

CASINO ADVISORY PANEL

Formal Proposal Cover Sheet

Please fill in all categories below:

Name of Local Authority:

BOURNEMOUTH BOROUGH COUNCIL

Main Contact:

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Name and title of Submitting Officer:

Name:	Stephen Godsall
Title:	Corporate Director

Statement of basis of application:

What exactly are you proposing? Please make clear which type of casino you primarily wish to be considered for.	
Regional Yes/No	No
Large (state number)	YES - ONE
Small (state number)	NO
If this proposal is unsuccessful what if any is your fall back / second proposal?	
Large (state number)	N/A
Small (state number)	YES - ONE



Bournemouth Borough Council believes that Bournemouth is the best location in Southern England for a large casino. It has the right mix of local and visitor markets, the right infrastructure and the right buzz.

Our business community and Council are enthusiastic about the opportunity. They share the vision that Bournemouth's future as a destination lies in broadening our base of attractions, raising skills and competing on quality rather than price.

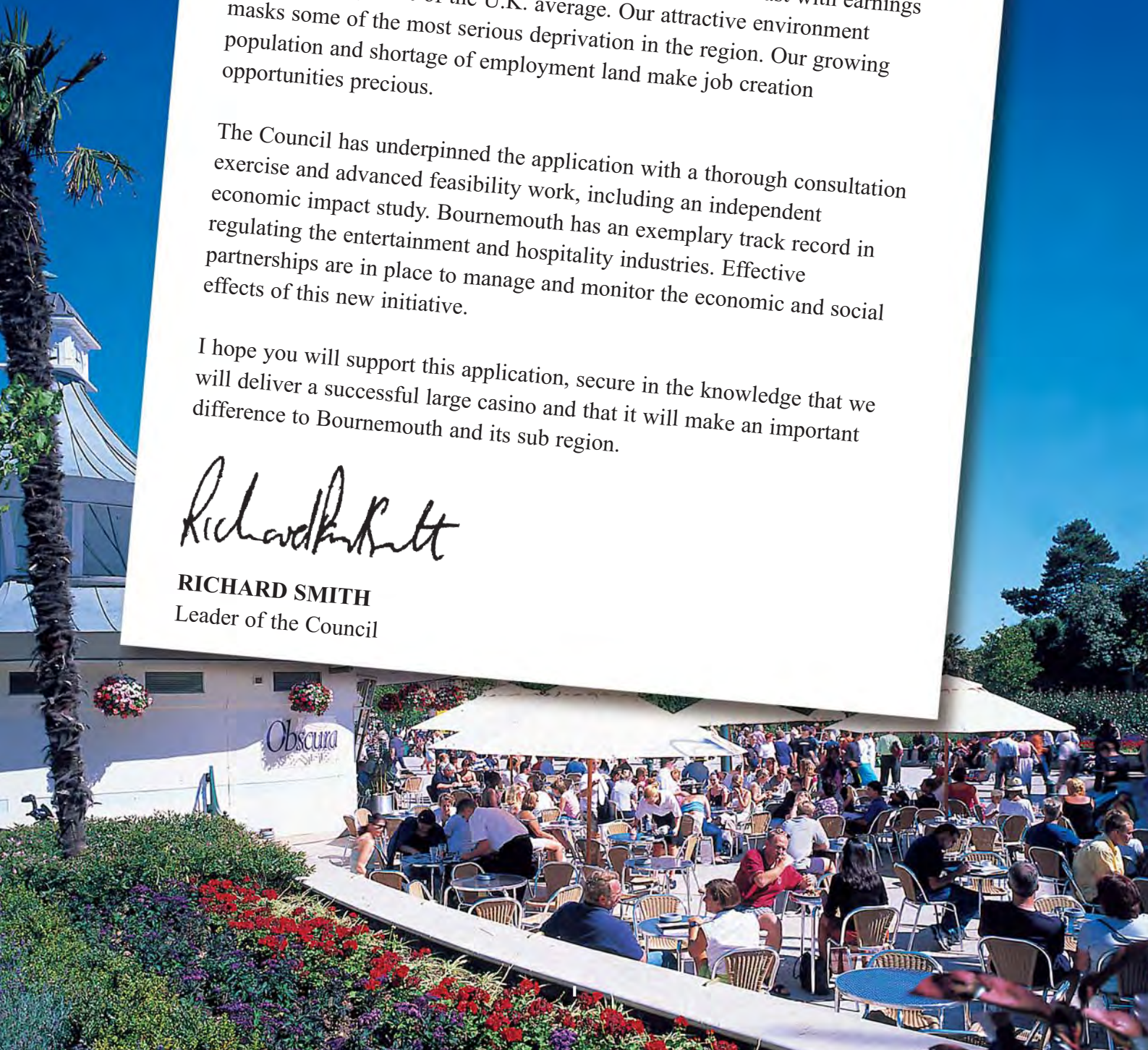
Regeneration is crucial to us; our high house prices contrast with earnings which are only 81% of the U.K. average. Our attractive environment masks some of the most serious deprivation in the region. Our growing population and shortage of employment land make job creation opportunities precious.

The Council has underpinned the application with a thorough consultation exercise and advanced feasibility work, including an independent economic impact study. Bournemouth has an exemplary track record in regulating the entertainment and hospitality industries. Effective partnerships are in place to manage and monitor the economic and social effects of this new initiative.

I hope you will support this application, secure in the knowledge that we will deliver a successful large casino and that it will make an important difference to Bournemouth and its sub region.

A handwritten signature in black ink that reads "Richard Smith".

RICHARD SMITH
Leader of the Council





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I. TYPE OF AREA

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

Bournemouth is a large resort at the centre of the South West region's 2nd largest conurbation. It has 163,000 residents, 450,000 people within 15 miles and around 5 million visitors each year.

Whilst the sub-region is affluent and house prices high, the town has relatively low levels of average pay and pockets of serious deprivation; 2 wards are amongst the 4 most deprived in the South West Region.

Ethnicity is primarily White British but with some influential ethnic minority groups including Jewish, Iraqi, Portuguese and Chinese. Bournemouth is also the UK's most important centre for English language schools outside London. There are 37,000 overseas students each year, many of whom are mature, affluent and potential casino customers.

Educational attainment is average overall but with a shortage of skills at NVQ4 level and above. We are working hard to raise both the skills and value of our economy.

1.1.1 Population base of the local authority area

- The latest population estimate for Bournemouth at Mid-2004 is 163,000 based on Mid-2004 Population Estimates, ONS, Crown Copyright
- There is a population spike in the 20-29 age groups of 15.4% in the Bournemouth population compared with 12.4% in England and Wales.
- The 15.7% over 70's population in Bournemouth is a larger proportion than the 11.5% in England and Wales.
- The population is predicted to increase over the period 2001 to 2016 by 15,625 people, an increase of nearly 16%.
- The largest population increase of 32.5% is predicted within the 25-34 age group.
- Bournemouth has one of the largest and most vibrant gay communities.

1.1.2 Socio-economic characteristics

- A report by Acorn data CACI and based on the 2001 census categorises wealth status for households within 15 miles of Bournemouth, 87.5% of households are reported to be comfortably off or better.
- The remaining 12.5% which are mainly condensed within the borough boundaries of Bournemouth, fall within the 'moderate means' and 'hard pressed' categories which compares to 26.9% in the UK.

1.1.3 Ethnicity

- The 2001 Census reports the Bournemouth population is 92.5% white Britain, 4.2% white European with the remaining 3.3% representing other ethnic groups.
- Jewish, Iraqi, Portuguese and Chinese communities make a significant and disproportionate contribution to the town, as do overseas and ethnic minority visitors.

1.1.4 Employment and Unemployment

One in four jobs in Bournemouth are dependant upon tourism. Another one in four are dependent upon financial services. Both sectors are currently successful but increasingly competitive and volatile. With our population forecast to grow by 16% over 15 years, broadening our economic base and creating new employment is essential.

- Both tourism and financial services experienced serious problems in the early 1990's and are vulnerable to any downturn in the general economy.

In accordance with the Annual Population Survey 2004, ONS formerly known as the Annual Labour Force Survey:-

- 72,500 of the 97,600 residents in the Borough aged 16-64 are in employment. The employment rate





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of 74.3% is lower than the South West figure of 77.9% and the England and Wales figure of 74.5%.

- There are 2,900 people defined as unemployed in Bournemouth with an unemployment rate of 3.9%; this is highest in the sub region and higher than the South West at 3.6%.
- The wards reporting the highest unemployment rates are Boscombe West and East Cliff & Springbourne both of which are within one mile of the town centre.

1.1.5 Education

The growth of Bournemouth's University, College, Arts Institute and Language schools have given the town a youthful, dynamic and cosmopolitan feel. We need to do better at retaining the skills we create locally, which means broadening both employment and leisure opportunities.

“A great wind is blowing that gives you either imagination or a headache” - Catherine the Great.

- The average levels of education attainment at GCSE level for Bournemouth are similar to the average for England.
- Bournemouth is trying to raise the levels of skills at NVQ4 and the Labour Force Survey 2005 reports 22.2% of working age population with this qualification compared to the average for Great Britain of 26.2%.
- Bournemouth University and the Arts Institute provide a range of graduate and post-graduate courses. For the academic year 2004-5, at the University there were 13,125 students, of which 801 were from the EU or overseas.
- In addition, there were 2,259 students at the Arts Institute.
- There are 27,000 students at the Bournemouth & Poole College.
- The total value of the language school industry to the Bournemouth local economy is in the region of £140 million per annum.

1.2 The current levels of tourism in the area, including any recent trends or developments, as well as infrastructure for tourism such as hotels, other entertainment facilities and transport access, origin of tourists and overall vision for tourism



Over the past 20 years, Bournemouth has retained its market share more successfully than any other UK resort. This has only been achieved by continual re-invention and investment. Conferencing, educational tourism and the night-time economy have been particular growth areas. However, our £500m tourism economy remains fragile and is most in need of new attractions.

We have identified three markets for development; cultural tourism with a new cultural centre involving Bournemouth Symphony Orchestra and Dance South West; activity tourism with the northern hemisphere's first artificial surf reef to be constructed in 2007; and a high quality entertainment/eating complex, for which a large Casino would be the anchor.

“It is not enough to succeed. Others must fail” - Gore Vidal

- Bournemouth is the U.K.'s most successful resort with a range of leisure, conference, business, educational and tourist attractions and facilities.
- The night time economy has grown considerably over the past ten years with the abundance of pubs and clubs now managing a capacity of 30,000 people. Bournemouth is working hard to further diversify the night time offer to extend the market base whilst providing an inclusive and safe environment.



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Statistics based on SWRTB and Local Authority databases report the volume and direct spend of tourism in Bournemouth:-

Hotel, Guesthouse, B & B & Campus bedspaces	21,127
Self Catering & second home units	1,877
No. of staying tourists from uk	1,435,000
Equates to no. of staying nights	4,531,000
No. of staying tourists from overseas	46,000
Equates to no. of staying nights	573,000
Total spend from staying visitors	£270,745,000
No. of day visitors	3,773,000
Total spend from day visitors	£124,557,000

- 65% of staying visitors are here on holiday whilst 21% visit for business reasons. 83% of staying visitors from overseas are here to study, there are 32 language schools in Bournemouth.
- The recent £22 million refurbishment project of the BIC, completed in October 2005 will increase leisure related visits by 238,000 per year. Valuable conference trade previously lost to Bournemouth can now be accommodated alongside bigger name concerts and artistes in the enlarged facilities. This has renewed confidence with the recent opening of a new 116 bedroom Village hotel, significant refurbishments within individual hotels and proposals for more new builds.
- The industry remains fragile in parts and requires ongoing investment and innovation to compete internationally.

A shared belief in the town across all sectors, means that Bournemouth is now seeing proposed investment amounting to more than £200 million and include the following exciting developments:-

- The creation of a centre for Arts and Culture for the Winter Gardens site began March 2006.
- Boscombe Chine Gardens scheme is almost complete.



- Boscombe Spa regeneration scheme including substantial works to Boscombe Pier and a new surf reef.
- Significant investment to the Bournemouth Pier structure and facilities.
- New departure facilities for Bournemouth Airport encouraging new airlines, new routes and double the passenger traffic.
- A new hotel training school with 200 rooms to four star standard.
- Major retail development in town centre.
- Plans for a new multi cinema complex in the town centre.

Bournemouth has good rail and bus links and the International Airport provides ever increasing routes into Europe and the UK. Bournemouth is easily accessible via motorway and good A road routes.

The bulk of Bournemouth's visitors come from south eastern England with significant numbers also from the Midlands and the north of England.

1.3 Local plans and strategies for the development of tourism, leisure or gambling in the area.

The Bournemouth Cultural Strategy (2002) forms the basis of Bournemouth's tourism vision and identified gaming as an important feature of our identity as Britain's leading resort.

Our strategy is based upon:-

- Reducing seasonality by diversifying markets and products.
- Improving skills and career structures
- Working as the centre of a world class tourism sub-region which includes the



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New Forest National Park and Dorset World Heritage Coast.

- Pursuing major and innovative investments including the 4 star hotel-training school and the Boscombe Surf Reef.
- Increasing the diversity and quality of our arts and entertainment programming.

1.3.1 The Community Plan

The Bournemouth partnership [Http://www.bournemouth.gov.uk/partner](http://www.bournemouth.gov.uk/partner) which brings together over 120 organisations with a stake in the future of the town, was set up in May 2000 to help 'Build a Better Bournemouth'. This is achieved by more closely working together with a vision shared with local people to make greater improvements to Bournemouth's economy, environment and community.

Objectives for strengthening the economy are:-

- Providing more and better quality employment for the residents of Bournemouth.
- Retaining and supporting existing employers, and working to attract new private sector investment and community businesses.
- Ensuring a positive image for Bournemouth as the UK's world class resort and premier centre of conference, education and commerce and positioning Bournemouth as part of a cluster of Central South Coast centres with good communication and knowledge based companies.
- Working to secure the economic regeneration of areas in the town with significant deprivation or unemployment levels, and helping to alleviate poverty.
- Developing opportunities for residents and visitors to access quality recreational, sports and cultural services.

1.3.2 The Bournemouth, Dorset & Poole Economic Partnership

This brings together the three local Strategic Partnerships and its partners and in 2005 produced 'Raising the Game' as the first economic development strategy for the whole sub-region. <http://www.bdpep.co.uk/publications.html>

The strategy emphasizes the economic potential for the development of higher value tourism building on conference facilities centred in Bournemouth and Bournemouth's aspiration to be chosen as a large casino location.

1.3.3 The Local Plan

The Bournemouth District Wide Local Plan was adopted on 26th February 2002 and sets out planning policy up to 2011. http://www.bournemouth.gov.uk/residents/planning_development/local_plans/default.asp
Within section 7 relating to Leisure & Community are the objectives:-

- To support and facilitate planned growth and sustainable development in business and leisure tourism.
- To maintain the Borough's role as a major resort by encouraging the provision of all weather, all year round attractions and facilities.
- To meet the leisure needs of the Borough by extending, protecting and enhancing existing provision.
- To encourage the provision of arts, cultural and entertainment facilities to meet the needs of residents and visitors.

1.3.4 Planning policy

Land use and transport planning policy within the borough is provided through regional, strategic and local plan policy. These are considered in turn below.

1.3.5 Regional policy

The current regional planning guidance for the South West (RPG10) is being revised by the South West Regional Assembly (SWRA), to conform to the new spatial planning requirements in the Planning and Compulsory Purchase Act 2004. The consultation version of the Regional Spatial Strategy (RSS) policy CA1 gives guidelines on location of casinos (see para 6.2). This policy was proposed by Bournemouth and adopted by the Regional Assembly.

1.3.6 Strategic policy

The current strategic plan is the Bournemouth, Dorset and Poole Structure Plan (adopted July 2000). This plan does not contain specific advice regarding casinos but does include a policy relating to major leisure development in the sub-region. Tourism Policy B states:

- Provision will be made for major new tourist attractions in the Bournemouth-Poole conurbation and in the Weymouth-Portland area.

The Structure Plan will be replaced by the sub-regional statement for South East Dorset (Sept 2005) within the RSS. This proposes:

- promoting the growth of sustainable tourism by encouraging development that will improve the quality and range of attractions and accommodation, contribute to regeneration, and help to extend the tourist season.
- within the urban areas, providing for local services and facilities for all of the community, including education, faith, health, sport and recreation, and culture.

1.3.7 Local policy

The Bournemouth district-wide local plan provides detailed planning and transport policies for the borough. The plan defines the "Town Centre Tourism Area" which



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extends from the Square to Bournemouth Pier and along the East and West Cliffs and foreshore areas. Policy 7.1 of the local plan states:

- Within the Town Centre Tourism Core Area, planning permission will be granted for hotel, leisure, entertainment, cultural and recreational uses provided these do not have an adverse effect on the amenities of neighbouring residents.

The transport policies of the plan seek to integrate transportation and land use to reduce the need to travel.

Advice on the development of new leisure or tourism facilities points to the development of a site, or building in the centre of the town, preferably in the Town Centre Tourism Core Area. While this would not preclude the development of a casino elsewhere in the borough, the impacts in terms of transport, visual, economic and social, support a central location where there already is a critical mass of similar types of development, including accommodation and restaurants, and where accessibility, by all modes of transport, is at its highest.

1.3.8 Bournemouth Quality Nights

This initiative is fundamental in the development of Bournemouth's Night Time Economy, by making it inclusive, safe, exciting, market leading, sustainable and community owned. (See para 2.3.4)

1.4 The Principal needs of regeneration in the area

Despite its reputation for affluence and an attractive environment, Bournemouth is amongst the most deprived third of Local Authority areas in the ODPM index of multiple deprivation.

There are 5 district challenges, which require active regeneration:

- The exceptional discrepancy between pay levels and property prices throughout the Borough.
- Pockets of deprivation in central and north Bournemouth.
- Several town centre areas with high levels of vacant shops and commercial units.
- Some areas of declining tourism infrastructure where parts of the market are too marginal to generate re-investment.
- The need to re-invest our tourism product to keep pace with competitors,

many of whom have benefited from European or Government Funding.

A large casino and associated developments can help address all of these by:

- Raising average pay levels in the tourism industry.
- Providing job and career development opportunities to people from our most deprived areas.
- Providing a catalyst for investment and generating business in the town centre.
- Providing enabling development to finance upgrading of our tourism infrastructure.
- Providing a new attraction in our tourism mix which will particularly complement our theatres, conference centre, hotels and shopping.

“There is the risk you cannot afford to take. and there is the risk you cannot afford not to take” - Peter Drucker

The summary of deprived areas in Bournemouth, which follows, clearly indicates the diversity within the Borough and the close proximity of areas that struggle and of those that achieve.

1.4.1 English Indices of Deprivation 2004, ODPM

- Bournemouth is ranked 95 out of 354 local authorities across England, (1 is the most deprived) putting the town just outside the most deprived quartile.
- The following map illustrates areas of deprivation within the borough.

The Indices are split into seven domains. They are, together with the number of indicators:-

Income (5 indicators), Employment (6), Health Deprivation and Disability (4), Education, Skills and Training (7), Barrier to Housing and Services (7), Crime and disorder (4), Living Environment (4).

The domain results based on the 32,482 Super Output Area at the Lower Layer (SOALL) relevant to the casino licence application are:-



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Income domain

There are a mix of achievers and strugglers

- Ranked within 20% **most** deprived
- Most deprived area 282 Central Boscombe ranked 2,526.
 - Areas of kinson 304/5/6 holdenhurst 288
- Ranked within 20% **least** deprived
- Queens Park Avenue area 342 and ranked 30,514
 - Plus 6 other areas in this rank

Employment domain

There is a close proximity of the most deprived and least deprived areas in the UK.

- Ranked within 20% **most** deprived
- Most deprived area 282 Central Boscombe ranked 114
 - Areas also Central Boscombe 279 and 281
 - Areas of kinson 304, West Howe 307 & 309.
 - 19 out of 107 areas in this rank
- Ranked within 20% **least** deprived
- Queens Park Avenue area 342 and ranked 28,678
 - Plus 5 other areas in this rank

Skills sub-domain

Bournemouth has 22.2% of its working age population with NVQ4+ compared to 26.2% for Great Britain. There is a mix of high and low skill communities in close proximity.

Ranked within 20% **most** deprived

- Most deprived area 307 Wallisdown ranked 1337.
- Areas West Howe 309, Townsend 341, Central Boscombe 282, Springbourne 294 & Beaufort 362

Ranked within 20% **least** deprived

- Horseshoe common, central Bournemouth area 287
- Plus 18 other areas in this rank

Crime and disorder domain

Crime levels are highest in the central ward and West Cliff related to the nighttime economy and in the socially deprived parts of Bournemouth in Boscombe and West Howe. Crime rates for all recorded crime have fallen in the last quarter and incidents of anti social behaviour have been in decline since July.

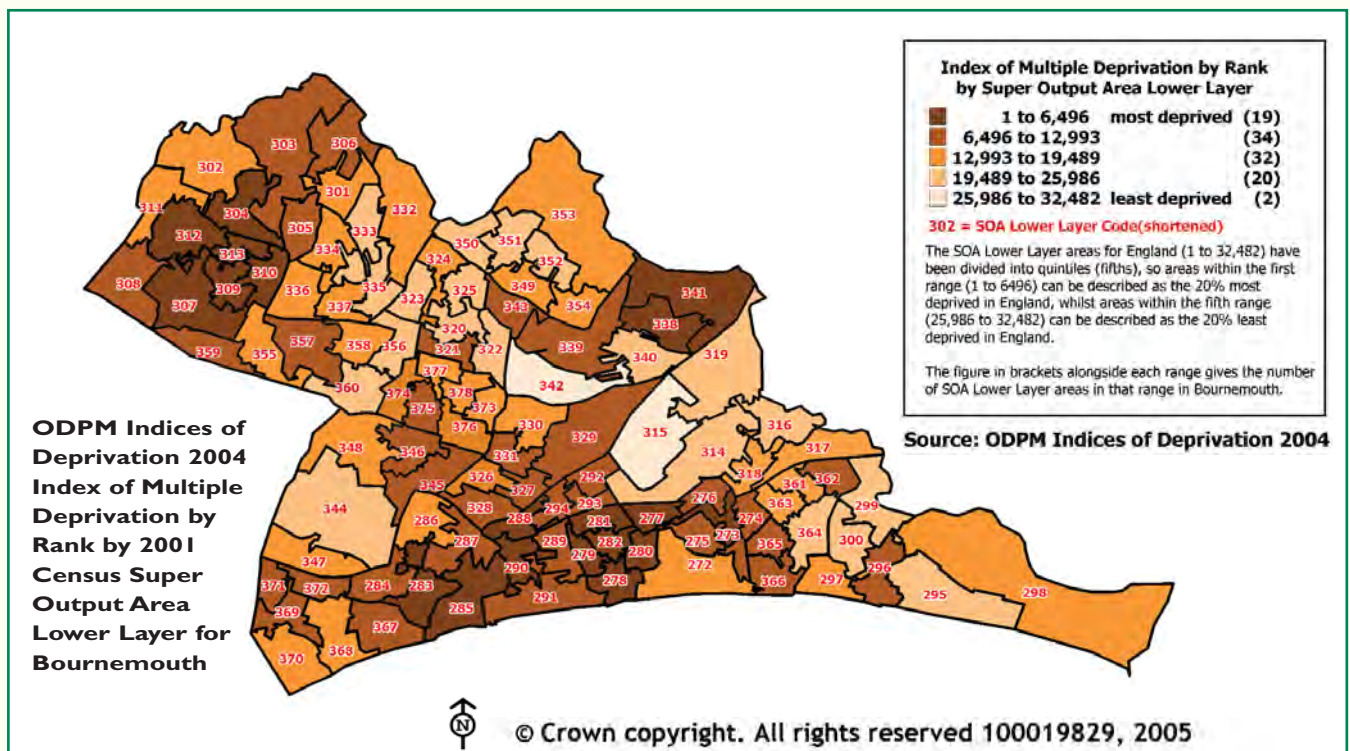
The Night time economy in the town centre has grown considerably over the past ten years and associated crime is being addressed by police reduction strategies and working with the licensed trade to make Bournemouth a safer place.

Ranked within 20% **most** deprived

- Most deprived area 367 ranked 521, West Cliff and BIC in the Town Centre Tourism core area
- Also East cliff 290, East & West Howe 307,312

Ranked within 20% **least** deprived

- Littledown area 315 ranked 26669
- Also area 325 Moordown





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The principal regeneration area of West Boscombe has been the recipient of a number of national and local initiatives. There is currently a **Neighbourhood Management** pathfinder project for Boscombe and Springbourne :-

- A resident centred scheme funded by national government as part of their National Strategy for Neighbourhood Renewal and operating from 2002-2009.
- Involves local people finding long term solutions to the problems in the area, working in partnership with all agencies that have an influence.

Statistics show that the initiative is making a real difference:

- 63% of people felt the scheme was making a difference in the area.
- Dwelling burglaries went down 13% year one and 14% in year two.
- Vehicle crime went down 16% in year one and 17% in year two.
- Robbery offences went down 33% 2003/4 to 2004/5.
- In 2003 there were 465 property eyesores, this reduced to 372 in 2004.

Source: <http://www.springbourneandboscombe.org.uk/>

1.5 Anything in the area which would make it good ground for testing social impact.

Bournemouth's business community and Council are confident that we can make our new casino a model of best practice. This is because:

- We have proven market interest from operators, the local community and a good balance of tourism markets.



- We have a track record in effective regulation and management of major facilities including nightclubs and casinos.
- We have the ideal infrastructure including suitable town centre sites, transport links, an excellent hotel stock and a critical mass of entertainment facilities.
- Our resort economy presents both the need and the opportunities for regeneration.

“Life ain't nothing but a poker game, no two hands are quite the same but I never saw a winner who didn't bet” - Merle Travis

1.5.1 Resort Economy

- Bournemouth experiences the comparatively low pay rates and seasonal employment associated with tourism, although the situation is improving. However the relative affluence of visitors and popularity of second homes here makes it difficult for local residents and employees to find housing.

1.5.2 Need for and opportunities for regeneration

- More jobs needed to meet the growing population will be met, in part, by tourism growth opportunities. The effect of a casino in regenerating the town centre will be clearly apparent and easily monitored.

1.5.3 The Mix of high and low achievers in the Bournemouth population

- There is a diversity of wealth and skills, as shown in para 1.4.1.

1.5.4 Good track record of casinos and licensing in the town

- Casinos have long been part of the town's leisure offer, operating efficiently and diligently alongside other attractions.

1.5.5 Language schools

- Bournemouth has the largest concentration of international language schools outside of London.



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1.5.6 Good infrastructure of hotels, transport & critical mass of attractions.

1.5.7 “Town Watch” partnership of Council, Police and business is an established vehicle to monitor any negative social impacts.

2. SOCIAL IMPACT

The Council set up a Scrutiny Panel of Elected Members to consider both the social and economic impacts of a new casino. After inviting evidence from all quarters, they reached the conclusion that the social impact was likely to be positive overall. In particular a casino would:

- Offer improved job and career prospects to local people.
- Help avoid a dominance of the night-time economy towards drinks related activities.
- Provide a better regulated environment than alternative gambling opportunities, particularly the internet.

After discussions with the Police and Citizens Advice Bureau we have been unable to find any negative impacts from existing casinos.

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

- The needs of accessibility and sustainability will dictate that a large casino development will be situated within the core of the town alongside other tourist and leisure attractions and therefore not impacting directly on most residents of Bournemouth.
- A scheme, which includes a variety of leisure facilities in addition to gaming, will assist in the diversification of the facilities in the town, offering attractions for a wider age group.
- Casinos offer entry to a career with broad and well-paid advancement potential for people with limited academic achievements. Many of the created jobs will offer suitable opportunities to local residents.
- Bournemouth will consider the priorities and concerns of the community and use the licensing and planning process to limit risk and maximise public benefits.
- Gambling in a safe, controlled and regulated

environment promotes social responsibility.

- Raising the profile of gambling may increase problem gambling and this will be carefully monitored.
- Bournemouth ChildCare and Family Support “have no objections to the introduction of a large casino to the area provided appropriate safeguards are in place to prevent underage children and young people accessing the facilities”.
- Adult Services responded “We do not anticipate an increase in risk to our vulnerable service users as a result of this initiative”.

2.2 If your evaluation of some criteria are negative and some positive (for example economic and social criteria) how will you resolve this?

- Whilst the outcomes have been positive, in order to proactively consider the potential issues for the area, the local authority is compiling a gambling strategy for Bournemouth in partnership with the key stakeholders including the local gambling industry and community groups.
- Gamcare report that most at risk of gambling problems are the 16-24 age group, therefore an important issue to address is that of education starting with a programme targeting young people.

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

2.3.1. Any recent assessments of the impact of existing gambling in your area on problem gambling, social cohesion and the sustainability of communities in such

- There is very little research or evidence that suggests gambling as a propellant of social division.
- Dorset Police have commented that there are no crime records linking gambling to crime or anti social behaviour in Bournemouth.
- The Licensing department reported no known issues with current casino operators over recent years.
- The Citizen Advice Bureau, who are the only counsellors for the incident of debt have advised of no known problems directly linked to gambling.

2.3.2 Any policies or procedures in place, or planned, to counter any potential negative social impacts of gambling in your area or optimise any positive social cohesion, including current management arrangements, developer or operator contributions and approved budgets for these policies or procedures



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The Council is planning to take a strong regulatory role with gambling as it has with liquor licensing over the past 2 years. Our Head of Planning and Transport has been part of the LACORS Gambling Forum engaging on behalf of Local Authorities with DCMS and the Gaming Commission.

The licensing policy is presently being developed in accordance with Gambling Commission guidelines, and in addition to Council budget allocation, funding will be sought from the local gambling industry to support socially responsible initiatives within the town.

The Council will draw on its direct experience of operating family amusement centres, especially in relation to its gamcare accreditation to ensure provisions to protect vulnerable people from harm are a priority.

- In consultation with casino operators, industry codes of practice on 'Gaming & Social Responsibility' will be strictly adhered to. Comprehensive staff training is required with the approach that 'prevention is better than cure'
http://www.britishcasinoassociation.org.uk/bca_doc_list.asp?dt=rules
The authority will scrutinize for compliance with these codes of practice when considering schemes for Bournemouth and through the local licensing policy.
- A policy will be developed considering children's access to premises situated within a complex incorporating a large casino and the measures required to protect children from exposure to gambling.
- Operators will be required to work with local agencies and organisations to be proactive in eliminating or reducing any negative social impacts for the community in relation to a large casino operation.
- The opening will be in conjunction with a public awareness campaign about the dangers of gambling and how to avoid them.

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

- Monitor levels of crime that can be attributed to the casino operation and the overall impact of levels of crime on the town. NB There is no current evidence of crime linked to gambling but the local authority employs a crime analyst.
- Monitor for a reduction in levels of unemployment.
- Monitor for an improvement in current levels of gross weekly wage. The 2005 annual survey of hours and earning reports, ONS Bournemouth workplace based earnings as 81% of GB average (Poole 98%, Dorset CC 92%) Bournemouth resident based earnings 86% of GB average (Poole 100% Dorset CC 95%)
- Monitor incidents of debt directly relating to gambling. Citizen Advice Bureau martin.broad@bournemouthcab.co.uk Our request for statistics, given the imminent change of gambling legislation, has been conveyed to national office and they are considering changing their reporting package to include gambling as an incident of debt.
- Liaison with stakeholders to record, monitor and resolve/ nurture any negative/ positive outcomes.
- Monitor uses of casinos e.g. visitor profile and levels of spend.

2.3.4 Comparable initiatives in place to manage social impacts from other activities

“All entertainers must wear evening dress during performances, whatever the type of act” - Bournemouth Magistrates 1923

Bournemouth's long tradition as a centre for entertainment has created a skills base in dealing with large numbers of visitors, often in high spirits. Growth in nightclubs and drinking places over the past 15 years has led to an element of alcohol fuelled crime and anti-social behaviour. Partnership working between the Police, the Council and town centre business led to the successful "Bournemouth Quality Nights" initiative.

The Bournemouth Quality Nights Initiative

<http://www.bournemouth.gov.uk/visitors/nighteconomy.asp>
The **(BQN) Initiative** resulted from the review of the Night Time Economy that was undertaken to see how Bournemouth could further improve the quality of experience in the town. Local groups, businesses and organisations have been drawn together under the banner of the BQN, to help shape the long-term vision



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for a healthy nighttime economy in Bournemouth.

These are some of the 36 current projects:-

- Ban drinking in public places and a town watch radio link to nip violent activity in the bud.
- A booking service for groups of 16 or more to ensure their needs are met and to promote responsible attitudes in the town.
- Minimum drinks price policy to promote good practice.
- Dorset Police have trained officers and dogs that are able to 'scan' queues into clubs to reduce drug abuse in the town centre.
- Parks and Seafront security to help keep the town centre safe in the evening/overnight.
- Improving CCTV systems in the town centre.
- Initiatives To keep the town centre clean.
- Extend opening times to bridge the gap between the day and nighttime economy. "Live after Five" eg. some shops and coffee houses open until 10.00pm.
- The appointment of a night time economy project manager.
- Taxi queue management at peaks times.

2.3.5 Existing and planned job creation and training programmes, which improve the skill of and benefit local people.

2.3.5.1 The Dorset and New Forest Partnership

<http://www.dorsetnewforest.com/>

This is a sub regional partnership dedicated to excellence in tourism and a national example of best practice in creating jobs, sustaining employment and developing skills. The Partnership includes all local authorities and trade bodies and has operated for over 10 years, based in Bournemouth.

- Funding is secured from Government and European funds, local authorities and external bodies.
- Current training modules include:-
 - Train to Market - Marketing training for Dorset's World Class Status
 - Tourism Talks - English language training to tourism's overseas workers
 - Practical skills - to level 2 (NVQ)

A schedule of business & skills funding with past and current projects can be found at

http://www.dorsetnewforest.org/project_history.pdf

2.3.5.2. The Bournemouth Dorset & Poole Economic Partnership see 1.3.2

The 'Raising The Game' economic development strategy for the whole sub region has set out strategic actions to raise skills and workforce development which includes the need to improve skills and learning in the workplace by brokering employer led training.

2.3.5.3 The Bournemouth Hotel School project

The project is a proposed new 4-star teaching hotel to be situated adjacent to the Bournemouth International Centre.

- A partnership between the RDA, Bournemouth University, Bournemouth and Poole College and Bournemouth Borough Council.
- The pioneering plans will make this the first new-build 4-star hotel in the heart of Bournemouth in more than three decades and will be a fully commercial enterprise.
- Operated by Paramount Hotels Ltd with students actively involved in delivering the highest standards of quality and service.
- There is the potential to extend courses into aspects of the gaming industry.
- It is expected that the first students will take up their places in 2008.

2.3.6 Details of existing and planned relationships with relevant voluntary and public organisations, which would support your social impact policies and activities

- There is an established Town Watch Partnership involving businesses, the Council and the Police to monitor and manage crime and social issues.
- The Bournemouth Partnership see 1.3.1.
- Dorset Police, a strong relationship in event management.
- Local casino and gambling industry operators through a gambling strategy which will focus on responsible gambling.
- Community groups via interaction with local agencies and stakeholders.
- The Citizens Advice Bureau to monitor any debt impacts.
- We will continue to work closely with the language schools association to monitor any issues relating to their students.





entertainment fun

3. NEED FOR REGENERATION

How do you expect your proposal to assist regeneration of your area and the wider area? Where appropriate, your response should include information as follows:

Fundamentally Bournemouth is a relatively deprived town with a fragile economy. Only constant regeneration and introduction of new attractions will sustain the success of our largest industry, tourism. A casino-led development would have the direct effects of boosting confidence, attracting visitors and generating employment.

The large gap between income and house prices in Bournemouth has been recognised nationally in the Joseph Rowntree Foundation report “Affordability and the intermediate housing market”. This assessed the ratio between average house prices and the average household income in 2004 to be 6.15 to 1 in Bournemouth, 4.74 to 1 for the South West, whilst the ratio for England is 4.20 to 1.

3.1 Supporting information, including from relevant government bodies, regarding the regeneration and employment status and activity rate(male/female) of your area together with details on the timing



and levels of public and private investment for this regeneration.

An independent economic impact report commissioned by the South West Regional Development Agency from Arup has assessed the regeneration impact of one potential casino scheme in Bournemouth. This provides a benchmark against which alternative proposals can be assessed. It indicates that the scheme would generate:

- A net increase in GVA of £29.3 m
- A net addition of 914 F.T.E. jobs
- £9.5 m of “enabling development” value for other entertainment & cultural facilities.
- Capital investment of £33.3 m
- “Fit-out” investment of £25.7m

Regeneration opportunities of this scale are very rare in a coastal town with little access to Government/European regeneration funding and a severe shortage of employment land.

Regeneration benefits of the scheme would include:

- Improved access to employment for people in the most deprived parts of the Borough
- Safeguarding existing jobs in the tourism/retail industry by attracting and retaining customers. Use projections (750,000 visits per year) for the full project would make it the second most popular paid attraction in the sub-region after the Bournemouth International Centre (900,000 visits per year)

discover

excitement



- Boosting confidence in the town's main industry, creating knock on effects for investment elsewhere in the Borough.
- The opportunity to bring vacant or underused sites in the town centre back to life.

Projected dates for the above investment are September 2007 to Summer 2009.

3.2 Supporting details of the level of additional economic value that your proposal would create, including the anticipated incremental increase in GVA (Gross Value Added) and employment.

- The Arup economic impact assessment reports that, based on the direct effect of refurbishment of the Pavilion, the creation of new facilities at the Pavilion, and the new build associated with the casino and ancillary development, it is estimated that the development could result in an incremental (new) increase in GVA of around £28.8m, compared to the alternative 'do nothing' scenario, and a net incremental increase of £29.3m compared to current levels. This GVA estimate includes direct, indirect, induced and wider attracted effects.
- In terms of employment, the full development scheme will create a net addition of 914 full-time equivalent jobs, taking in account assumptions regarding deadweight and displacement. Of these jobs, it is thought that some 727 FTE jobs could be sustained within the region, and some 570 FTE jobs could be supported locally.

3.3 Are there parts of your area, the regeneration of which would particularly benefit from your proposal, and how would this come about?

The regeneration of retail business in areas close to the scheme will be brought about as a result of increased footfall within the town. The scheme would also benefit the areas of Bournemouth where hotels are concentrated which are within a one mile radius of the town centre and coincide with three of Bournemouth's most deprived wards.

3.4 How and why do you expect that the 'multiplier effect' of the additional economic activity to be created by your proposal would outweigh the potential leakage of money from the local economy?

The Arup assessment has explored the potential impacts of leakage associated with the proposed development, and has concluded that the



multiplier effects do indeed outweigh any potential leakage impacts. Moreover, the net impact is still one of significant estimated growth.

"Whenever I have to choose between two evils, I always like to choose the one I haven't tried before" - Mae West

3.5 Any other regeneration outputs and outcomes you are seeking to achieve from the development of a new casino

The outcomes considered by the Arup report provide a basis for those Bournemouth Borough Council would seek to achieve from the final preferred large casino development.

In addition to the development of a new casino, the development scheme appraised would be responsible for leveraging in some £9.5m of investment into the Pavilion Theatre. The current status of the Pavilion is that the fabric of the building is ailing. It is estimated that investment in the Pavilion of around £4.5-5m is needed in order to effectively stand still.

Aside from the quantitative impacts on GVA and employment, there are a number of other regenerative benefits identified, including:

- Potential safety improvements in local open land due to landscaping effects;
- the physical/safeguarding effects on the Pavilion (mentioned above) and the surrounding public spaces;
- the provision of employment prospects at a level that enables local people to compete for new job opportunities;
- training opportunities offering upskilling, recognised vocational training and further enhancing employment prospects;
- cumulative impacts on the quality, level, scale and scope of the overall business tourism and leisure tourism leisure/entertainment offer; and



entertainment

experience

- visual amenity benefits from the creation of a landmark building.

4. WILLINGNESS TO LICENCE

Having regard to section 166 of the Act, what strong evidence can you provide which demonstrates the willingness to licence a casino in your area if it is selected?

The Council agreed in July 2004 to support a regeneration scheme involving Council land and including a new casino. Since then there has been careful debate and public consultation, leading to a Council resolution to submit this application. The decision was taken on 28 February 2006 with a large majority of Councillors in favour and cross-party support. Whilst we will consider alternative schemes equitably, the Council remains willing to make its own land available if necessary to achieve a new facility.

4.1 Council resolutions in favour and relevant supporting Council meeting minutes
http://www.bournemouth.gov.uk/main/Minutes_Agendas/Default.asp

Strengthening our Economy Scrutiny & Review 22nd February 06 recommended to cabinet in support of the proposal 8 for and 1 against.

Cabinet 22nd February 06 voted unanimously in support.

At Full Council on 28th February 06, 38 members supported the application, 8 against, 2 abstentions and 1 not voting.

4.2 Details of any local pre-existing polling or market research to establish the extent of support among the area's population

Prior to the start of the current consultation, there is no relevant research available.

4.3 Details of any consultations

A serious consultation exercise was undertaken during January/February 2006 involving a statistically balanced survey of local residents, letters to local businesses,

public and voluntary sector organisations, meetings with community groups, a web survey and a special Scrutiny Panel which heard evidence in public.

The response from discussions and local organisations was consistently positive. Response from the citizen's survey was much more mixed, with many people unaware of what a casino might involve or where it might be located. However, the survey also indicated that around 24,000 residents would be interested in trying out a new casino if it proceeds.

The profile of the proposed large casino application for Bournemouth was raised to engage as much comment as possible via:-

4.3.1 The Citizen Panel & Council website questionnaire

The consultation was undertaken using a representative sample of 1000 local residents used by the Council for consultation with a response rate of 700, supplemented by a questionnaire on the Council's website.

Notable results of the Citizens Panel Survey:-

- 38% support large casino application
- 80% had never visited a casino before
- 55% of those living in central Bournemouth were supportive
- 49% of under 35's were supportive of a large casino
- 24,000 residents are likely to use the new casino
- Around a third of residents (50,000) would be likely to use the associated facilities such as entertainment and eating out.
- The results do not indicate that a large casino would encourage further significant gambling
- Those in support generally believed that such a





development would be good for the town in terms of tourism and income.

- 35% of those not supporting did not agree with gambling
- Of the correspondents, 43% stated that there are already enough facilities whilst 41% were concerned about gambling addiction.
- Those employed in professional highly paid jobs were four times more likely to use this casino for gambling than those on low incomes or between jobs.

Although a self-selecting sample was not large enough to be representative, the results of the web survey largely mirrored those of the citizen panel.

4.3.2 Local Media Coverage

A number of articles have been printed regarding the proposals together with radio coverage, calling for comment and raising awareness of a Special Strengthening our Economy Scrutiny & Review meeting on the 22nd February from the local community.

The media coverage instigated four letters and three emails opposing the casino licence application that in essence gave the same objections identified through the Citizen Panel research.

4.3.3 Bournemouth Strategic Partnership

The Bournemouth Partnership has a membership of around 150 organisations and individuals committed towards 'Building a better Bournemouth' All members were emailed with details of the proposal to apply for a large casino licence to engage their views.

Written responses were mostly positive and included:-

- Dorset Police, in support of the application
- Youth Offending team, suggested that gambling is more likely to arise from the use of amusement machines. The impact on children could be from raising the profile of gambling and a possible increase in parental debt.

Presentations in support of the proposal were delivered at the Scrutiny & review panel from Bournemouth Tourism Action Group, Bournemouth Area Hospitality Association and Bournemouth Chamber of Commerce (see 4.6)

4.3.4 Local Resident Associations

Community Officers supplied details of the proposal and questionnaires at resident meetings and by mail and encouraged them to consider and comment. No feedback was received.

4.3.5 Other Interested Parties

- Gamblers Anonymous - no comment
- Town Watch - Local trade Association of licensed premises in Bournemouth - no direct response
- Stanley Casino Group (current casino operator in Bournemouth), attended Scrutiny & Review and presented in favour of the application
- Gala Casinos a current casino operator in Bournemouth are keen to discuss a proposal for Bournemouth if the licence application is successful
- There have been no comments from the Chinese and Muslim groups who were contacted as members of the Bournemouth Partnership.

4.4 **Resolutions of Support by the Local Strategic Partnership**

- A resolution of support from the Board of the Bournemouth, Dorset and Poole Economic Partnership was received on the 8th March 2006.
- It was noted that the board wishes to see strong links to economic regeneration and a well regulated, socially responsible approach to the management of the casino.
- On the 28th March 2006, the Bournemouth Partnership steering group considered that the proposal for a large casino was in line with the Bournemouth Partnership's vision for a diverse and dynamic economy, although it would be important to ensure that a proposed scheme would enhance and not detract from the very special environment which attracts so many national and international visitors to the town.
- The Partnership recognised that if Bournemouth is not proactive in pursuing initiatives such as a new casino there is a danger that the town would lose out to national and international competitors. However, the Partnership believes it is vital to consider implications carefully and get support mechanisms in place before negotiating with any specific casino operator.
- Reservations were expressed from Partners with direct concerns about health, community safety and social impacts which would need to be carefully managed. The partnership would like to be consulted further to give detailed consideration to control measures in line with initiatives such as Bournemouth Quality Nights.

4.5 **Relevant tourism or leisure strategies, or local plans which demonstrate the extent of consideration and commitment**

- The plans and strategies detailed in 1.3 demonstrate the consideration of where and how a leisure attraction of this nature would fit in the town whilst outlining the objectives supporting the application.



4.6 Details, including contact details, and any key issues raised in correspondence from any national or local organisations or individuals who have expressed either:

- **Support for a casino in your area**
- **Or objections and concerns that a new casino should not be licensed in your area, together with details of your engagement with such groups or individuals or points raised in your responses to them.**

The following groups made representations in support of the proposal for a large casino to the scrutiny panel:-

Bournemouth Tourism Action Group -

Chair, Andy Price
andy@gamegrid.com

“bring benefits to the town in terms of socio-economic clientele, the new facility would attract additional new builds”

Bournemouth Area Hospitality Association,

Mark Haslingden
Mark.haslingden@forestdale.com

“the casino will provide an indoor wet weather attraction, will help to support the existing and future hotel bed stock in the town”

Bournemouth Chamber of Trade & Commerce -

President, Michael Stebbings
mike.stebbing@btopenworld.com

“casino will give a boost to the town, many go to casinos when they are on holiday, Bournemouth, as a major tourist destination, would be an ideal place for one of the new casinos to be located.

Stanley Casinos -

Director of Development, Steve Myers
smeyers@stanleycasinos.com

“the casino market is growing and I believe that Bournemouth would be able to sustain a large casino. Stanley’s are interested in applying for the large casino licence if granted to Bournemouth but would continue to operate as usual if unsuccessful”

Trevor Osborne Property Group -

Trevor Osborne
sc@topgroup.co.uk

“a large casino would reinforce Bournemouth’s role as a resort, attract tourism and conference business and help with new investment in new hotels.”

Aspers Casinos -

Head of Development, Andrew Heard
andrewheard@aspinals.co.uk

“economic benefits in terms of tourism, regeneration and employment. Casinos enable gambling to take place in a visible, regulated, well managed environment where operators can take responsibility and put measures in place to address gambling related problems”

The following responded in writing:-

Dorset Police -

Inspector, Central Bournemouth, Neil MacBean
Neil.MacBean@dorset.pnn.police.uk

“Dorset Police supports Bournemouth Council in proceeding with plans to establish a large casino in the Borough.” They made comment regarding local casino management operating policies and were advised that these would be discussed further if a licence for Bournemouth was secured.

The only specific concerns raised referred to the Hall Aitken report and appeared to take the dubious assumptions and methodology of this report at face value. No statements of opposition were received from any organisation, although a number of local organisations would wish to reserve judgement until they see more detailed proposals.

5. PROBABILITY OF IMPLEMENTATION

To enable the Panel to satisfy itself that, if selected, the proposal has a high probability of implementation, what evidence can you provide to demonstrate the overall feasibility of your proposals?

Successful implementation is very likely because:

- 4 established UK casino operators have approached the Council expressing interest.
- At least 4 potential locations have already been identified in the town centre.
- Bournemouth’s existing casinos are demonstrating growth in market demand.
- One potential scheme has progressed to the point of planning application. Independent commercial evaluation has indicated that this scheme is likely to be viable.
- A potential market of 450,000 residents and 5 million visitors will sustain a large casino even if there are others in the South of England.

5.1 A market demand analysis relating to both resident and tourist demand.

- A survey of 1,000 local residents was carried out



with a response rate of 70%. The survey was structured to provide a cross section of age and socio economic groups within the local population. The results indicate that around 24,000 of Bournemouth's residents would be likely to use a new casino and around twice this number would use associated facilities such as entertainment and eating out.

- If these figures are extrapolated to the population within 15 miles of Bournemouth there is potentially a market demand of 66,000 local residents for the casino alone.
- The survey also indicated that people are more likely to visit a casino on holiday than in their daily life. The abolition of the 24-hour rule will for the first time make this possible in British tourist destinations. Based on casino operators estimated market penetration after full implementation of the new act, it is estimated that in excess of 10% of Bournemouth's 5 million visitors might use a casino if it is appropriately sited and offers the right mix of facilities.

5.2 Catchment area and customer base

- Within the 15-mile catchment area of the centre of Bournemouth, there is an adult population of almost 450,000 people.
- Of the 3,949 postcodes in Bournemouth over a third are categorised as 'wealthy achievers' and a further 35% as 'comfortably off'
- Potential casino operators consider that 50% of visitors will be local, 30% from tourism and 20% from conferences.
- The bid for a regional casino in Southampton which is situated around 30 miles to the east of Bournemouth is not a concern given the illustrated catchment potential and strong support from both conference and tourism activities.

5.3 Information on the criteria you would be using to identify appropriate and sustainable locations for the new casino



- Specific sites would take into consideration social impact, regeneration benefits, transport links, parking provision and the local hotel and entertainment infrastructure.
- Decisions will be informed by the local plan(para 1.3.3), planning policy (para 1.3.4), regional policy (para 1.3.5), strategic policy (1.3.6), the local policy (para 1.3.7).
- The local transport plan considers access to leisure facilities. The provisional LTP2 for 2006-2011 is currently out for public consultation. <http://www.bournemouth.gov.uk/Residents/roads/transport/LTP/default.asp>

5.4 Existing and proposed transport infrastructure, so far as it would relate to your proposal

- Planning policy suggests that the only appropriate location for a casino would be within the centre of Bournemouth.
- There is good public transport by bus and rail to and from the rest of the conurbation.
- There is good dual carriageway access to the town from the north and east via the A338, which also links the motorway networks for the UK.
- There is currently a transport impact study being carried out for the Exeter Road area situated in the town centre, which will also inform any proposed casino site.
- There is a direct rail link from London Waterloo and flights to major Europe destinations from both Bournemouth and Southampton airports.

5.5 Statement of the current provision for gambling in your local authority area and nearby, including any recent trends or developments in this.

- There is an established compliment of both local and national bookmakers, amusement arcades, three bingo halls, a greyhound track and two casinos.
- The two casinos report growth of visitors in the region of 16% since the 24-hour rule was abolished in October 2005. Growth in this sector of the industry is confidently predicted to increase considerably as the establishments become easily accessible to the tourist and conference markets.

5.6 The impact of competition on existing casinos(if any) and other leisure based activities

- Both existing casino operators in Bournemouth, Gala and Stanley's have supported the application and suggest that this will benefit both tourism and the local economy.
- Stanley's say that they would expect a significant increase in visitor attendance combined with a



lower spend per head due to the nature of the new customer base i.e. leisure spend.

- There has been significant support from trade organisations (para 4.5) who believe that the 'destination attraction' would bring additional tourism to Bournemouth supporting the leisure infrastructure.

5.7 The potential critical mass effect of a cluster of casino and leisure based activities

- A large casino project incorporating a selection of leisure based facilities in the same complex is likely to be a greater attraction than the sum of establishing these facilities in more disparate locations.
- This draw to Bournemouth will also raise awareness of other facilities in the town generating return visits creating mutual benefits.
- A more strategic benefit is the cumulative addition to the overall offer of Bournemouth as a whole.
- The cluster development effect will increase the labour pool and in turn create greater specialisation especially within the local gaming industry.
- The mutual benefits of the combination of a large casino development and the Bournemouth International Centre scheme will prove to be a regenerating boost for the local economy.

5.8 Estimated overall investment potential analysed between public and private sector investment and if sufficiently advance how that would be funded.

- The potential scheme for the Pavilion site would generate private sector investment in the region of £40million in the construction of a large casino with restaurant and entertainment facilities and substantial car parking for over 650 cars.
- Moving the car parking underground and landscaping the areas would add to the town's open space and create a quality environment.
- The project would generate over £9million much

needed investment to the Pavilion Theatre to the benefit of the local community.

- Construction would be private sector funded but the Council is willing to make available land assets if required.

5.9 Current level of investor interest

- The scheme detailed in 5.8 is one of potentially many that the local authority anticipates, once it is in the position to grant a licence.
- There are three casino operators including the two currently in Bournemouth who have expressed an interest in operating a large casino in addition to the scheme currently being appraised.

5.10 How would you anticipate gambling spend to change following the implementation of your proposal

- With higher market penetration as a result of a much more social approach to casino gambling as part of an evenings entertainment it is anticipated that spend per head will drop, though increase substantially overall.
- Potential operators anticipate visitor numbers in the region of 750,000 per year. A gambling spend in the region of £15 million is projected.

6. REGIONAL AND LOCAL CONTEXT

Our proposal is entirely in accordance with local and regional policy. We believe that Bournemouth most closely fits the criteria for casino location set out below in the draft South West Regional Spatial Strategy. This application is supported by local and sub-regional partnerships and by South West RDA, who commissioned an economic study to test its potential impact.

- 6.1 The Information supporting your response should outline the relevant policy context of Regional Spatial Strategies and sub regional policy areas and how they relate to the emerging Local Development Framework. This context should address any development strategies, policies and initiatives, inward investment proposals and regional economic strategies which are or would be relevant to the location of a new casino within a local authority area.**





- The emerging Regional Spatial Strategy for the South West will provide the regional spatial planning context for the Bournemouth LDF and any planning application for a casino or any other development proposal.
- The RSS sets out the region's approach to promoting successful and competitive businesses, including tourism, the allocation of employment land and the development of town and city centres.
- The RSS supports the Regional Economic Strategy's vision and its policies have been shaped to help enable this vision to be realised in spatial terms. The RSS supports the RES objectives:
 - to deliver successful and competitive businesses;
 - to deliver strong and inclusive communities; and
 - to help deliver an effective and confident region.
- The South East Dorset conurbation is one of the South Coast's major urban centres. It is a key driver in the South West region and has a significant role in delivering the Sustainable Communities agenda. With a population of over 385,000, it is the second largest urban area in the region. Managing their economic potential, both individually and collectively, whilst also seeking to achieve a high quality lifestyle for all members of the community is not only critical to their future success, but also to the success of the regional/national economy.
- The emerging regional spatial strategy (RSS) policy CA1 contains the advice, in relation to large casinos, that they should only be developed in locations where they :-
 - Support and extend the range of attractions in existing major regional tourism destinations named as SSCTs in the RSS (see Development Policy A); and /or
 - Assist regeneration measures in a location named in section 4, which will not threaten the economic viability of established tourist resorts in the immediate catchment and where an adequate labour supply can be provided
 - