere in Britain a regional casino but also it is much more important to us locally. So if we have covered that issue then we'll move on to the issues of issues related to the need for regeneration, probability of implementation, securing a regeneration benefits. First thing I'd like to explore, if Mr. Collison's able, is, is the economy of South Yorkshire sufficiently buoyant as to secure the leveraging of other desired development in consequence of the development of the casino? Is there any point you wanted to raise in detail on that, or shall I just ask for.

CHRIS COLLISON: I think just start there.

PROF STEPHEN CROW: Just start there, yes. Well City Council, is it?

SIR ROBERT KERSLAKE: Short answer is yes and I will go on to say why I think that's the case. As I said earlier we've seen a significant revival in the economy, Sheffield has been one of the fastest growing cities in terms of GDP in the last five years and we've seen a whole number of signs of returns of confidence, I also indicated that we were below the EU average on GDP, below 75%, South Yorkshire now is at 79%. If we look at the issue unemployment, registered unemployment, we were at one time consistently well above the national average, we're now in line with the national average. If we look at the kind of investor interest we're seeing levels of investor interest that we've not see at all before, certainly in the last decade. So a whole set of things tell us that confidence is returning, banking and finance, insurance sectors are increasing, VAT stocks are increased between 1998 to 2004 and indeed have shown resilience to any of the economic cycles. The number of people thinking of starting business is increasing and the percentage of registered new businesses surviving is improving as well. So all this tells us really that we're at a cusp of major change in the economy, in our view, and that we're actually at the best position to benefit from this than we've been really for the last 10 or maybe 20 years.

PROF STEPHEN CROW: Thank you. Anyone else want to add to that. I think what's been said is pretty straight forward. Yes, it's Mr. Murfin from the Assembly.

ROBERT MURFIN: It's Rob Murfin from the Yorkshire and Humberside Assembly who are the regional planning body for Yorkshire and Humber. I've a series of comments about regional impact on the economy and benefits, I don't know whether this is the right time to talk about them or if we're going to address them later on the afternoon.

PROF STEPHEN CROW: A lot depends of what you wanted to say. We have got a little sub-section on the regional context, so if it's about the South Yorkshire economy in the particular question, then go ahead.

ROBERT MURFIN: Ok then, I'll try not to stray too much onto issues that we're maybe talking about later. I'm speaking in terms of how we interpret regional policy for the economy as set out in the Regional Spatial Strategy, the draft version was agreed in December of last year, it was agreed by a stakeholder body of the region of all 22 local authorities and including, on the Regional Planning and Infrastructure Commission people like the Federation of Small Businesses, the Faith Community, voluntary sectors and green MGMs, the RSS was agreed by all those bodies.

PROF STEPHEN CROW: It's still draft isn't it?

ROBERT MURFIN: It's still draft, the examination in public start next week, for eight weeks. The big issues, in terms of regional economy that we see in Yorkshire and Humber is that we have a quite dispersed pattern of economic activity which is a reflection of the historic reliance on single big sectors. So a key thrust of the Regional Spatial Strategy is to focus activity on main urban centres, Leeds and Sheffield are the regional centres. In South Yorkshire this is an even more pressing issue and it's a very interesting dilemma in terms of spatial policy, in that South Yorkshire is really characterised by dispersed economy, because the location and activity relates more to the historic patterns to do with the iron and steel and coal industries, so a key issue we have built up on a stakeholder basis, formed what is called the South Yorkshire Vision, which was agreed by the four Local Authorities in 2004, and from that we've developed the strategy for South Yorkshire. We need to modernise the economy of the region, that's true of all of it, but particularly in South Yorkshire. Even though we've seen strong growth in recent years there's still a strong concern that a, activities quite dispersed and b, there's still a reliance on non-strongly growing sectors of the economy. The danger is that if things go on as before, in terms of public sector investment in terms

of regeneration, that when there's a major downturn in economy, that South Yorkshire may suffer the same consequences it did in the 70's and 80's. So on that basis a real key issue is strengthening the role of Sheffield in order for it to compete better, in terms of how other regional cities do in Europe, and to focus in on it, not just those activities that we traditionally look at in terms of economic regeneration. In other words, in the past when we looked at regeneration we looked at allocating site for factories, now we're realised we've got to broaden out the economy, and so we regard proposals, such as the casino, as a key component of that. So on the basis of what I've just said the draft RSS, which I mentioned was agreed by the entire region, contains proposals that regional casinos would have maximum regeneration impact in terms of the overall vision for the region, if located in Leeds or Sheffield. Two location are mentioned not because we're trying to promote two sites with this current round of investigations by the casino panel, but the RSS is meant to look at a 20 year period up until the early 2020s, so on that basis we named both Leeds and Sheffield. We're not just saying this lightly, regional planning is a real challenge, perhaps in the past it's been about the path of least resistance where we've been accused of supporting everything. In the recent years we have taken a firm stance even in South Yorkshire we have put out formal opposition to major schemes which perhaps in the past, when looked at in terms of economic benefit would have been supported, we have objected to schemes in South Yorkshire so we do not undertake our support for this scheme lightly.

PROF STEPHEN CROW: Your answer is very helpful in fact, but of course the plan inevitably looks forward and talks about the needs and the things we're going to do to fulfil those needs. What we want to know is what your view is on the present buoyancy of the economy. You heard that Sir Robert was unequivocal on the subject, you seem to be hedging a bit.

ROBERT MURFIN: No, I'm saying that Sheffield and South Yorkshire and the wider Sheffield city region is performing than it would have been possible to anticipate 10 or 15 years ago. In order to make that growth continual and moreover sustainable, in terms of not just looking to accommodate any form of growth we've got to look at making the centres, well the Sheffield regional centre perform a bigger regional role and to make it, I'll change the language like the Council have done, in that we've seen economic growth but to see continued transformation of the regional economy it is absolutely vital that Sheffield and Leeds do develop into try European cities. Leeds I would suggest is heading that way, Sheffield needs to enter the next stage of its renaissance and I would regard schemes like this as being vital to the process.

PROF STEPHEN CROW: Have you taken expert advice on this particular topic?

ROBERT MURFIN: We've done a great deal of work with the Regional Development Agency and with the City Region people and the South Yorkshire Economic Partnership and we've done a lot of economic modelling, we've looked at the projected sectoral change in the region's economy and while we can see that everything's heading in the right direction it's clear that certain bigger interventions are needed in terms of developments that will cause true ripples on the regional economy, such as the casino. We referred to the Yorkshire Forward sponsored study commissioned by Ernst and Young, which recommended that Leeds and Sheffield are preferred location for a regional casino and the biggest impact in terms of regeneration would be achieved by locating in Sheffield, however that didn't write our policy, we bases our approach on the key approach of the regional Spatial Strategy which is making that urban places perform better on the basis of their distinctive roles. So their Ernst and Young study, commissioned by Yorkshire Forward, helped us to confirm that our decision was the right one in terms of the polycentric approach to development in the region.

PROF STEPHEN CROW: How much of this is constructive optimism?

ROBERT MURFIN: I think it's fair to say there's been a lot of debate on this in the region, the reason why I emphasise that all 22 Local Authorities are behind this and all the other stakeholders is that we're quite a difficult job in selling this because the new Regional Spatial Strategy actually represents a break with the old spatial patterns of development. We're trying to say that it's not about attracting development at any cost anywhere in the region, to truly maximise the regeneration of this region we need to up the performance of Leeds and Sheffield. As I've said it's not based on pure optimism, we can see the evidence that Sheffield has got a strong and growing economy, it's that we see the real value in broadening out the economy. If it was another major development of national significance, like a regional casino that was being located in Sheffield, and

it was in the main urban area, we would support it, what we don't support anymore, and this is what's caused up some political problems in trying to see this message, is that we don't support plonking development down in the region anywhere just 'cause it's jobs, and that's why exercise those powers of statutory consultee on proposals in other parts of South Yorkshire, which were more like the 1980s approach of regeneration.

PROF STEPHEN CROW: Thanks very much for that. Mr. Price.

DAVID PRICE: I am ...? by the stance of the regional representatives at this meeting, they commissioned Ernst and Young and I will read out a couple of sentences from the Ernst and Young report 'This study cautions against a view that the turnover of a regional casino will be created from additional expenditure within the economy, the projected growth in disposable income suggests that expenditure within a casino will be displaced from a wide number of other sources.' In other words, this whole business of the catalytic effect of a regional casino is highly speculative and questionable.

PROF STEPHEN CROW: Ernst and Young. Well first of all do you consider that this is a fair quotation, and if so I think you need to respond to the point? I want somebody, you've made the point so I would hope you would be aware of Ernst and Young.

ROBERT MURFIN: As I said, we used the Yorkshire Forward studies as part of the evidence base which confirmed our location, bear in mind that the Regional Spatial Strategy is required to look at a named potential locations for regional casinos and the evidence we had at the time was coming from the Ernst and Young study, but moreover if came from our core approach to saying that major trip generating development ought to be located in the main urban centres. And given that this is a regional level activity it needs to be located in the regional centres which is Leeds and Sheffield.

PROF STEPHEN CROW: Your almost spoiling your point, are you not, because if you say that the starting point was an obligation to look for a sight for a regional casino, you would of course find one, you found two. Rather that saying 'Well look, here's an area that has particular needs, here is an area where the economy is doing whatever it's doing, and therefore this is the solution'.

ROBERT MURFIN: I'd like to say that we've tried to write a fully integrated regional strategy this time round, so we're not just looking at the issue of regional casinos. And we've tried to make a break from saying we look at house, we look at development of economy as separate issues. We've developed an approach, it is a core approach to the RSS and it's referenced in policies YH1 to YH9, which looks at developing the strength of the main regional centres, and housing transport investment, economic investment, all that is to support that. And a regional casino is a component of that.

PROF STEPHEN CROW: Well thanks, that passes things on the Yorkshire Forward and quite fairly because the RSS is supposed to take advice on these matters from the RDA. So RDA please, you have a point that Ernst and Young appear to have advised against this thing here.

TOM RIORDAN: I apologise that I came in just as the question was being asked, I'm Tom Riordan the Chief Executive of Yorkshire Forward, the RDA, I apologise that I've had to rearrange my diary to come.

PROF STEPHEN CROW: Well, thanks for coming. Do you know Mr. Price's point that I'm asking you to respond to?

TOM RIORDAN: If you could repeat it back please.

PROF STEPHEN CROW: Mr. Price please.

DAVID PRICE: Ernst and Young caution against the view that the turnover of a regional casino will be created from additional expenditure within the economy, expenditure within a casino will be displaced from a wide number of other sources. That's the statement.

TOM RIORDAN: I think the important point I would make the start is a general one which is that the general conclusion of the Ernst and Young report, which is one element of the evidence base that we've used to come to a decision as a RDA, was that the regeneration benefits when looking across the whole region would be greatest in Sheffield. The further work that we've done through our econometric modelling, which is linked to a very thorough economic appraisal that's based on the production of regional economic strategy is that we believe there will be potentially significant benefits economically from a casino development, between 100 and 200 million in terms of construction, 1,500 direct jobs which will be of good quality and an indirect effect. Which, taking account of potential displacement, we still feel will be between 40 and 50 million pounds in terms of

a boost to the local economy. On the specific issue of whether displacement effects are at work, I'm sure that you as a panel, I'm not an expert in the displacement effect, but I do know that there are studies which show that clearly there will be some displacements effects in terms of a casino development, but a lot of that will depend surely on the nature of the actual development itself. And what I would say in relation to that is that in Sheffield you can be confident that you have a council and set of partners, not just in the city but in the region, who are very, very prepared to work with partners with Government with business, to come up with correct solution that's tailored to addressing certain issues such as displacement. And I would have every confidence that we would work to make sure that those issues did not have an adverse effect in the local economy.

PROF STEPHEN CROW: Well, what I'm concerned with is not that your opinion that all these things are good things, I think is manifest, you don't need to say so, what I want to know is are you in fact building on shore foundations, is the economy now, or next year or whenever, such that if you got a casino all these other good things will be levered in. Now can you convince us on that.

TOM RIORDAN: We as a region and as the north of England, suffer from continued misconceptions about the strength of our economy relative to other parts of the UK and relative to Europe. The facts are that we have had six years of consecutive growth above the European average, in terms of looking at our competitor regions in Europe, the facts show that we are one of the fastest growing regions in Europe.

