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Date: 29<sup>th</sup> September 2006

**By email and delivered by hand.**

Nick Crowther  
The Casino Advisory Panel Secretariat  
c/o DCMS  
2-4 Cockspur Street  
London  
SW1Y 5DH

Dear Mr Crowther,

**London Borough of Newham – Response to supplementary questions**

In response to your email of the 5th September, I am pleased to enclose Newham's response to the questions posed by the Casino Advisory Panel.

Newham is committed to realising a large casino within the borough and hope that this information reinforces our proposal.

I hope that you find this additional information helpful and should you require any further information or clarification then please do not hesitate to contact me.

Yours sincerely,

Mike Heraty  
Regeneration Manager  
**For Physical Regeneration & Development**

## London Borough of Newham (large only)

### 1. Type of Area

- N/A

### 2 Social Impact

\*As in Newham there is much poverty, is it a good idea to offer people in economic distress an attraction – a “quick fix” – which could make their position worse?

(This question marked \* is derived from a representation made on behalf of the Methodist Church).

The Council is committed to reducing poverty. Regeneration projects in Newham will create more than 75,000 jobs in the local area over the next 15 years. We are working to ensure that Newham residents will benefit from these opportunities. The Casino would undoubtedly offer opportunities in employment and training which could specifically benefit residents of Newham.

In issuing a casino premises licence, Newham will only give consideration to developers/operators who promote responsible attitudes as part of a code of practice minimising social costs and protecting the vulnerable minority. The Council believes that regulation and monitoring are vital to ensuring that negative impacts are minimised and community benefits are maximised.

Newham will engage with GamCare, the national charity for promoting responsibility in gambling, to ensure that counselling and advice services are provided to anyone who is affected by problem gambling.

The labour market in London is noteworthy for “high unemployment co-existing with a high level of unfilled vacancies” (Meadows Cooper and Bartholomew: *The London Labour Market* Department of Employment 1988). To what extent do you expect the jobs created to be taken up by local unemployed?

It is noted in our Proposal that Newham could expect upwards of 250 jobs from a Large Casino. Newham has a variety of initiatives which are in place to maximise access to local employment opportunities for Newham residents.

### General

Newham is currently developing One Stop Shops in Stratford & Canning Town offering a range of job-search, training, business advice and benefits advice under one roof.

Newham operates excellent partnerships with jobsearch & training providers in the borough. The relevant one for the Casino would be the Access to Jobs Partnership which consists of Jobcentre Plus, Local Colleges, training providers, LDA, Learning & Skills Council and others. It provides opportunities for networking, information exchange, planning for skills development in negotiation with employers, and preparation of jobseekers for job opportunities arising in the borough.

The Casino Developer will require Planning Permission and as such Newham would seek a Section 106 Agreement which includes contributions for training/job brokerage and sets aspirational targets around jobs and training. The following obligations would be sought from developer/ operators:

### Construction Training:

Newham would seek an on-site presence where staff (probably from LBN and Jobcentre Plus) will provide a job brokerage service on a weekly basis. This gives them the opportunity to make relationships with contractors enabling them to secure vacancies and meet jobseekers who are looking for work.

Newham would require developers and/or contractors to provide a list of skills needed and expected job vacancy dates with a timeline so this information can: inform our allocation of funding; identify suitable courses to prepare local people; and identify suitable local candidates who are already skilled.

**End-User Jobs:**

Newham would seek a timeline showing skills and job vacancy projections to which we can allocate funding to specific initiatives, inform local training providers and identify suitable candidates via our Access to Jobs Partnership.

Newham also will arrange for pre-recruitment training courses to be delivered to train candidates in the specific skills they will need for the jobs.

Newham can arrange for partner organisations to provide general recruitment support e.g. arrange to undertake an initial filter of local job applicants so that only the most suitable are called to interview. This relieves the burden of recruitment on the employer. Employers can pay for this sort of support from a private agency but Newham will arrange for it to be supplied free of charge via a partner organisation such as Jobcentre Plus. This will ensure that the most disadvantaged get access to vacancies.

It may be appropriate for Newham to organise a jobs fair/open day to specifically fill the casino related vacancies. Newham has been very successful with similar initiatives such as the Job Fair for the Gallions Reach Shopping Centre and Tesco development. Newham brokered a situation whereby employers were brought together with the local job brokers and training providers to fill the vacancies. Results were as follows:

<b>Tesco at Gallions Reach:</b>	400 Jobs Created 111 jobs secured in "hard to reach " community
<b>Gallions Reach:</b>	380 jobs created 76% secured by Newham residents.

**3. Need for Regeneration**

- N/A

**4. Willingness to Licence**

Has the public consultation exercise been completed? If so, will you provide details of the outcome of that consultation and any conclusions drawn?

Following submission of the Proposal, Newham has consulted with its 10 Local Community Forums, its Local Strategic Partnership and the Council's Regeneration Forum. Additionally, we have consulted with the Greater London Authority, London Development Agency and London Thames Gateway Development Corporation.

The Council used its website to publicise its Casino Proposal following short-listing in May2006. The publication included a web link to the Proposal and officer contact details.

No adverse comments have been received by the Council. Correspondence supporting Newham's bid has been received from London Tames Gateway Development Corporation and London First.

It has only been possible to consult on the principle of casino development in the borough because Newham are not promoting a specific site. Newham is committed to full public consultation on a site specific proposal should a Licence be awarded.

In addition to the above, Newham is developing its Licensing Policy Statement. The second draft is currently out for public consultation, with a closing date of 1<sup>st</sup> October 2006.

**Has the Full Council passed a resolution of support for the proposal? If so please provide details.**

Newham's Mayor, Sir Robin Wales is the Leader of the Council. He has full executive decision-making power and works with the Deputy Mayor, Councillor Christine Bowden and a group of executive members and advisors, who have particular areas of responsibility.

Newham's proposal has the full backing of its Mayor as demonstrated in his letter to the Secretary to the Casino Advisory panel dated 30<sup>th</sup> March 2006 (appended to Newham's Proposal for a Large Casino).

## **5. Probability of Implementation**

**To what extent do you expect that a large casino in your area would attract international tourism?**

A Large Casino may not in itself, directly attract *international* tourism. However, it must be expected that the casino combined with other leisure and entertainment facilities such as hotels, restaurants and performance venues would provide a more robust tourist offer.

The offer of a Large Casino facility in Newham should:

- Extend the duration of business/leisure stay
- Increase likelihood and number of visitors
- Encourage more visitors to remain in Newham
- Capitalise upon international visitors to the area already using Newham as a portal via City Airport and the soon to be opened International Passenger Terminal of Eurostar (late 2007).

A large casino would add to the legacy from the 2012 Games. The past four Olympic host cities experienced an increase in tourism spend – not just during the Games but after as the city's profile is raised (p13 London Tourism Vision 2006-16). London must plan now to ensure that it has the facilities to take advantage of this growth: improved tourist facilities such as a large casino in Newham will be important for this.

London is better placed to attract international tourists through its variety of visitor attractions. Clusters of tourist facilities are important to attracting tourists. Augmenting the offer in east London will be important to realising the London Mayor's objective of spreading tourism east.

London is the most internationally accessible region enabling it to capitalise on international tourism. Newham will have a CTRL station at Stratford, London City Airport, and has good connections to Heathrow, Gatwick and Stansted.

Newham has a good range of hotel provision, primarily focused in the Royal Docks area (including 1,275 rooms at ExCeL) and is easily accessed from the wider sub-region such as Canary Wharf, and central London. There are 7,500 hotel rooms within a 20 minute catchment of Newham. The London Plan seeks further hotel development, particularly in east London.

ExCeL London is the capital's premiere business tourism destination and hosts more than 50 major exhibitions each year including the London Boat Show and The British International Motor Show, along with 300 other events like the recent EADV conference, which brought 8,000 medical professionals to London from around the world. In the next three years ExCeL London will host four further major international conferences with over 28,000 global attendees staying an average of four days.

**What is the current status and programme for:**

- The Stratford City Development?
- The West Ham United stadium leisure complex?

- Further development of the ExCeL London complex?

**Stratford City:** *Comprehensive mixed use development of the Stratford Rail Lands site over 7 zones, comprising offices, residential, retail, commercial leisure uses, hotels and conference facilities, community, health and education facilities, open space, landscaping, water features, parking, transport interchanges, associated infrastructure and a town centre link.*

Outline planning permission was granted 17<sup>th</sup> February 2005, subject to conditions and section 106 legal agreement. The permission set up a framework for the staged approval and development of the site. The first Zonal Masterplan (Zone 1) is due to be formally submitted to the Council/ODA at the end of November 2006. The Council is already in discussions about the content of this Zonal Masterplan to ensure that when it is submitted a formal decision can be given within 6 – 8 weeks.

Programme – Construction due to commence 2007, with completion of phase 1 (retail, leisure, commercial and residential) scheduled for October 2010. Later phases are bound up with the Olympic village development and will open post 2012.

**West Ham United:** High level discussions between Newham and West Ham United have taken place about the principle of casino development within the West Ham complex.

Programme – Newham are currently assessing a planning application for the demolition of the existing East Stand (current capacity is 4698) and the erection of a new East Stand, including infilling of the North-East and South-East corners providing physical links to both the Centenary and Bobby More Stands, to accommodate 10,404 spectators, to give a final stadium capacity of 40,356.

**ExCeL London:** As a condition of the original planning consent from the London Docklands Development Corporation in 1996, an Urban Framework Plan has been prepared and subsequently updated, covering the original application site (the north and west banks of royal Victoria Dock). Most recently, a third version was submitted to and approved by Newham Council in July 2005.

The site currently offers 90,000m<sup>2</sup> of flexible exhibition, conference, meeting and event space, together with six on-site hotels and a variety of pubs, bars and restaurants.

Programme - Adjacent to the current facility is a 22.4 acre development site on which ExCeL London plans to develop an extension to the existing exhibition space under their 'phase 2' plans. The planning application is due to be submitted in October 2006, with completion of construction in early 2009. ExCeL London are in advanced negotiations with an operator that is keen to deliver a casino.

## 6. Regional and Local Context

While the remit of the Panel is to consider local authority areas rather than specific sites, you choose in your proposal to advance the West Ham United and the ExCeL sites as two of particular merit. What is your response to the policy preference in PPS6 and policy 3D.1 of the London Plan to casinos being located in town centres?

It is recognised that the Panel is to consider local authority areas rather than specific sites. The information contained within Newham's proposal detailing expressions of interest from Stratford City Development Partnership, West Ham United football club (WHFC) and ExCeL London was provided without prejudice to a future competition for a premises licence. We wish to reiterate that the Council does not commit to any of the proposals and that the competition for licences will be carried out in accordance with schedule 9 of the Gambling Act 2005 and the forthcoming code of practice from the SoS about the procedure to be followed in making the determination.

In considering the appropriateness of a proposed casino location, Newham would have regard to the provisions of the development plan, so far as material to the application, and to any other material considerations, including local issues.

With regard to the provisions of PPS 6 and policy 3D.1 of the London Plan, it may be argued that development of a casino at WHFC would strengthen and enhance the wider role of Green Street as an edge-of-centre location (within 300m of a town centre boundary). Such a use would add to the vitality

and viability of the centre through its positive contribution to the leisure attraction offered, attracting new visitors to the area boosting the evening economy of Green Street.

It is likely that a sequential test will identify ExCeL as one of the only locations in the borough that has the capacity to accommodate such a 'large' development. ExCeL is already a major visitor and tourist destination with various existing attractions such as conferencing facilities, restaurants and hotels. The Royal Docks are designated as an 'Opportunity Area' in the London Plan, where major new visitor attractions should be promoted (see London Plan paragraph 5.72). Existing UDP policy TM1 seeks to encourage the further development of Excel (MOZ8) as a focal point for tourism. Policy UR6 allows for regenerative schemes which include leisure uses at Excel (MOZ 8) and LR3 promotes Excel (MOZ 8) as a location suitable for Arts, Cultural and Entertainment Facilities (ACE facilities). New and emerging LDF policies seek to continue the development of the Royal Docks (ExCeL's location) as a tourism and visitor destination and aims to encourage new leisure and tourism facilities to locate there. Transport accessibility to the site has improved, with the DLR, connections to Canning Town (Jubilee Line), A13 and the added potential with London City Airport.

**What is the current planning status of "Stratford City" as a "new metropolitan centre for London"?**

Stratford is not classified as a Metropolitan centre in the London Plan, or the draft Further Alterations document. Both documents classify Stratford as a 'Major' centre, reflecting its current size. The London Plan states that Metropolitan centres typically have over 100,000 square metres of retail floorspace, including multiple retailers and department stores. Implementation of the extant Stratford City consent will deliver 150,500 square metres of retail space. Stratford's categorisation is expected to be revised to 'Metropolitan' status in later versions of the London Plan, post implementation.

**Since the submission of your proposal, has there been any expression of support from the Mayor of London or other London agencies?**

Following submission of our Large Casino Proposal, Newham has reaffirmed support from London Thames Gateway Development Corporation and London First. Copies of the letters are attached at appendix 1. The Mayor of London supports regeneration of east London and the development of new tourist and leisure facilities in Newham. Whilst the Mayor of London is not opposed to a Large Casino in Newham, he has not been explicit in his support. Newham have been informed by the Mayor's advisors that he would not comment on Proposals other than the Regional Casino Proposals by Brent and Greenwich.

## **7 Community Benefits**

**In this context, please give examples of instances where your Council has successfully secured benefits as part of the planning or a licensing process.**

Newham have successfully secured community benefits on a range of major developments through Section 106 Agreements. Through the competitive process of awarding the Casino License and through Planning and Licensing regulations, we are confident of optimising the community benefits from the development of a Large Casino in the Borough. The community benefits from a selection of recent developments are summarised in the following:

<b>Date of Agreement</b>	<b>Site</b>	<b>Developer(s)</b>	<b>Community Benefits</b>
17/02/05	Stratford City	Stratford City Developments Ltd/London & Continental Railways Ltd/ Transport for	<ul style="list-style-type: none"> <li>• Bus network enhancement</li> <li>• Pedestrian and cycle improvements</li> <li>• Rail and underground improvements.</li> <li>• Community Facility</li> <li>• Sustainable Design Manual</li> <li>• Skills development and education 300k for</li> </ul>

		London	<ul style="list-style-type: none"> <li>schools</li> <li>• Construction training and recruitment</li> <li>• Interim Jobs Brokerage provide</li> <li>• Employment enterprise and learning bureau</li> <li>• Subsidised small business space</li> <li>• Play areas and access improvements</li> <li>• New pedestrian bridges</li> <li>• Sports contribution</li> <li>• Youth Facility</li> <li>• Contribution towards the Stratford Renaissance Partnership.</li> <li>• Wheelchair Housing - 10% of SR all sizes and study of need in other tenures</li> <li>• 4440 units affordable housing</li> <li>• Education contribution.</li> <li>• Primary/Secondary School and Nursery</li> <li>• One Stop Primary Care Centre</li> <li>• Support for Social and Community Facilities</li> <li>• Public Art</li> <li>• Community Development Trust</li> </ul>
26/07/06	Gallions Reach	Gallions Reach Trustee Ltd/ Pillar (Beckton) Ltd	<ul style="list-style-type: none"> <li>• East Ham Town Centre Manager contribution for 5 years.</li> <li>• Public Transport contribution.</li> <li>• Water Sport Facility contribution.</li> <li>• East Ham Town Centre improvement contribution.</li> <li>• Local Labour provisions.</li> </ul>
27/10/05	ExCeL Centre (WE5)	Auburn Bay Ltd Irish/Nationwide Building Society	<ul style="list-style-type: none"> <li>• Social Rented Housing contribution.</li> <li>• Education facilities contribution</li> <li>• Community and health facilities contribution.</li> <li>• Public transport improvements contribution</li> <li>• Public information (Docklands Arrival Information System) contribution.</li> <li>• Local Labour provisions.</li> </ul>
23/11/05	Burford Wharf	Acton Housing Association Ltd	<ul style="list-style-type: none"> <li>• Affordable housing contribution</li> <li>• Public art installation</li> <li>• Education facilities contribution</li> <li>• Highway improvement</li> <li>• Environmental improvement</li> <li>• Local Labour provisions</li> </ul>

### 8 Unique characteristics

What could you do that would make your area more uniquely positioned compared with other similar areas wanting a casino?

How do you consider that the development of a large casino will help reinforce the distinctiveness of the area?

If successful in our bid to secure a license, Newham will be proactive in progressing the proposal. A Newham Regeneration Officer will be assigned to manage the process of allocating the Casino License and co-ordinating engagement and consultation with stakeholders and the wider community. This Officer will ensure Planning and Licensing procedures are co-ordinated to secure effective delivery of a Casino development and optimise benefits for the area and local people including employment and training opportunities.

Newham will establish a high level partnership between the Casino Operator, Community Leaders, Newham Councillors, DCMS and other key stakeholders to effectively monitor and evaluate the impact of the casino upon Newham. This partnership will co-ordinate with the Planning and Licensing Authorities to ensure that the Casino is operating appropriately and to ensure that any negative impacts are dealt with and resolved as soon as possible.

Newham's location within the Thames Gateway, a national and regional priority area for regeneration growth, puts Newham in a position to help deliver the Government's Sustainable Communities Plan.

As the only London Borough to have been shortlisted in the "small" and "large" category, we are keen to provide the pilot Large Casino for London. London has more tourists than any other part of the country and a casino can only enhance the tourist offer and help expand it to the east of the city.

As the host borough for the Olympic and Paralympic Games, Newham are in a unique position. The Games present the borough with opportunities that simply wouldn't have existed otherwise. The Council has been working to ensure that we make the most of these opportunities and see to it that local people are involved and benefiting from the Games. Perhaps more important is that Newham benefits from a sustainable legacy from the Games. A casino will contribute to this legacy and we strongly believe that a large casino in Newham will make a positive economic contribution and be good for the borough and our communities.

As London's best connected borough, Newham is easily accessible from London by road, rail and tube. The A13 runs through the centre of Newham providing quick access to both the centre of London and the M25. City Airport, in Silvertown, has regular flights to domestic and European destinations and the award-winning Stratford International Station will soon offer a direct rail link to Paris via the Channel Tunnel.

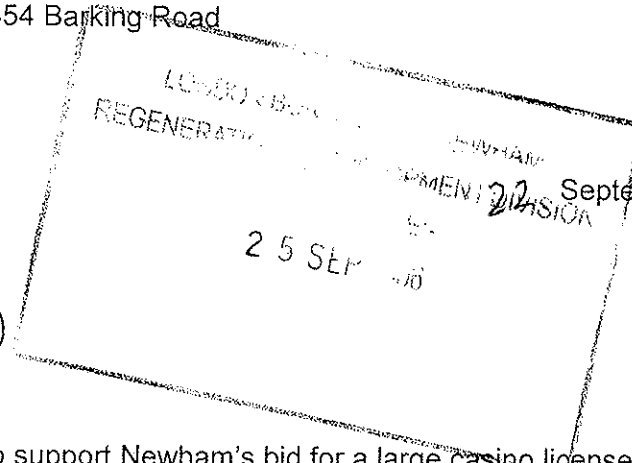
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## Appendix 1.

# London First

1 Hobhouse Court, Suffolk Street, London SW1Y 4HH  
Tel: 020 7665 1500 Fax: 020 7665 1501 Email: email@london-first.co.uk Website: www.london-first.co.uk

Mr Mike Heraty  
Physical regeneration & development  
Regeneration – Development Projects  
London Borough of Newham  
Town Hall Annexe, 330-354 Barking Road  
East Ham  
London E6 2RT



September 2006

*Dan McKeaty*

## **Newham Casino Bid**

London First is pleased to support Newham's bid for a large casino license and considers it critical that one of the new large licenses is piloted in the capital.

London is the right place to pilot one of the large casinos as it is the most accessible part of the country, the tourism heart and is undergoing significant employment and population growth.

Newham, part of the Thames Gateway and an Olympic borough, is the fastest growing London borough and is undergoing significant development and regeneration. Improving the area's leisure offer will be important to complement this development. Newham has a range of sites which are appropriate for a large casino.

We therefore consider that one of the pilot large casinos should be awarded to Newham.

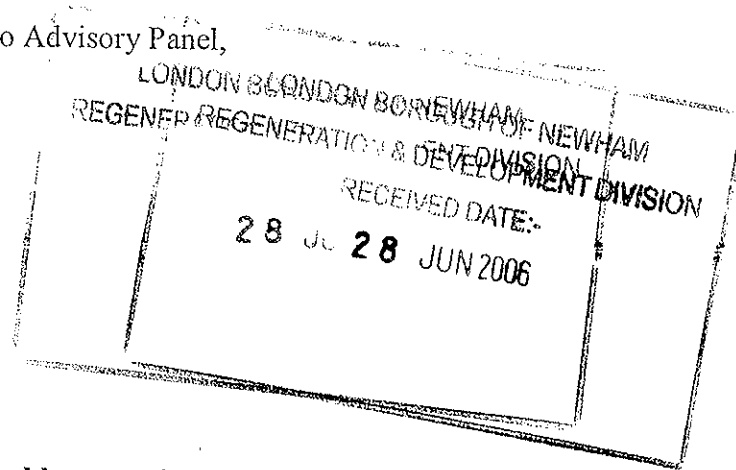
*Jo Valerie*

*Jo Valerie*

**Baroness Jo Valerie**  
**Chief Executive**

Ms J Bransby, Secretary to the Casino Advisory Panel,  
DCMS,  
CASINO ADVISORY PANEL,  
2-4 Cockspur Street,  
London SW1Y 5DH

27 June 2006



Dear Ms Bransby,

**Proposed large casino in LB Newham**

I am writing to reiterate the support of the London Thames Gateway Development Corporation for the above.

On 6<sup>th</sup> March 2006 the LTGDC Board agreed support for the provision of such a casino in LB Newham because of the regeneration benefits that such a facility would bring to the area. Whilst it is appreciated at this stage there is no certainty as to whether, if LB Newham is successful, the casino would be within the LTGDC area, the same support is given to all of the potential sites as those outside of the LTGDC area are close to it and therefore all have significant regeneration potential.

Yours sincerely

John Allen  
Director of Planning

Contact is Peter Minoletti. **Direct Line:** 020 7517 4743  
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cc Amanda Reid