PROF STEPHEN CROW: From a low base.

TOM RIORDAN: Well, it depends what you call a low base, obviously you know that in the 80s we had severe restructuring through heavy manufacturing, particularly in this part of the country, but the work that we've done with partners, again that's linked to the delivery capability of this part of the world, is such that ...? such a change in this part of the world.

PROF STEPHEN CROW: If I were to challenge you for a source of that particular information you could give it.

TOM RIORDAN: Of course, we can certainly do that. We've moved to 79% of the European average so your point is right, relative to the UK average we have come from a low base. But the consistency, it's not just that we talking about one or two years of economic growth here, we're talking about sustained, consistent economic growth above the European average. So you can rely on this part of the world to have economic growth that is not on the scale of China or on that scale of Ireland in the 90s, but it is very consistent, very much sustained, and it is based, not as it was in the 80s on one or two big industries, but on a diverse mixed economy that this casino development would add to, rather that subtract from.

PROF STEPHEN CROW: Thanks. Mr. Froemberg. Yes Mr. Mundy.

NEIL MUNDY: Could I just press you a little on the property markets in this area, 'cause I think very often that's good indication of how strong things are in terms of investor confidence. In terms of institutional investment in new developments, what's the current record at present?

TOM RIORDAN: In general terms we could give you the details of that and one of my colleagues can go into more detail, the property market has again been one of the consistently successful factors in the development of the wider sub-region of South Yorkshire and of Sheffield in particular. Just to take Sheffield for example, the billion pound programme that we've delivered with Sheffield City Council to transform the city centre has included, for the first time in a generation, a very well functioning high quality office market, and we have the figures that can back that up completely. We have no reason to believe that the sustained success that we've had in the property market over the last few years won't be continued into the future.

PROF STEPHEN CROW: Thank you.

MAN 1: Can I come in on a couple of points here. Just deal with the property point, we can and are very happy to supply you with our latest analysis of the property market in Sheffield and they show a very strong picture in terms of demand and rises in terms of returns for the property market and we can confidently show that what was actually a very under performing market is now a very vibrant one. I could give you specific examples, when I first came here we had to work for five years and put quite a lot of public money, including Yorkshire Forward's money into getting a four star hotel in the city centre, we're now out for a competition where we getting bids for commercial schemes for a hotel in another part of the city centre with no subsidy. The market is transformed beyond recognition from when I first came to Sheffield and we could give you facts and figures that

would amply demonstrate that. I think on the Ernst and Young report, I do think that's selective quoting and I would be very happy if you haven't already got it, for you to see the whole report, because what the report sought to do was two things for Yorkshire Forward, one was to assess should they, in a sense, back the case for a regional casino, would it be beneficial to the region, and secondly if they did where would it be most sensibly located. And the view from Ernst and Young, when they rehearsed all the issues was that the regeneration benefits merited Yorkshire forward backing it, that's why they have backed it, and that on balance Sheffield was the place where the benefits would be greatest. So of course consultants, if they're doing their job properly rehearse a range of issues, but the conclusion of their report was to say that the casino would be a benefit to the region and to Sheffield.

MAN 2: Could I just make a point on that, because my recollection of the conclusion of that report was that they had recommended that some further work be done on displacement, which I think in the circumstances obviously would be helpful at some stage, but there was this outstanding issue about displacement that they couldn't really quantify, is that right?

MAN 1: There are some issues around, as you'll know from the national studies this is quite a hard area to pin down, we may come onto that in a minute on the numbers. What I would say is that we have very specifically, albeit through Price Waterhouse Coopers who were employed as part of the master planning exercise, got some analysis on the displacement issues, and we can talk about that in a minute if you want to. I think as Tom allude to, Yorkshire Forward didn't just base their conclusion on just the Ernst and Young study, I think there was some further work done as part of the regional economic strategy as well to back up their view.

PROF STEPHEN CROW: Thank you. You wanted to come back.

MAN 1: Yes, just a couple of issues, in terms of cold hard facts, in terms of looking at the success of the Sheffield economy over the last few years. Despite the obvious headlines of things like unemployment rates, you can actually look at the demographic information for South Yorkshire and in fact we've had to revise our approach to housing because the South Yorkshire population has been characterised over the last 15 to 20 years by out-migration, given the success of the economy in South Yorkshire growing over the last four or five years that's been reversed and we are now seeing, for the first time in a generation, actual net in-migration into the region. That's reflected in that we've increased the housing apportionments for South Yorkshire and for Sheffield in particular and the we've adjusted our economy of South Yorkshire as well. I think it's worth noting as well, we talked about the property market and another proxy to that and a plain English example is that for the first time you are seeing purely speculative investments in the office market in Sheffield, which was happening at a high level in Leeds five years ago, but is now starting to happen in Sheffield.

PROF STEPHEN CROW: Are they getting let?

MAN 1: All I'm aware of is that last year there was a big headline message that one of the largest new developments of office accommodation was on a purely speculative basis, I've got information with me on the letting rates, or the yields.

MAN 2: Chair, if we could just chip in on that point. Our experience is that buildings have been let often before they're actually finished, there's a very clear evidence of speculative buildings being taken up and in fact the problem we have is not with new buildings being let, it's with the historic stock that now is no longer fit for purpose. And our challenge has been to ensure an adequate supply for what we know is the demand.

PROF STEPHEN CROW: There is a problem here isn't there that I think you've touched upon, that building of new offices does not necessarily bring new jobs and new money into the town, all that happens is that people in rotten offices move to slightly better ones, and the slightly better ones move up, and then the really awful offices just end up unlet, everybody improves but there's nothing new into the town in terms of jobs.

MAN 2: I don't think that is the case in our instance. The challenge we've faced actually, and this is very much fed by our inward investment into our city, Sheffield First for Investment, is that we get high levels of demand and interest in the city but we have in the past faced a paradox, what the investors want is a building to go into, or a building that's likely to happen very quickly, because we haven't had speculative development we can't offer it to them so they go elsewhere. So we face this paradox of demand, but not being able to respond flexibly to supply. What we're now seeing

through the speculative development is actually a pipeline, so when those inward investors come to the city and say we want to come to Sheffield, we can point them to a choice of offers. And I can give you, you know, privately, examples of exactly that happening. What happens with the old redundant stock is that it's taken out and replaced, so if you came by train to Sheffield, you would see it..

PROF STEPHEN CROW: From the north.

MAN 1: From the north. Well what you saw there now isn't how it was a year ago. There were two classic examples of not fit for purpose office accommodation that had been demolished. We will be out in the new year, taking forward brands to build new office stock, so what happens is, you renew the stock, and that's exactly what's happening in Sheffield at the moment.

PROF STEPHEN CROW: Thank you. Mr Seymour from the Government Office

MARTIN SEYMOUR: Just on that point about the shape of the economy, when, on behalf of the government, we looked at the recently reviewed regional economic strategy, I think, with the supporting evidence that partners had provided, we were certainly very happy that good progress had been made, and we would describe that as a transition. I think the economy, both regionally and in South Yorkshire, is now ready for a transformation, and that's why the government is now as interested in good quality jobs, previous versions of the regional economic strategy simply said connecting people to any jobs, and we're now far more interested in the quality of jobs. In discussing the kind of targets and range of targets that we would like to see Yorkshire Forward deliver, we were as interested in the quality of the investment rather than crunching the numbers, and I think that's an indication that we feel we're able to push on now and not accept jobs for the sake of it, we're actually trying to raise the quality of everything that we do.

PROF STEPHEN CROW: Thank you. Mr. Riordan.

TOM RIORDAN: Just a final point on the point about adjacent city centres, I just wanted to make, it is an important one for our region because we have a many centred economy with large industrial centres in relatively close proximity in both west and south Yorkshire. And as a result of that our whole strategy has been to develop each of those centres rather than over-rely on one or the other, and so I can give you a strong reassurance that there are plans, multi-million pound plans in place that are already showing signs of success in all the centres of South Yorkshire that are in close proximity to Sheffield for major property and retail developments that are occurring and are happening, very much linked into the market as well. So in Rotherham, Barnsley and Doncaster if we had time to take you round and show you, you would see major development happening already and that's a relevant point to the one that was made in the Ernst and Young report.

PROF STEPHEN CROW: Thank you. Councillor Creasy.

JILLIAN CREASY: I'd just like to quote from Ernst and Young again on the city centre issue and then with your permissions I'd like to bring in Neville Martin from SCASE, to present the economic issue talking about the size of development and the displacement effects again if that's an appropriate.

PROF STEPHEN CROW: Is that particularly related to the actual issue of is the economy buoyant at present?

JILLIAN CREASY: Can I just make my point about displacement then.

PROF STEPHEN CROW: No, can we take that later. What I want to find out now is are we building on a decent foundation and I have actually heard quite a lot on that and I think the panel probably has as well.

JILLIAN CREASY: Can I just make sure that this question gets answered. In the Ernst and Young report it gives an example of saying how Meadowhall, our regional shopping centre, 80% of people come from within a 15 minute drive, which I think is very relevant. The city centre has a capacity of 40,000 people per night, whereas a regional casino might attract at the tops is 14,000 on a Saturday night, so you're looking at a very big development very close by. And to quote from Ernst and Young they say that they're also concerned about the fragile night-time offer in Rotherham and Barnsley and recommend that further research is done. So I'm very, very interested to hear what research has been done on displacement since the Ernst and Young report.

PROF STEPHEN CROW: Thank you. Mr. Hudson do you want to say something on this issue.

JOHN HUDSON: It relates to the investment strategy for the city and by and large for the sub-region. There has been a distinct move in our approach to target, in terms of the types of jobs that

we are targeting just to support the comments that were made earlier, we're actually targeting as many agencies as possible.

PROF STEPHEN CROW: Mr. Collison.

CHRIS COLLISON: Yes Chairman, I suppose at this point it would be logical to now move on and now really explore the question of the level of confidence that can be attached to the forecast of employment, clearly there are different perspectives on this. We've heard earlier the mention of 1,500 jobs arising from regional casino developments, so really it was an opportunity just to air different view points on that particular issue.

PROF STEPHEN CROW: Sir Robert, do you want to start on this?

SIR ROBERT KERSLAKE: Yes, if I could kick off on this particular issue. The 1,500 job figure has been arrived really by a number of different directions. The first direction is what the operators said themselves, so there's how many additional jobs do they identify as going into the casino, that's one way of looking at the number of jobs created, it's a simple one and it doesn't give you the full story but it's a start in the process. A second way of looking at the issue is the one that Price Waterhouse Coopers did, and again we've supplied the full information which is to look at the issues of displacement and dead weight, but also to look at the multiplier effect, so where does it create new jobs. And in fact, obviously the displacement and dead weight issue reduces the number back down, I think in the order of a thousand. What they show is, when you bring in the multiplier effect, you get back to a figure of around 1,500 jobs. So they've done an economic modelling that takes account of dead weight and displacement. We have the full figures that we can share with you on that. The third way of looking at this issue is what does the international experience tell you, and again there are a number of different examples. The one I particularly would quote is the Sun Coast Casino in Durban, which has a similar size of casino operation, employs something like 2,100 employees, when you look at the full-time equivalent numbers there, they come roughly round to the same figure of about 1,500. So, in a sense, we've gone through this in three different ways of looking at the number to try and get an answer to this question of how many jobs are generated in this. Any calculation will see some issue of dead weight, and displacement, our judgement here is that, as a regional casino, this will actually be fairly small, that's the judgement of those who've looked at this as economists, and it will be moored the right way by the additional jobs that are generated. And, as I say, we've looked at the cut on this in three different ways, basically. I do think there are significant differences in relation to questions of retail, for example, where we have a very firm policy of resisting any retail growth in this area, and David could elaborate at length on that if you wanted. But we're very confident that there's a genuine job growth involved in this, and it's a new offer that will bring in new customers, if you like.

CHRIS COLLISON: I think there would be a need to elaborate on the resistance to retailing policy, which I'm sure we're familiar with. I mean, presumably there would be sort of minor exceptions to that in terms of ancillary activity within developments and so on.

PROF STEPHEN CROW: Mr Froomberg

JAMES FROOMBERG: Thank you Chair. I'd like to explore a little the second of your three approaches to the 1,500, the PWC work. We've met PWC's analyses in, so far, two of the other cities we've been to, and I don't know yet whether we'll meet them in some of the future cities we're going to. And we've been able to explore, with them, the basis of their views in those other cities, and their starting point has been, if you like, the nature and scale of the initial investment by the casino operator, which obviously, depending on where, what stage in the process they're at, has involved a degree of estimation. But I wondered, in your particular case, what their assumption was on how big an investment was being put in for the, so they could estimate the sort of, the jobs actually in the project, the casino project itself. Are we talking of a casino, a casino and a zillion bedroom hotel, or with various other components as the first basis for employment.

SIR ROBERT KERSLAKE: We are talking here about the evaluation of the proposals, which have come forward from the operators, so it's, it is with the full range of facilities, for example is in the MGM Grand proposal, but we've done it for Sun International and Las Vegas Sands as well. So there's been an exploration of all three options, and it does involve, the total job generation. It doesn't include the construction, which, as you know is a separate figure, but we're trying to give you there a figure of the complex that you create as what's generically called a super casino, a regional casino, but of course involves a whole range of activities.

JAMES FROOMBERG: Do we have, for the three proposals, a rough idea of the range of initial investment involved? I think I saw somewhere, in one of the documents you submitted to us, it was between 84 and 200 million.

SIR ROBERT KERSLAKE: Yes, that's absolutely right. It's actually quoted also in the Ernst and Young report, and that varies between the Las Vegas Sands report, where there's a figure of 84 million, Sun International was 110 and then MGM Grand is at 200.

JAMES FROOMBERG: 200, ok. And the difference between them is probably the extent of ancillary facilities, size of hotel, what have you?

SIR ROBERT KERSLAKE: Yes

JAMES FROOMBERG: Alright. And PWC have taken a view of the employment in those, and then presumably discounted it due to how much of that is displaced, and then they've said 'Ok, now the multiplier effect on what's left', and come back in total to 1,500.

SIR ROBERT KERSLAKE: Yes, it's slightly below 1,500, but it's of that order, so in effect, when you look at the numbers, one tends to compensate for the other. You can either look at it as the direct addition of jobs or adjust for all the factors, including the multiplier effect. So when you adjust for all three factors, displacement, dead weight and multiplier, you get, I think, back to a fairly similar figure, it's slightly less, it's of that order.

JAMES FROOMBERG: I just wanted to check whether they had or had not included in that estimate for the further downstream benefits from, and we'll get onto the subject in a minute, if you like, the capital receipts you might get through your competitive process, your further reinvestment of those and what is unlocked, or whether that is, if you like, additional job creation potential that's not included in their 1,500.

SIR ROBERT KERSLAKE: It is, that's absolutely additional, and really that's at the heart of the kind of added benefit to us, because

JAMES FROOMBERG: Which we'll get onto

SIR ROBERT KERSLAKE: We shall get onto in a minute. But no, that is not including those figures, that's something we've identified as an additional benefit.

NEIL MUNDY: Chairman, could I just clarify that the three sets of proposals that we've described, we've got the MGM, at 200 million, for 24,000 square metres of space, excluding a hotel, Sun International at 19,000, with a value of 11 million, and finally Las Vegas Sands at 26,000 square metres, in this case including of a hotel, at 84 million. They're very, very different animals, aren't they, in terms of both what they contain and their value. On the assumption that MGM would include a hotel, then that investment would be in excess of 200 million.

SIR ROBERT KERSLAKE: Absolutely right. And it's really very much, when you go round the three sites, you can see immediately why they're so different, if you like, in the offer and proposal. Clearly the proposal from Las Vegas Sands is attached to the Sheffield United ground. The physical constraints there mean the nature of what they can do is quite different and, again, David is more than familiar with the detail of that. But your capacity, therefore, to create the ancillary activities is less, and in fact they're already, I think, doing the hotel, that's underway now. Of course this was done, they've gone ahead now with the hotel, so the hotel's already in place. The MGM site is clearly a bigger site, with more capacity for ancillary activities, conferencing and so on, conferencing, entertainment, leisure and so on, and therefore you do get a commensurately bigger investment in what's proposed there. And I think what we've tried to do here is not, to use the best information that's available on estimated jobs, but not over say it, so actually we've tried to err on the side of, I guess, a prudent view. I mean, there'll be, I think there's more scope here, but we don't want to give you an impression that sort of, we don't want to just pluck a figure out of the air, we've tried to go for something that is a reasonable guess, based on the options.

NEIL MUNDY: It's just to highlight the fact that the investment potential is potentially, on the face of it, significantly above 200 millions.

SIR ROBERT KERSLAKE: Exactly right.

NEIL MUNDY: It's quite an impressive investment and I suppose if one takes it from that point then the job figures that are quoted are exclusively in relation to the casino operation. Certainly the MGM figures appeared to built up from.

SIR ROBERT KERSLAKE: Can I ask Allan to come forward.

NEIL MUNDY: This was to your advantage.

SIR ROBERT KERSLAKE: I can see that but I want to make sure that I don't, it would be easy for me to say yes but I'd rather give you an absolutely accurate answer and bring in Allan.

NEIL MUNDY: It was to try and clarify that the figures that we see as the empirical that one of the options was drawn was on the basis MGM's assessment of the skill sets and the numbers of jobs that were relevant to the casino operation itself.

ALAN BUERK: Yes, if I could introduce myself Chair, my name is Allan Buerk, I'm an Economic Developments and Regeneration Advisor to Sheffield City Council and have been working with Sir Bob and his team for the last two years. The answer to the question is yes, the figures you see quoted from MGM are illustrative of their particular proposal, they include workers on the casino floor and also workers in ancillary parts of that particular proposal. As you'll be aware in common with other schemes you'll be reviewing around the country the casino floor is only a part of the wider leisure product that that particular operator has proposed in that instance. If I could just add another point about the three schemes that Sheffield has in front of it, they all are 18 months to 2 years old, as such they all predate the Government's decision that we'll have one regional casino, in fact the environment in which each of those proposals were put forward, there was common acceptance that we may have 20 or 30 regional casinos. I say that only to re-emphasise Sir Bob's point that we think the employment estimates remain conservative, we think they are robust, our analysis of information which has been presented to us we think is backed up by work undertaken by Ernst and Young on behalf of the Regional Developments Agency, and indeed work undertaken by Pion to the Northwest Regional Developments Agency, both of which assume and use 1,500 as a sort of standard operational number of jobs for a very large regional casino facility and certainly in the case of the Pion work they used 2,500,000 visitors per year as their base case. So we think the analysis we've got is robust, I would go on to say, if I may, we've placed a great store on holding our fire on the precise outputs and benefits a regional casino in Sheffield will produce because we intend to run a very vigorous competition to maximise those outputs and benefits.

PROF STEPHEN CROW: Thanks for this information about the South African which you put beside my own experience in Germany and there's clearly some differences there in the size of the casino involved. To what extent do you think there also might be a difference because of differences in wage levels in South Africa and in Europe and here?

ALAN BUERK: I've had the benefit of visiting both of the casinos which we quoted in our submissions to you, undoubtedly there are discrepancies in wage levels, there are a number of discrepancies across the world in terms of casino treatments and the way various jurisdictions deal with them. In fact one of the points of our submission is, we've done a lot of work collectively on this side of the table, trying to understand the myriad of information which flows from international experiences, I think our conclusion is the only safe conclusion, is that we must find a model that works for us here in Sheffield and we've taken all of the international evidence presented to us with a hefty dose of salt. I do think wage levels aside, each of the operators who have expressed interest in Sheffield are doing so because they believe they can deliver commercially viable casino facilities, including wage rates in the UK economy which are likely to be considerable larger than those in South Africa.

PROF STEPHEN CROW: One of the things which we're able to do, of course, which is to make comparisons around the estimates of you and your six competitors. Which brings me back to Mr. Froomberg.

JAMES FROOMBERG: Thank you Chair. Just picking up on your, very valid, point that these examples that we're working from were in an era where we weren't restricted to one and clearly we're all guessing where the operator competition happens for whoever is selected for the one as to what levels of investments might then arise. I wondered what indication or evidence you'd got, either about the coming back to the nature of Sheffield's economy or from your discussions with operators that if they were let loose here as the only location for a regional casino they would in fact come forward with a belief that it could warrant much larger levels of investment than we've been working off hitherto.

ALAN BUERK: I think we'll probably come on to this later in our agenda. We have set out in Appendix 4 of our August submission to you, the makings of the criteria we would seek to adopt in organising competition here in Sheffield, and you will notice in there we will pry in a number of areas as to the extent of the investment the casino operator is able to make. Because we

understand implicitly that the extent of that investment, the larger the investment we can encourage the greater the benefit we think we can deliver as a result of it. All of the operators we've spoken to over the period of the last 24 months have been consistent in that the value of the regional casino licence rises proportionally to the numbers of licences which there are going to be. So, as I said earlier, in a world of potentially 20 or 30 regional casinos a £200,000,000 investment we would consider very much as the bottom line, the entry criteria, for investment for an operator in a competitive environment in a world of only one licence. Sir Bob.

SIR ROBERT KERSLAKE: I just want to add one point which is that we haven't explicitly gone back to the operators and said change your planning applications, because that felt to us to be sending the wrong signals at this stage. And so we can't say exactly how they would do it, I think the key point is the one Alan's made is, we would take this as a starting point, we want more than this from them basically.

MAN 1: Yes Chairman, I think the intention was to now move on and consider the Lower Don Valley area and really to explore the question of potential turnaround of the areas fortunes.

WOMAN 1: The man who's just been speaking you talked about the wages being more than they are in South Africa, can you assure us that entry level jobs will receive an above the basic level in England.

PROF STEPHEN CROW: Can you Sir Bob?

ALAN BUERK: Yes, well of course we have statutory guidance on minimum wages in the UK, one of the criteria we would seek to adopt in running our competition is a very definitive statement of intent from all operators interested in operating in Sheffield as the treatment of their own staff, as well as all of the other aspects of social impact that we've discussed earlier. I have to say that my experiences of researching this industry, casino staff are well paid.

PROF STEPHEN CROW: Including the entry level people, the cleaners and the washers up.

ALAN BUERK: All casino staff.

PROF STEPHEN CROW: How do they do that then? Are they generous decent folk or what? Chair if I could offer a comment.

PROF STEPHEN CROW: Yes go on, please.

MAN 1: Without exception all three casino operators have placed great store around the quality of the service levels that they will provide to their customers. I share this with you in the way it was shared with us, but it was consistent amongst the three organisations and they clearly recognised to deliver that level of service they would have to pay above the going rate of the service industries in the area. Those are their comments as provided to us.

PROF STEPHEN CROW: Well we can't go further than that. Thank you very much. Mr. Collison.

CHRIS COLLISON: We've examined the vision and master plan study for the Lower Don Valley and seen that it identifies a need for a very large amount of investment, 1.25 billion pounds in that area alone. The question we have is how certain is it that the development of the regional casino in Sheffield will bring sufficient momentum for growth, perhaps to a point of critical mass, that brings about transformational regeneration and the benefits that would accrue from that.

SIR ROBERT KERSLAKE: I'll go through this in some depth because it's absolutely central to our argument. I think it's worth going back a bit and saying at one time the Lower Don Valley was the economic engine of Sheffield, it looked vastly different than it does now, and those who have been to Sheffield in that past will just know what it was like. Clearly the first stage of recovery of that was through the Urban Development Company and the changes that they made, very massive changes there to restore its position but it left it a job incomplete, and that's not a criticism of the UDC they did an enormous job but it didn't complete the job there were still more to do and more to go at. And the master plan was a way of, in partnership with the major land owner, British Land, identifying really what was the potential future of the Lower Don Valley, how do we restore it as a major jobs engine for the city and the city region, what were the barriers to that and how could we attack them over a long period. And the identified issues ranged over a number of issues and I would like David to come in, in a minute and say a bit more about this. But they encompassed the things I've referred to earlier, the fragmentation, the environmental, there is a sense if you go round this area that it's disjointed there's a lack of connection, it's not strong environment and it doesn't create the right context for more investment. I think a second key issues is one we've alluded to earlier, which is there are some specific constraints we have to tackle now on traffic and air quality

and if they aren't tackled that is a constraint to growth in the area. The third thing that was a major issue for us was, if you like, a clear strategy for development, that it needed a comprehensive approach to the area that looked at housing, looked at leisure, looked at industry and identified where the best prospects were. So one of the issues about an inhibitor in investment was that sense of what are you trying to achieve as the City Council, a sense of direction really. And I think the final point is the buying in of the major land owners to the process which was crucial to this. What we feel we now have is a clear sense of direction through the master plan, we have a very precise understanding of how we can take it forward in stages in terms of its further development over a 20 year period and we have the buy in of the key land holders and major businesses who are really going to make the difference as to whether this flies or not. And when you referred to that 1.25 billion, when you look at the breakdown of the figure, in excess of a billion of that is really the private sector investment. What we're really saying here is that with a relatively modest public sector investment we can achieve massive private sector investment and this is not pie in the sky, we're very confident that this is achievable and indeed essential if we're going to sustain momentum. The challenge we face is securing the resources to do the key things that aren't going to happen, the trigger things that need to happen to make the public private investment come into it. We've got some public resources through Yorkshire Forward putting in resources through the South Yorkshire Investment Plan, we have access to European funding and we have access of course to transport funding. But overall that's not going to be enough to do the job we need to do, and that's where the casino comes in, because we believe that we would, as a priority, investment the capital resources that the casino generates into tackling those inhibitors to growth. In other words it would complement the public sector investment and help us deal with the issues like the link road and related transport issues, which in turn would create the conditions in which the private sector investment would come in. And one of the questions that was asked earlier is, what would happen if you didn't get the casino, well of course we're going to continue with the Lower Don Valley, but as I sit here now it will take us longer to pull together the funding package. That's the challenge we face, it is a hackneyed phrase, catalyse, but in this instance it is appropriate, it is the right description of what we would do here with the casino and the resources it created. Dave I don't know if you want to add something?

DAVID CURTIS: Just to add to give scale and context to those comments. The figures that are quoted here about the 1.2 billion they are very similar actually to the total investment that is occurring now in our city centre, I think the difference is, as Sir Bob Has said, there has been a higher level of public investment in the early stages of the city centre than we are anticipating in the Lower Don Valley, but actually the public private ratio is more like 1 to 9 of the 1.2 billion, 10% public, 90% private. And as Sir Bob said, the three key up front costs which have to be tackled which the casino will allow us to tackle early, are the current miss-issues in the valley, are the highway issues and the general environmental enhancements and the connectivity within the valley, the three key points we made earlier.

SIR ROBERT KERSLAKE: I'll just make a final point that I should have made earlier. Which is if you go back to the time when we got Objective 1 funding which was 2000 and 2007, we got actually in the end in excess of £800,000,000, a lot of money, and that reflected the point at which Sheffield was at in terms of its market economy, it needed massive public investment at that point, and that was in South Yorkshire of course, not that many applied, but Sheffield was not different. As we move to the next stage, the success we've made means that the next stage of Sheffield's regeneration, the ratios are going to change, we aren't going to be able to put the same level of public money in to secure the private investment, we have to be more innovative about leveraging private investment in a way we have previously paid for through public funding. And this is the kind of opportunity we've got to go for, to secure that private investment to enable us to deal with the infrastructure issues. And the great strength of the casino is it is a value generator, it does create, this is why everyone's interested in it, significant values and therefore it creates funds to tackle the things that in a different time we might have been able to tackle through public funds.

PROF STEPHEN CROW: Thank you. Well before we relax I know Mr. Froemberg has some questions for you.

JAMES FROEMBERG: Thank you Chair. I'm afraid I get the job on the maths on this panel. I'm wanting to try and turn some of what you've just described into pound note signs to give us an

understanding, and I know you've told us some in your proposal. I guess where I'm thinking of is, ok we've got an idea and we've had a discussion on what the likely operator investment might be in their own facilities, but I'd imagine you've got a pretty good idea of what you would hope to procure through your competitive process, whether it's for the licence or whether it's for the Section 106 or whatever mechanisms you'll use to give you this dollop of funding that you want to put the ways that you describe. So the first question is to give us an idea of what you're hoping to secure through this route and to set that in context of how much public money you need to spend to kick start the Lower Don Valley regeneration, I'm hoping to get X from the operator I know I can get Yorkshire from my other resources and therefore oh casino panel you can be assured that Lower Don Valley will happen, and happen fast with this money if we're successfully appointed the licence.

SIR ROBERT KERSLAKE: Though I have a degree in maths numbers aren't always my strong point. I think what I'd like to do, there's two bits to this, there's the investment requirement for the Lower Don Valley master plan, I'd quite like David to take you through those numbers, and then we'll come back on the figures in relation to what the casino can generate if that's ok. We will caveat for the reason you've rightly said, I don't want to give a starting point to any operators, but we'll give you some broad indications of what that is. If I could ask David to come back about the investment needs in relation to the Lower Don Valley and then we'll give you some indicative figures on values we think might be generated.

JAMES FROOMBERG: That's good. I have found when I've thrown that question at other places there's some juggling about as to who comes forward.

MAN 1: Chairman, in answering James's question could you give an indication as to the sort of eligibility the investment they have for Objective 1 funds, that would be quite useful just to see what the matching and the leverage would be in terms of Objective One.

DAVID CURTIS: The two sets of funding issue infrastructure framework for the Lower Don Valley, there are the up front costs, those items that have to be tackled early and also the longer term continuing investment needs whether our abnormal costs which would not normally have been, would have been borne by the market place. So for example when referring to those facts, if you look at individual sites they may well have contamination issues, so there would be additional costs needed at that point. The total costs that we have identified in the master plan, the public purse, in broad terms is round about 100,000,000 investment needed, the ratio if was referring to before. The three key elements to that, which are the big up front costs are flood protection, and I'm afraid it's not a simple answer on flood protection as it does depend on how much, and what parts of the valley are developed and at what point, because obviously flood protection platform will change over time depending on which site you're taking forward and taking out the flood plane and actually adding to the capacity issues. But in broad terms we're talking about an investment of about approximately £40,000,000 in the flood protection issues. And that is a substantial sum of money and that is created partly because of changed Government guidance on flood protection, we're now talking about 100 year risk as opposed to a 130 year risk which is a very different set of areas affected by flood risk.

JAMES FROOMBERG: I'm well up to speed on those issues.

DAVID CURTIS: I think most of the waterways are alright themselves, it's the land next door. The other two large elements are the public transport and the fixed link. The fixed link, and this is the road I've described previously as the bypass to junction 34, we had a budget estimate done for that about 3 years ago now, which has been updated, and that comes out at about 16 million for that facility. In addition to that we did have a bid to Government for the supertram extension which was a cost of about 110 million, as you're aware that has not been successful, but the Lower Don Valley element the diversion of the supertram was about 30,000,000. So those are the large number that come about as the early interventions that we think are needed. Now quite clearly not all of those interventions will be necessary in transport terms to allow the casino to go ahead, but the point ...? Intervention in those elements.

JAMES FROOMBERG: Can I ask Alan to come in on the potential benefits for the casino and then I'll come back on the issue of other funding sources if I can.

ALAN BUERK: If I could attempt to answer the second part of the question. We set out in our original March submission and again in our August submission, the areas where we foresee there

to be value which the Council can derive from the transaction with the casino operator. I am a little wary of getting into the realms of number because there are a number of operators in the room and we do intend to hold a competition to extract the maximum possible value.

SIR ROBERT KERSLAKE: If it's any help they've all seen what other cities have submitted, accompanied by vast tomes of reports from consultants and so on, so I don't think they're virginal on the expectations of them.

ALAN BUERK: Suffice to say there's three key areas to this. And I think our stance on this is borne out by experiences internationally. One is a capitol contribution by way of Section 106 payments or other forms of development agreement towards some of the very important infrastructure requirements that the Lower Don Valley will need to evolve over the next 20 years or so, you've just heard from David the magnitude of that expenditure and we'd be looking, by way of capitol contributions, up front contributions, to get the largest contribution from a successful operator to those pieces of infrastructure. Secondly we do believe very firmly, and this will be in part determined again by strength of operator's proposals at competition stage, that not all of the facilities in a regional casino complex can be described as those facilities which are purely commercially oriented. There will be, we expect and the proposals we already have in front of us, without prompting have already suggested that a number of the facilities, whether they're sporting facilities, community related facilities, arena type facilities, a number of these facilities can have dual benefits, they will drive footfall, which is obviously very important for the operator, but they do have the capacity to enhance the provision of services for local people as well. So that's a topic which we've been researching considerably and we think, at competition stage, we can drive significant value from.

JAMES FROOMBERG: Can I just ask what you think you're short of still in the world class sporting facility category that you would like to see come in the casino?

ALAN BUERK: It's not so much professional sporting facilities, but local sporting facilities. And then the final part of the question, and this relates to a lot of what we said earlier about the work of the casinos task force here in Sheffield is, how do we fund all of the work we've set out and it's currently evolving in terms of minimising social impacts, maximising local benefits through job schemes etc. in that respect, again we've researched this thoroughly, we've spoken to a number of operators and we are convinced, in a competitive environment we will be able to secure revenue contribution from the casino operator. Our assumptions are revenue contribution of in the region of 2.5%, again we'd look to do better than that.

JAMES FROOMBERG: Of turnover or of gaming turnover?

ALAN BUERK: Of gross gaming revenue. And our assumption there, and again we've quoted this in our submissions, is a base case gaming revenue of around £100,000,000, I don't think that that's a controversial assumption given that gaming revenue in facilities like this is effectively finite and driven by a very definitive number of tables and a definitive number of slot machines. So we thing again the headline is robust, we will negotiate what we can in terms of a revenue contribution, we've set out where we think we will use it, but I think the question will end as precisely what credibility can we attach to our sets of assumptions. I hope that does it.

JAMES FROOMBERG: It does, thank you. I've got a very clear idea of the sort of ranges of what you think you might get without you having said what they are, but more important what you need to spend it on and how that will kick-start the Lower Don Valley regeneration, which is a pretty essential part of what you're trying to achieve.

ALAN BUERK: The last question was where would we get the other funding sources from, and I think it's an entirely valid question. There's a range of sources here, local transport plan is a key element and indeed our bid, of course, for the tram was in the local transport bid, but key to that, of course, is that you need a local contribution. So we would have to secure a local contribution, so there would be an immediate matching with Local Transport Panel funding. In relation to European funding there's no question that it would qualify under the current Objective 1 programme, we're still in the development of the next phase if you like, the so called phasing regions. The core kind of requirement there is around the so call Lisbon agenda of competitiveness and if we can demonstrate that this is part of making the area competitive then I would be confident that we could look to pull money into the project that would need to be required. The third source, and a crucially important source of funding is the South Yorkshire Investment Plan, the so called SYIP,

which is the Yorkshire Forward single part investment funding and because of the regeneration needs of South Yorkshire we get a fairly substantial sum of money from Yorkshire Forward allocated to regeneration. We've identified really two priorities for that funding, the first is the City Centre and the second is the Lower Don Valley and so we would play in, in terms of public funding money through the South Yorkshire Investment Plan. And then finally of course we would look to other private sector contributions as well, I mean the casino's one part of it but actually British Land want to regenerate and of course we would look to them to bring in money as well. So there's all of those sources that we would bring in to the mix here.

PROF STEPHEN CROW: Just a couple of quick queries. Flood protection, you're presumably in the flood plane of the River Don, has the Environment Agency said anything to you on that subject?

ALAN BUERK: We've worked very close, we've involved them in the development of the master plan, I think again we're going to juggle around people, David, I wouldn't say he's Mr. Flood protection, but he knows more than most people about this issue and has talked to the Environmental Agency.

DAVID CURTIS: What we've done, together with the key landowners in the valley, is actually commission a joint flood risk assessment and an update of the flood model for the valley. The key issue is actually created by the extent of the area actually covered by the flood risk, not necessarily the depth of flooding I have to say, because of the 1 in 100 year flood risk a large area is now expected to flood, and has been the case, but most of the flood risk area is at very low levels in terms of literally only a few millimetres of water. We've agreed an approach with the Environmental Agency, a strategy to manage that flood of course, we're not wanting to create artificial barriers because all that does is move the flood waters to another location, in this case it would be Rotherham and Doncaster if we did do that and obviously that's not something we would do.

PROF STEPHEN CROW: I don't want to know exactly what's been going on, as long as I'm aware of it and haven't said no.

DAVID CURTIS: There is an agreed strategy with the Environment Agency and the authorities to manage the flood.

PROF STEPHEN CROW: Now there's a gentleman, you have a concern sir.

One small question really. In relation to the benefit that this investment will bring to the Lower Don Valley, presumably there's an opportunity in any agreements with land owners to either secure some commitment or benefit from that investment in flood attenuation and various other infrastructure to help to increase that level of investment, or at least to accelerate that investment. I think it's quite an exciting prospect when you see it working through.

DAVID CURTIS: The short answer is yes to that, and we will certainly do that. Our interesting here is that we need, there's an issue to timing, we need to put in money up front on things like flood alleviation but then open up the opportunities and your challenge often is, how do you kind of create the capacity, there isn't an easy funding mechanism that does that. One of the great strengths of this is that it gives us that ability to put in the up front funding to tackle some of the issues. But certainly, once you've got underway, then you're absolutely into the process of getting other to share in the burden, and that would be through the planning process.

PROF STEPHEN CROW: Have we finished grilling the panel? Councillor Creasy I hope you will appreciate that we had a number of question which we thought were awkward questions at the time. Have you any other further questions you'd want to ask or any comment you want to make on the exchange.

JILLIAN CREASY: No, I found that a fascinating and very useful exchange to understand what the plans for the Lower Don Valley are and leveraging in the money and so on. I suppose I've got a request again for Neville Martin to come in and the way I would connect it to what's just been said is that I understand that the need and the plan to bring a huge private investment into the Lower Don Valley, so we're talking 200 or if there is only one casino then maybe a developer would put more in. But I would like to come back to basics and say, what is the real cost of that 200 million investment, what would the developers want to get out of there 200 million investment and what will the cost of that be to the city. So it's kind of bringing it back round into a circle, that's what I would like Neville to address.

PROF STEPHEN CROW: Well, why don't you make him sit just behind you so that we.

JILLIAN CREASY: So can he come in now?

PROF STEPHEN CROW: Yes, of course, I was just hoping that he might just sit in a little more convenient position to start with. I hope you understand that the idea was that you should bring people in, we weren't sure of the size of the room then, we are actually blessed with a substantially bigger room than we've had in some other venues. So it's Mr. Neville Martin.

NEVILLE MARTIN: Yes, my name is Neville Martin, I'm here representing business and professional ministries and Christian People's Alliance, and I'm also a Chairman of SCASE. Since it's the first opportunity I've had to make a contribution I'll just do a quick recap, first and foremost I both live and work in the Lower Don Valley and nobody's consulted me, from the Council or anybody else, point one. Point two, the issue that's been misrepresented earlier is the point about businesses in the city having been consulted, that is not true, certain small groupings of so-called representative businesses have been consulted but there are 35,000 businesses in the city who have not had any say whatsoever, no debate, no vote. The fact that the Chambers of Commerce seem to be in favour of this undertaking is quite irrelevant when you consider that the largest business representative organisation, the Federation of Small Businesses, which is twice as big as the Chamber of Commerce, has declined to offer its support to the proposals, as has the CBI. This undertaking does not have the.

PROF STEPHEN CROW: You appreciate that if they had written to our secretary and said please can we come along, the changes are they would have been invited.

NEVILLE MARTIN: Well some did and weren't.

PROF STEPHEN CROW: Who?

NEVILLE MARTIN: Well Business and Professional Ministries for one, the Christian People's Alliance for another. Both made submissions and were not invited.

PROF STEPHEN CROW: Alright, but you're here.

NEVILLE MARTIN: But I'm here. So first and foremost, to back to what Sir Bob said earlier, that fact is that the existing casino industry has not been consulted, we have here in Sheffield the headquarters of the largest independent casino company in the UK and for some reason the Council has omitted to consult them, which they consider to be a gross dereliction.

JAMES FROMBERG: What do you mean by an independent casino company.

NEVILLE MARTIN: Privately owned. The UK's largest privately owned casino organisation based here in Sheffield.

PROF STEPHEN CROW: I don't want to go too much into this question of consultation because it does raise issues of local politics and so on. I'm very interested in what Councillor Creasy actually brought you here to talk about.

NEVILLE MARTIN: We made a bee-line for the casino organisations when SCASE first got involved in this campaign, we made a bee-line to go and talk to the existing casino operators and we've created a couple of models as to how this thing will operate. We've used as our basis, well this document first and foremost which is the report of the Gaming Board for Great Britain 2004-5 and the general rules of commerce that apply in all industries, not least of all the gambling industry. If the regional casino is to represent an inward investment of £200,000,000 the fact is a commercial common sense tells you that investors will require a commercial return on their venture capital, so we've worked on a fairly moderate return of 15% and 15% of 200 million is £30,000,000 annually. So this is the minimum payback that investors will expect on their investment. So what must a casino turnover in order to achieve £30,000,000 annually? Well the report of the Gaming Board 2004-5 says that the average profit amongst the 42 northern casinos, that's 42 casinos currently operating in the north of England, is 17%. So if £30,000,000 represents 17% then 100% is £177,000,000, so that is the amount of money that this casino must turnover just to stay afloat annually, any less and the owners would probably think of closing the casino as an unviable proposition and obviously at that point all the regeneration benefits that we've heard about for the city would be lost. South Yorkshire, as somebody mentioned earlier, is a European Objective One area, over the last seven years £700,000,000 of European money's been invested in the regional economy, the regional casino, at £177,000,000 a year turnover would Hoover up that £700,000,000 of European money in less than four years. Can we really afford to lose £177,000,000 annually from the regional economy every year and expect to claim this as a regeneration benefit? The report of the Gaming Board looks at the performance of the 42 casinos, and we've actually taken

the key performance indicators that this report outlines, and applied them to a turnover of £177,000,000. The annual gambling turnover in the north of England is £624,000,000 in the 42 casinos and the combined number of visits is 3.59 million, it's all in the report, so if you divide 624 million by 3.59 million you see that the average spend per visit is £174. So that is the average amount of money that a person spends currently when they walk into one of the 42 casinos in the north of England. So if we take that average of £174 per visit, how many visitors would a regional casino in Sheffield need to get through the door everyday just to stay afloat. Divide 177 million by 174, and then divide by 363, assuming this thing is going to close on Christmas day and Easter, and you come up with a figure of 2,800. So, in other words, 2,800 people spending £174 each will have to walk through the doors of this casino everyday of every week throughout the year, in order to keep it afloat. Compare 2,800 to the 234 that currently walk through the doors of a casino and you see the scale of what we're talking about just to make this thing commercially viable. At this point, quite often when I'm talking to a forum I quite often ask for a show of hands to see how many people there are that would be able, or willing, to spend £174.

PROF STEPHEN CROW: I'd rather you didn't do that.

NEVILLE MARTIN: Well I'm not going to you'd be pleased to know. But I've never found one yet, in all the various forums that I've spoken to nobody has actually owned up to wanting to walk into a casino and spend £174. But we would need to find 2,800 of them every day.

PROF STEPHEN CROW: Before we, I'm obviously going to ask the City Council to respond, before we do I would like to make sure that we've quite understood our figures and I think Mr. Froomberg has one or two questions to make sure that we have understood what you're saying.

JAMES FROOMBERG: I just wanted to understand, within that what your assumption therefore was on the daily or annual take per category A slot machine, and what was your basis for that assumption given that we've never seen one of these in this country before, and how that therefore compares with experience elsewhere that you must have drawn on.

NEVILLE MARTIN: Absolutely, we have looked at this from the casino gamblers point of view, rather than looking at it from, I mean this thing is going to have we know 1,250 machines, or up to 1,250 machines. We know that in order the stay viable it has to somehow extract £177,000,000 annually from the people that walk through the door. How you divide that up per machine is a matter for the operators, we've not gone into that aspect of it, we're looking at it in the global context, the casino to stay head above water would need to find £177,000,000 a year.

JAMES FROOMBERG: Yes, but my concern is whether your £174,000,000 is the right number or not, you're trying to steer us towards a path of how unbelievable it is to do this, but we're considering a project that has 1,250 machines that we've never had in this country and therefore for us to believe the revenue assumptions has got to be based on some evidence of what these types of gaming facilities actually attract and deliver and produce. I think comparing with existing gambling, whether it's in the north of England or anywhere else in Great Britain is not a valid comparison, so I ask again, what have you researched to help us here on the likely income per category A slot machine.

NEVILLE MARTIN: We've not looked specifically at any income per machine, for the simple reason that it's felt, within the industry, that these figures are unattainable anyway, there isn't the money swishing about in the regional economy that can justify this level of revenue for one single operation. It's the view of the casinos local, is that this is financially unviable, and that is the point we're trying to make. If it were to happen, and that is the fear, the fear is not that it will financially unviable and fail, that is not what we're worried about. What we're really worried about is that by hook or by crook, they'd make it work, and somehow achieve the colossal turnover that's require to keep it going, because that would have just massive social and economic impacts on the city of Sheffield. We've done two models, model one takes the lower number of gamblers, sort of 3,000 gamblers a day, we're prepared to bet £174 per visit, that would create 90,000 new gamblers that are not present currently, those gamblers are just not around, the gambling fraternity just does not have those sorts of number. Those numbers would have to be created, they are new gamblers, 90,000 of them. Gambling £174 a time the feeling within the existing industry is that it's likely that 50% of those would be problem gamblers.

JAMES FROOMBERG: Would any of these numbers be any different anywhere else in the country we're considering, or are you trying to make a very Sheffield related point, or is this a, we don't want one anywhere point?

NEVILLE MARTIN: Well, some of the areas that are being looked at are more prosperous, remember this is an Objective 1 area, that must never be overlooked, Sheffield is an Objective 1 area, but I haven't gone into great detail to see what the other bids entail. We've based this around the Sheffield bid and those are the figures. An alternative, instead of having a lower number of higher level gamblers you could have a higher number of low level gamblers. So what if, instead of gambling £174 per visit, say the gambled £50 a visit, we then in order to keep going you'd need 9,800 a day through the doors, each with £50 in their pocket in order to make the thing work. That model would create 300,000 new gamblers but because they are gambling less the proportion of problem gamblers would be less, and it's estimated within the industry that would probably around the 10% mark, so you'd be create 30,000 problem gamblers. These sorts of numbers are frightening, they are greater than anything that the Council has put forward by a factor of 10 or 12, this is scary stuff and I do not believe for one minute that these so called regeneration benefits warrant the social cost that is being entailed here.

PROF STEPHEN CROW: Thank you. Have you understood the financial argument have you? Mr. Sagar is this specifically about the...

DEEP SAGAR: Thank you Mr. Chairman. I, like everyone else, appreciated these points, we're grateful for them. If we went back to the Council's own gaming revenue projection you mentioned £100,000,000 that itself with assumptions would give you about 3,000 people needing to walk through the door. Did you consider, rather than just making assumptions, actually carrying out a survey from people, residents here and tourists and say, how many would come in, how much would you spend, those sorts of things and then quantifying demand on that basis.

PROF STEPHEN CROW: Would you like to answer those points. And if you want to deal with them in your own order then please do.

SIR ROBERT KERSLAKE: The figures as you quoted are scary, we just think they're wrong, we spent a lot of time looking at this, looking and using the expert opinion that's available and I would say, why look in the crystal ball when you can read the book. There is plenty of international evidence of casinos that exists, coexisting alongside other vibrant urban areas, there is the assumption here of course, of a zero sum game, and in fact that isn't the case. Economies can, and do, grow that's of course what we're about in Sheffield in South Yorkshire so I just basically challenge the whole edifice really and would be happy to go through that in more detail. The second point to make is that it makes the assumption that all the profits relate to the actual floor, they don't, if you look at the two proposals we have here I think the ratios in profit terms for MGM are 60:40, actually the 40 being the casino part and in relation to the Cell International proposal the non-gambling bit is even higher. So actually what we're seeing here is a range of leisure and entertainment facilities of which the casino is one, obviously very important component, and I think that alone eviscerates the analysis that's been put forward. So I just think basically the analysis is wrong on that issue and we're fairly confident that that's the case. I think the third point I'd make here is in relation to existing operators, I've never yet met somebody who's in an existing business who necessarily says great somebody's coming in as a competitor, but what I would say is in the city centre now we have just approved a licence, planning application for a new small casino run by Stanleys in the Heart of the City project. They've done that in the knowledge that we are putting in an application, no secret, for a regional casino. They clearly believe that it's possible to see smaller casinos coexist alongside the regional casino, because they're serving different markets and are different products and we shouldn't make the assumption that every casino in every offer is the same, because they aren't. I think my final point is in relation to business consultation because that was raised right at the beginning, I think we've gone out of our way to involve businesses in this debate and discussion, the Chamber of Commerce has a substantial membership representing something like 96,000 employees in the city. They are, by a margin, the most active and representative business organisation in the city, I personally spoke at an open meeting that had extensive publicity, both before and after the meeting on the issue of casinos where a very significant number of people who attended that meeting. I think in every sense we have engaged

business, sought their views and been prepared, whenever invited, to talk to them about the issues involved in the casino. So if I could stop there and hand over to Alan.

PROF STEPHEN CROW: Yes, 'cause I would like you to go back to these figures and say which bits of it you think are wrong, is it the assumptions are wrong, is it the logic is wrong, or both, and if so.

SIR ROBERT KERSLAKE: Frankly that and a bit more, I just think the assumption and logic are wrong. Now it's difficult because unlike other businesses we've met on other issues but not seen the detailed figures that he's spoken to, to kind of run through line by line those assumptions and figures. But I think the assumptions are wrong for the reasons I've said because actually it makes an assumption this is only about a casino and secondly it assumes that this is about substitution when actually economies grow and we think the numbers are wrong and we have plenty of evidence from the operators and from other places that we think would challenge his basic assumptions. And this isn't crystal ball gazing this is what happens now that we have and we'd be very happy to supply the panel with a kind of line by line analysis, if that would help, of what was said.

PROF STEPHEN CROW: Let's see how far we can get now shall we.

ALAN BUERK: I agree with Sir Bob the figures represented bears no resonance with our experience and our research into this issue, indeed that's the first time I've heard the arguments that casino operators are likely to be marginal businesses. The argument which is offered that casino operators would be operating super profitable businesses and we've already outlined to you our intention and our approach to dealing with that particular issue. I would just add a couple of additional comments that there can't be any sensible analysis of existing UK casino industry, take Sheffield for example with three relatively small casinos and the regional casino which is now under deliberation the fact that the regional casino will have up to 1,250 Category A slot machines is a huge differentiating factor, the Category A slot machine doesn't exist in the UK at the moment and in terms of scale 1,250 is a significant number by reference to any existing or new small or large casino.

PROF STEPHEN CROW: In that respect you're going along with Mr. Martin aren't you, because if you just say the size is bigger then you're just multiplying up the numbers involved surely?

ALAN BUERK: I don't actually recognise the background to the analysis, for example there is plenty of evidence in the Pre-Legislation Scrutiny Committee, and indeed in the Budd Report, on the levels of spending in provincial casinos, I believe the number to be something like £33 spend, I think the number offered is £170, I think as Sir Bob suggests to give credit to that analysis, we'd need to see it set out in front of us and give a full and considered answer to it. I would say our work is based on a series of findings which we believe are endorsed by a series of bodies including Ernst and Young, Pion, Price Waterhouse Coopers and we think we've given this due consideration and we're happy in the robustness of our position. The additional question about the economic impact assessment, the economic impact assessment we've undertaken and the economic impact assessment undertaken by the respective operators opposite their proposals in Sheffield are all based on a myriad of very detailed input assumptions about visitor spend, about visitor numbers about origin of visitor. Again we think that form of analysis stands scrutiny.

PROF STEPHEN CROW: Thank you. Is there any question you want to ask further to this Mr. Froomberg? Well thank you very much. Sir Robert have you finished?

SIR ROBERT KERSLAKE: I've finished my response as long as the panel feel we've answered the questions.

PROF STEPHEN CROW: Don't worry, you've finished. You started this particular line so therefore you have the response either yourself Mr. Martin or Councillor Creasy.

NEVILLE MARTIN: I would like to challenge Sir Bob's challenge. The figures that we're quoting transcend the gambling industry, these are not gambling industry figures, these are figures based on international financial markets, any company investing £200,000,000 in anything is going to expect a commercial return, that is risk capital, that is money they are putting up front at risk of never seeing again. Now, no company is going to do that for less than a reasonable level of return. I was in Bulgaria recently and there's a massive property development boom going on there, and investors are being guaranteed 25% returns on their capital, we're quoting moderate figures of return, 15% return which is not big when you're investing £200,000,000 of your own money in

some venture where you've no control of whether it comes back or not. If you want to challenge these figures I'd be happy to go through it with you line by line.

PROF STEPHEN CROW: We'll have to study them carefully particularly in the light of our own experience and research knowledge. Mr. Froomberg did you want to talk now about the relationship with the city centre.

JAMES FROOMBERG: I do get a hint from my Chairman sometimes, it's the use of the work now, it somewhat suggests he wants to move on to other things.

PROF STEPHEN CROW: No, no.

JAMES FROOMBERG: In which case I would like to ask really for the facility for the regional casino in the Lower Don Valley and with all your investment in the city centre, clearly I'd imagine you'd like to get some cross-fertilisation between the two and I wondered how you would achieve that.

SIR ROBERT KERSLAKE: Yes, absolutely, I mentioned earlier there probably hadn't been a day gone by when I thought about the economy in Sheffield, there's probably not been a day gone by when I thought about the city centre as well. We have spent basically since 2000, and before that, a massive amount of time in reshaping our city centre, we see it as core to the regeneration of Sheffield and we can see the results of that now in growing a new retail quarter of half a billion pounds investment, new office development, including spec office development, new hotel development new public realm, new transport infrastructure. So the key point to make here is that we are strengthening the city centre all the time and we would never even contemplate something we thought would damage the city centre. It wouldn't be on our radar, which is why when I referred to retail the answer's been very, very clear on retail because of the city centre it's in all the planning and policy documents we have about the importance of the city centre. Therefore the issue we might say is, how does this fit, and that's your question, our judgement really is that this offers a complementary offer on the night time economy. One of the things we can say with some confidence is, is the growing strength of the night time economy in Sheffield city centre. From a low base but now rapidly improving, we are now seeing the restaurants and the leisure entertainment coming into the city centre that we haven't had before. Two, three new hotels we've got a new, I would guess well into double figures on bars and restaurants it is now creating a vitality that it didn't have before. But the reason why people come to city centres is for a different leisure offer, it may be to do with the theatre or cinemas, it may be to do with restaurants, but a city centre makes a distinct offer and the lesson we've learnt is that what you can't do in a sense is stop everything else in terms of choice, what you have to do is strengthen the offer and make sure that whatever you do is complementary. Our view is that the regional casino fits with an offer in the Lower Don Valley that's there already, so those people who go to entertainment or the sports facilities there, this, in effect, just adds to the choice of that kind of visit. It's a choice they will have almost certainly already made for that kind of offer and indeed it will be a regional offer that doesn't just affect Sheffield residents. So we're very, very confident that in our analysis of what's needed, the combination of a strength in the city centre and a differentiated offer, means that we can have the two alongside each other. And again we've looked at some of the international experiences on that and there are examples, again in South Africa and elsewhere, where the two can and do coexist alongside each other.

PROF STEPHEN CROW: Mr. Collison.

CHRIS COLLISON: Just picking up the point that you've made regarding current location of leisure facilities in the Lower Don Valley, you've just spoken of there being additional choice but could there also the possibility of multi-purpose trips where people may take advantage of that co-location by going either first to a casino or later to a casino having combined that with some other leisure trip.

SIR ROBERT KERSLAKE: Absolutely and I think this is very relevant to where we started from with the tourism issue, what you'll almost certainly see is that people are unlikely to simply come for the casino, some will, but they'll come because they want a good night out basically. They may be coming for something entirely different such as the Rolling Stones concert that we had recently, but what they'll get is an option to do a number of things, so they might be on a weekend, short break, or whatever. And what we know from our analysis of this is that people rarely just do one

thing, or rarely come for one thing, what they come for is like an offer in a location and it's how you create that rounded offer and differentiate it that makes a difference between success and failure.

PROF STEPHEN CROW: Thank you. Mr. Price.

DAVID PRICE: Yes, I'd just like to question this, I think Sir Robert has suggested I was selectively quoting from Ernst and Young, but I'm coming back to Ernst and Young which nobody seems to pay much attention to in a way, some of the detail in there. They're suggesting that there will be displacement in the city centre and I think this is a matter of logic, if we leave aside highly addictive problem gamblers who may spend far more than they intended to, but take the more average people, they will have a limited amount of resource that they're going to spend on leisure activities, and if they spend some at the casino in the Lower Don Valley they will not spend it at Sheffield city centre, Rotherham city centre, Barnsley city centre or Doncaster city centre.

PROF STEPHEN CROW: We have displacement mentioned, is it that you're not satisfied with what they've said about displacement.

DAVID PRICE: I think, I mean, Sir Robert's saying, go ahead with this project, but he's saying, I wouldn't want to damage the city centre in any way, and I just can't see how those two things are compatible.

SIR ROBERT KERSLAKE: I hoped I had answered that question but I'll run through it again. It makes an assumption, in a sense, that the only people are already making their choices about in Sheffield, and as we've found with the retail offer people chooses to go elsewhere on the retail offer. A significant part of what we'll achieve for the new retail offer in the city centre will be bringing people back who have deserted us to go elsewhere, either to Leeds or to Manchester or whatever, so you're starting with the assumption that actually the choice is simply within Sheffield and it isn't. Actually people make choices to go outside the city and we would want to attract people back into the city. The second point I'd make is that you're making the assumption that you can't make differentiated offers, and all the feedback we have suggests that you can, that there will be a large number of people who will not use a regional casino, never think of using a regional casino. The key to success here, and what we learnt the hard way on the retail side, is that you strengthen the city centre to give them the choice. And therefore I'm very confident that people, that it's not the availability of the regional casino that will make people switch, it's the lack of a convincing choice in the city centre. And it's our investment in improving the city centre that will be the key to its future, not whether we have a casino or not. I think the third point, and I've made this before but it's worth repeating, that this is a regional facility, it will pull in users from a range of places, some local yes, and some wider afield. And I personally believe, we've done a fair amount of work on this, that it's possible to achieve this in a way that will not undermine the regeneration efforts of the urban centres in other parts of the city and in other parts of the region. Quite different debate that we've had in relation to the retail offer, which is why we've all taken such a firm view. But perhaps if I finish there and ask David to say a few words as the Planning Officer who will be responsible for these issues.

DAVID CURTIS: Just on the final point you've said, what's important is that we've looked very carefully at the city centre offer and I think it is significant that none of the operators suggesting that type of integrated complex that's being suggested here would be suitable for the city centre. We have a comprehensive, it is another master plan but it also has a regeneration programme attached to it for the city centre and you may be aware that recently we've just granted planning consent for the retail quarter. Which is a £600,000,000 investment by Hammerson UK, one of the major property companies, not just in the country but in Europe, and they have shown that confidence in the city centre. Now the retail quarter will cover an area of approximately 50 acres of our central area, so it's not just a shopping scheme, it really is rebuilding the retail core of the city. And in that context we have looked carefully as to whether or not you could accommodate this type regional casino complex in that central area, and to date we have not found any locations where we think it would be appropriate or accommodate such a development. So we have looked carefully at the issue and I think it is important to say that the night time economy offer of the city centre is strengthening significant as Sir Bob has said, we have, through our Heart of the City Project, a number of bars restaurants now opening in locations which in the past hasn't happened, where the night time economy has basically been about drinking and nightclubs and that has changed significantly. It's now genuinely a family offer, and when the weather's good, like this

morning, or was the last couple of weeks, our city centre is full of people relaxing and sitting in the central area.

PROF STEPHEN CROW: We looked at it last night.

DAVID CURTIS: I'll finish with two final points, one is that you will have received a letter from Andy Topple the Chief Executive of Sheffield One, which is the urban regeneration company set up to deliver the work with the Council to deliver the work regenerating the city centre. What he says in his letter is that casino would be a benefit to the city and actually a potential benefit to the city centre. And I think he wouldn't have sent that letter if he didn't feel confident about that issue, that will be in your correspondence that you have there. I think the second point I'll make in relation to the Ernst and Young report is there are a number of things that we would raise on the Ernst and Young report, but one I think they got particularly wrong was they made no allowance for the growth that we're seeing in our city centre economy and we actually project probably a 50% increase over the next three years in that night time economy and from the work we've done on the ...?

PROF STEPHEN CROW: Do you particularly want to reply to it? That's helpful because we do want to get on. You had a question about international visitors, we have to some extent covered that but only a sort of patchy manner.

JAMES FROOMBERG: Yes, there's been mention of percentages arriving by the promoter and some mention of the emerging or infant airport to the south of Doncaster which was clearly a factor. Is there anything to be said about any future plans to develop the international market and encourage people in other that perhaps through further expansion or Doncaster airport.

MAN 1: Clearly Doncaster airport is in its infancy as a transport hub, and at the moment is going through a process of developing routes to and from the sub-region from primarily Europe but it has the capacity to handle long haul flights from further afield. The issue of the way that airline routes develops is very complex but in a nutshell it's very much about spare capacity in airline fleets and the willingness of the airlines to invest their time and effort and resource in developing routes to specific region. In this regard the development as a visitor destination with or without a casino is going to be key to the development of the airport. But the same is not true the other way round, the airport is not necessarily key to the development of a regional casino because it's a regional product, the experience of similar cities in Europe is that roughly 10%, give or take according to the European Cities Tourism Network, roughly 10% of the visitors to a city like Sheffield would come from overseas destinations and therefore it's the 90% of UK potential visitors to the city that are the key to the success or otherwise of Sheffield as a tourism destination and therefore of it's asset. So I think the airport is a nice thing to have but it isn't actually crucial to the case.

PROF STEPHEN CROW: What do you say to the point that's often raised in this context, that the trajectory of airport growth is not going to go up like that, it's going to level off because of possible increases in prices of fuel and other considerations, security and so on?

MAN 1: ...? Some of which has been absorbed by airlines and similarly we've had security concerns recently, the same was true after nine eleven five years ago and after a blip there was a very rapid recovery in air travel both in Europe and in the United States which are the two key markets for this particular type of transport. Until there's a coherent approach by international governments on how they're going to treat aviation fuel and so on, it's really an open question as to whether or not that will have an impact on air travel. I have a personal doubt as to the growth of low cost airlines is wholly sustainable in its current model, but I don't feel that the growth of airline transport across the whole of the world is unsustainable, no.

PROF STEPHEN CROW: Thank you. When Robin Hood airport was opened I just happened to be Nottingham at the time and I hate to pass on what they said about your heroes name. I think I'd really would like to move on I was going to say my watch was an hour fast but I don't think it is. Willingness to licence, is there any update in the level of support that you want to give us.

CHRIS COLLISON: There was just really a supplementary point that Mr. Buerk when giving some information earlier he did refer to the appendix 4 document which has set out the intentions regarding any future competition and the areas of potential gain and we were just wondering who had been involved in the preparation of the document. First part really as Chairman said just relates to any update on the level, and then the second point when Mr. Buerk, when giving his information earlier referred to the appendix 4 document which is the preparations that you're

making for the competition in terms of having a think ahead of the areas of potential gain and really the question just there was who was involved in that, were any stakeholders involved in the preparation of that appendix 4 document and the thinking behind.

SIR ROBERT KERSLAKE: Sorry, I heard the first half and I was looking the evidence for the first half and missed the second, so apologies for that. In terms of the update on support I've made some brief reference to this in my opening statement but I just think it's worth spending a few minutes on this. We have, since putting in the original submission, confirmed support from all four Chambers of Commerce in South Yorkshire, I think that's important to say, and that's an important feature of the progress. You have heard today of the very strong support from the police in terms of this proposal, Yorkshire Forward have.

PROF STEPHEN CROW: I think to be fair to the police, they didn't actually say they supported it, they had a response that was not wholly critical of the points put to them.

SIR ROBERT KERSLAKE: I was actually referring to a quote that the Chief Superintendent gave us which is very clear in its support, I'm happy to supply that to the panel.

PROF STEPHEN CROW: I think one must be very sensitive with people like the police who clearly must not take an issue in local politics.

SIR ROBERT KERSLAKE: Indeed, I wasn't suggesting that but we do have a recorded comment in terms of the potential benefits. The third one I've referred to is the regional development agent Yorkshire Forward which we have here today, of course you have given your clear support for the Sheffield proposal, you've heard again about the Regional Assembly support for the proposal, the Local and Learning Skills Council is an additional supporter, Sheffield One is late letter you've had in, in support, Sheffield First For Investment, the Inward Investment Agency, the hoteliers and this is important because of course there are city centre hoteliers here who have been very strong in their support for the casino, the Sheffield Tourism Group, a key group in the city, again a late letter from the Pakistan Muslim Centre, I think it's worth stopping and dwelling on that. Which is a centre locate in Outer Cliff and for many years now been a centre of activity, social and economic activity for the Muslim community in the city, have written to you with a very clear letter on these issues. And the Sheffield Taxi Trade Association, which again has been alluded to is an organisation with a large number of members from Pakistani and Muslim community.

PROF STEPHEN CROW: I support the short answer is that it's a long list of people in support, but isn't there a list also of people and organisations not in support, such as we've heard of from on my left just today.

SIR ROBERT KERSLAKE: Absolutely right. I think I would make two points on that. First I think that in terms of the weight of opinion I would say, and of course I would say this, that majority have come down in support of the casino, but I think more importantly, in a way, is to say that we as a City Council have never wanted to deny the fact that there are people out there with concerns and reservations. I made the point earlier that I personally asked the Bishop if he'd take on the Charing role in the knowledge of his personal concerns about the issue of gambling, this isn't an issue where it makes sense to just do a tick list on the pros and cons of supporters. I think the weight of support is on our side and we've evidenced that I think, but what's really important that we embrace and recognise there are concerns about the casino, both moral concerns, and I think a lot of what we've heard today are people's concerns about casino, but genuine real practical concerns as well. And I think success will come by harnessing those concerns and addressing them as far as possible, rather than denying them.

PROF STEPHEN CROW: Mr. Froemberg you've got a question to ask.

JAMES FROEMBERG: Could I just follow up on the willingness to licence subject and perhaps also partly link with the debate with Councillor Creasy's colleague about financial returns. I'm assuming that the potential operator deal are, thus far, conditional on whatever gaming tax the government might impose, which is something we are all waiting for and that will influence their ability to either invest at the scale they want or to put up the sorts of capital contributions you're interested in, if you found that the operators were much more limited in their abilities to put forward capital contributions so that your desires to kick start the Lower Don Valley regeneration would you willingness to licence be somewhat reduced. There's a lot of hypothesis in there I know.

SIR ROBERT KERSLAKE: I will actually struggle to answer that question because it depends on the degree of impact of Government policy, what we can say is that as David Curtis has said

earlier, it's very important that we have capital funding from the project to address infrastructure issues, that has to be a key part of the deal. I suspect that will be true of any of your bids so it is important that it generates capital resources, I can't give you a specific answer on it because it's not possible to do that, but one of the questions earlier was, why don't we go for a large casino, well you'll see the reason why, it's about total impact.

PROF STEPHEN CROW: Sound engineer everyone seems to have gone very quiet. This question does, to a degree, go to the motivation of the Council in wanting this project.

SIR ROBERT KERSLAKE: Yes, I think it will be useful if Jan came in on that.

JAN WILSON: Yes, thank you. Obviously I'm in support of what's been said by the Chief Executive and Director of Development about why we want the regional casino in that location, it's not just an entertainment venue for people who might want to go out and spend their money that way, it's a big economic generator. And so as the ultimate licensing authority, the decision will be made by elected members at the end of the day, I couldn't say what the cut off point is. But if we were going to say we wanted this facility at any cost, we would have put in for the other size facilities wouldn't we? We would have put in for a large one say, not a small one. But if we had wanted an entertainment facility rather than a big economic driver, so there would have to be a cut off point, just to add that it isn't pro and con is it, I am arguing very much in support of this proposition and hope that you'll consider Sheffield's case is made, as being the place that can deliver this. But of course the reservations that have been made by other are of course shared by myself and my colleagues, so the critical thing about this is that those issues must be addressed, all the stuff about social inclusion and aiming jobs where they're most important. The facility to put in the proper skills training, all that, if that can't be funded I think that members would think seriously about what is the reason that we want this facility. But it is not something that you would just answer across a table in this way, because it is very complex, but the critical underlying thing is there is a willingness and an enthusiasm to proceed with this because of the case that we've outlined. And you put me in a difficult position with the hypothetical case of, what if the whole thing came down.

JAMES FROOMBERG: I didn't mean to put you in too difficult a position, but apparently it's what we're here to do.

PROF STEPHEN CROW: Mr Buerk.

ALAN BUERK: I'll be brief Chair. The discussion paper document that we circulated outlining our methodology for evaluating a competitive process, is just that, it's for discussion. We do believe it takes on board the concerns raised by Yorkshire Forward, and you'll note in there one of the key issues we'll seek to test is, operators proposals for creating a facility which delivers genuinely additional services for the city including maximum contributions in terms of job generation etc. So we have picked up the work of the Bishop's task group, that will continue to evolve that evaluation framework, the discussion will continue for many months, we produced the City Council's licensing department set out its policy for licensing regional casinos in accordance with the Government Commission's guidance to it and we expect it to evolve. Of course the Government has stated that it will issue a code of practice to the successful tenderer from this exercise and we will need to dovetail out initial thinking on this with that code of practice in due course.

SIR ROBERT KERSLAKE: One last point, it seems to me that if we were successful I would be very keen to engage those who have concerns in the process of the specification and the evaluation process, 'cause I think actually that's the hardest test for the operators in many ways.

PROF STEPHEN CROW: This is a question that you don't have to answer Councillor Creasy because it's not only unkind to you, it's unkind to every single colleague of yours on the City Council, but it does go to the question of their willingness to licence. And it's this, isn't it the case that whatever arguments were raised, in your opinion they would still be willing to licence.

JILLIAN CREASY: It's note that I've made, that I don't quite understand the legalities behind this, but your point for, and your key learnt enquiry is headed Willingness to Licence, and then the questions, which I would very much like to go through my response to each of those bullet point if I may at some point.

PROF STEPHEN CROW: Of course, well there are two of them.

JILLIAN CREASY: Well I've got a list of four on the paper that I got.

PROF STEPHEN CROW: So you want to go through each of the key licence enquiries.

JILLIAN CREASY: Just to answer your question, the tone of these questions seems to assume that there ought to be some sort of democratic debate in order to demonstrate a willingness to licence whereas the answer from the City Council is, if there's a willingness to licence this has gone through the formal procedure, the City Council wants it, the majority group is behind it, it will happen. So, I mean, I agree with you in a sense, this is all completely irrelevant, but I would like to respond to each of these points, and I would also like to say that I..

PROF STEPHEN CROW: Could I just say why we ask these. I mean, clearly there's a feeling that there ought to be some sort of democratic process. What we are particularly concerned with is, is there a likelihood that the City Council would change it, that this City Council would change its mind, 'cause we do know that, of course, that one of the shortlisted competitors did just that, Brent.

JILLIAN CREASY: Well, I suppose all I can point to is the lack of democratic debate so far, which might indicate that there is a very strong feeling that at some point in the future, if Labour didn't have the small majority they've got now, that things might change. And I would like to just respond to these bullet points very, very briefly.

PROF STEPHEN CROW: If you want to go through them all, let's do so. Council resolutions, we've heard

JILLIAN CREASY: Council resolutions. The fact is that this has never actually been debated in full council. I've brought two motions, one in December 2004, one in May of this year, and because I'm a small minority party they were at the bottom of the agenda and they were not debated. The Lib Dems brought a motion to have this, to have a referendum, they brought that in the summer, in July, and obviously that was turned down.

PROF STEPHEN CROW: Are they correct in saying that there was a resolution?

JILLIAN CREASY: There's a resolution, yes, and there's been a vote, but there hasn't actually been a debate.

PROF STEPHEN CROW: But they didn't debate your motion. I see.

JILLIAN CREASY: It hasn't been debated, that's the point I'm making. Pre-existing polling, or market research, we've already discussed, the main evidence is from the developers themselves, not actual council surveys. Details of local consultations, well, consultation that I'm aware of is that we..

PROF STEPHEN CROW: Well we have had quite a lot of evidence on that, haven't we.

JILLIAN CREASY: It was at short notice, people only had two or three weeks notice, but we invited Councillors, we invited Sir Bob, we invited the developers. Nobody came, they wouldn't even send a representative, so our attempt to have a public debate, 60 people came, it was well advertised in the press, we tried our best to put it forward as an even debate, pros and cons, we didn't have anybody who would speak against the case from the platform. I think that's very, very sad. Jumping one, I'll jump the tourism and leisure strategies, oh yeah, resolution supported by local strategic partnership. I think it's very telling that the local strategic partnership, Sheffield First, and so on, the PCT's, were not involved before the bid was actually made, they were not involved until the formal bid had been made, they weren't involved at the working up process. And to me..

PROF STEPHEN CROW: They have come along today, of course

JILLIAN CREASY: Of course they've come along today, but they weren't involved in the early stages of working up, so they're put in a position where, like the bishop is put in the position where he's on the working group and, you know, he obviously is taking very seriously the opportunity to mitigate effects, but not to comment..

PROF STEPHEN CROW: Yes, you must appreciate, Councillor, that we're not here to judge whether the City Council behaves in a democratic fashion, that's a political matter for somebody else.

JILLIAN CREASY: No, but I think it's absolutely a point worth making though, because I think it really, over the last two years, the City Council..

PROF STEPHEN CROW: Ok, well you've made it, yes.

JILLIAN CREASY: Over the last two years the City Council has had the opportunity to show its willingness to listen to the opposition.

PROF STEPHEN CROW: Yes, well you've made your point. Please go on.

JILLIAN CREASY: Details, including contact details, and key issues raised in correspondence from any local or national organisation, I haven't seen evidence of that, of what notes there are with the correspondence with groups such as ourselves.

PROF STEPHEN CROW: Well, all the correspondence that we've had is on the web.

JILLIAN CREASY: Absolutely, yeah, and you know, I just think that it's very, very thin

PROF STEPHEN CROW: At the end of the day, you're saying you're not happy with the process, you know, you feel that it's been rather undemocratic and particularly your point of view hasn't been properly considered.

JILLIAN CREASY: I do, and you know, in a formal sense, of course the City Council is entitled to behave in that way, but it makes me feel very, very insecure about the possibility of contributing to the ongoing process, when that's the way that the objections are dealt with. I think not to debate it in full council, it hasn't actually gone to scrutiny. It just hasn't been debated the way it should have been.

PROF STEPHEN CROW: I'm afraid I must stop you Councillor, because, as I said, it is not our job to police the democratic credentials of the council. Nevertheless I'll give you half a minute to respond.

SIR ROBERT KERSLAKE: Very briefly then, Chair, there's actually been three motions at Council, there has been a debate on the issues, as is clear, and that has happened at Council for an extensive conversation. There was clearly a motion at the previous Council meeting where there was a debate about the casino and the approach to the casino. There are three motions that have been approved by Council in support of the casino. As I said earlier, you have letters from the three main political parties on the Council, who constitute 81 of the 85 councillors on the Council, indicating their support. I think that pretty well clearly says that this meets the test of democratic process.

PROF STEPHEN CROW: Thank you. We are getting late, and perhaps a little too heated for the comfort of this, but regional considerations, we have heard quite a lot from yourselves. Is there anything more you wanted to say, regional assembly, about regional considerations?

SIR ROBERT KERSLAKE: I want to address this issue that certain people have, or not, been involved in this, this was the issue of a regional casino was debated at the regional level on several occasions, it included both the CBI and the Federation of Small Business as well and numerous stakeholders. All 22 local authorities in the region support Sheffield's location, it includes as well two local authorities, Holt and Wakefield, who also wanted to be on the list of regional casinos but weren't but at least saw the bigger picture in terms of structural issues for the regional economy. So this has been debated at the regional level and was agreed on a non-parochial basis by all 22 local authorities and by all stakeholder bodies which included CBI etc.

PROF STEPHEN CROW: Of course Leeds weren't best please when we invited Sheffield and not them, perhaps we won't say anything more about that.

SIR ROBERT KERSLAKE: Leeds agreed to this strategy on the basis that Leeds and Sheffield would go ahead as preferred locations and is another issue.

PROF STEPHEN CROW: Thank you. Yorkshire Forward.

TOM RIORDAN: Thank you Chair. I won't go over the ground given the time we've gone over before. Just to say I wanted to make one point and that's to come back to the issue that you were searching before, before about how confident you can be in the economic foundation. And I would just make the point that Sheffield in making the relevant judgement that you clearly have to make, I believe that Sheffield fits very well in terms of being a strong enough economy for this to be sustained and for you to be confident in the long term future of the city economy and the wider economy. But also the important point that we're not talking about an economy that's over heating, and an economy that doesn't need an injection like this, because this injection of investment could transform, as we've heard, a major part of the Sheffield economy. And I think that's a really important point relative to the other bits, because it's not losing out in a sense that it's too weak an economy and it's also not losing out in a sense that it doesn't need it because we do need it.

PROF STEPHEN CROW: Mr. Manges you've been very quiet, and now's your chance to say something please.

REVEREND NIGEL MANGES: Thank you Chair. I just wanted to address the long list of those in support, Sir Robert very kindly listed all these agencies and groups and there's a lovely story of the

Arch Bishop that arrived in New York, and as he arrived in New York a reporter said to him 'Will you be visiting the night life of New York?' and he said 'What night life?' and the next morning the newspaper got broadcasted, the first question the Arch Bishop asks 'What night life is there in New York?' And I think one of the dangers of listing some of the people you have done like the Muslim groups, it would be interesting to see if that appeared in The Star, Muslim applaud casino what sort of response you would actually get in the city. I'm a part of the Sheffield Hallow Multi-Faith Chaplaincy Team, and I know that the Chaplaincy Team and those from different faith groups do not support the casino. Maybe some of the people, as we've heard, do support, or will go along with a casino in the area, but certainly the leaders of the faith groups, the Salvation Army, the Methodists, the Baptist and the Muslim communities, Church of England, would not support such a

PROF STEPHEN CROW: We've heard that of course.

REVEREND NIGEL MANGES: And one of the things that this long list of groups that we've had made me think, just for a second, what about the grass roots, what about the people who actually live in the areas where there hasn't been the consultation, if they actually had all the facts about

PROF STEPHEN CROW: Of course if we were Switzerland or California we would probably have a referendum but we're not so.

REVEREND NIGEL MANGES: But I think that's still a concern though. It's politicians always making the decisions without consultation.

PROF STEPHEN CROW: Yes. Well thanks for that. Does anybody want to say anything more about, look I don't want any further about consultation, I've heard an awful lot about it.

MAZHER IQBAL: It's important because I'm a Muslim and by using religious institutions it's the moral argument that you're using and I find it very offensive, you saying to me, as a Muslim, other Muslims in the city would be upset by what I've said. I visit my Mosques regularly they are aware of what's happening in the city, I've made them aware of my position as the local elected member so they are aware. As I said earlier gambling is a sin, we're looking at taking the job opportunities and the economic benefits is not a sin.

PROF STEPHEN CROW: Look I don't want to get into it, I quite take your point. People are saying the thing about sort of Ley Readers in the Church of England. But there we go. Anything more on regional context. No. Community benefits was nearly the last of our issues. Panel, have we covered everything we wanted to on that.

JAMES FROMBERG: I think we have, Chair, and we've heard of the intentions of the council to devote 50% of ongoing revenue to enhance the neighbourhood strategy and its various components in regard to trying to close the gap between the best and worst performing neighbourhood. We've heard of the clear expertise within the area to derive benefits from private sector investment for the benefit of the community and we've heard of training and employment arrangements that are in place and also some thoughts on sustainable communities and sustainable buildings and so on. So I think we've heard quite a lot, Chairman, about the nature of community benefits that would be derived from a regional casino in Sheffield.

PROF STEPHEN CROW: Thank you. So perhaps we can go on to. Did you want to say something on community benefits? I think just to finish we've put this last one, is there anything really unique about Sheffield, rather than the other six, that you particularly want to draw attention to or anything that hasn't been raised so far. And I'll put it to Mr. Price and Councillor Creasy next. Anything really special, something that you want ringing in our heads as we go on our way.

DAVID PRICE: I just was recalling Lord Hattersley who grew up here, he said it was a betrayal of what the governing party stood for, the Labour Party, and linked with that doesn't the Council have a duty of care towards its citizens and is it observing that duty of care when it promotes an institution like this. That's all I'll say.

PROF STEPHEN CROW: Councillor Creasy.

JILLIAN CREASY: I don't think I could put it any better than that, thank you.

PROF STEPHEN CROW: Thank you for the contribution you've made so far. It's customary in these proceedings to give the proposing authority the last word, I use the singular perhaps with a small amount of exaggeration.

SIR ROBERT KERSLAKE: I think the leader is very, very keen to come back on the duty of care point and I'll leave the very last word from her if I can. I wanted to really focus back on what we see as the distinctive issues in relation to Sheffield, which was your last question, and to reiterate really

we believe we provide the best opportunity to test social impact, we're the most typical of the bid areas and we think we have the most developed approach to tackling social impact. The second thing we would identify here is that we have not committed to either a site or an operator, this gives us a chance to run, in contrast I think all of the others, a genuinely open competition and extract the maximum benefit from this. I think the third absolutely unique point about us is that we go into the process with our eyes open and a willingness to engage those who are concerned about this issue in the process of developing the casino. On this occasion we're on different sides of the table, I've actually been a sponsor with David of the Sheffield Bond to Tackle Financial Exclusion, we're just as concerned about these issues and we would want to engage those who have concerns in the process of developing this. And I think the final point I'd make, of uniqueness, is the timing of this in relation to Sheffield's regeneration, and I'm not sure I can do any better than quote from today's Star, the editorial of today's Star, which is not always a supporter of the Council if you are a regular reader, let me put it that way, which I think puts the point better than I could 'This is a once in a generation opportunity and a chance to advance the image profile and prosperity of Sheffield as the city looks away from its heavy industrial past to a future economy based on technology, innovation, education, sport and leisure. The casino comes at a very opportune time for this city, a uniquely opportune time', and that's not me saying it, that's the editor of the local paper. I'll hand over to Jan.

PROF STEPHEN CROW: Thank you Sir Robert. Councillor Wilson.

JAN WILSON: Only to say, and thank you for the opportunity, that, of course, the duty of care for the citizens of Sheffield and although that sounds rather lofty, that is what drives the elected members to do their duties of whatever party, and Councillor Creasy has her own views, and providing for the wellbeing, for the diversity we need that we have in this large city, is what exercises and is what we spend our time on. We believe that the regional casino, if I thought this was going to be more harm than good I wouldn't be sitting here, we believe the regional casino for all the reasons that we've gone through during the course of the day, can help us, as a city council, to lead the City Partnership, and that's why I'm surrounded by such a lot of agencies today, because we've a very strong partnership, in the city's regeneration. That is the purpose of our application, we hope you feel that what you've heard today will enable you to support us. Thank you.

PROF STEPHEN CROW: Thank you very much councillor. Yes, you interrupted before, what do you want to interrupt for now? I'm not having speeches from the public, please sit down. I'm just about to close the proceedings and I would like to thank everybody who's made their contributions, I have become aware of quite a lot of controversy and the reasons for the various positions that people have taken, and I'm grateful for you putting them so eloquently. And also grateful to all of you that have put in such a lot of hard work in preparing your positions, not least if you've done a lot of hard work and then it hasn't been called upon to be expressed, but thanks for that. Could I just say, before I close, also if anybody want to put anything in extra, and you can actually write in if you want sir, but would you please, anybody that wants to add additional material, if they would circulate around all the participants because that is important in the interests of fairness, it's so that whatever anybody says if somebody want to respond to it. Otherwise thanks again, we've had a very good day today, and we've enjoyed some bits of it, and I think all that remains now is for me to close proceedings, the proceedings are now closed and may god bless your journey home and safety. Thank you.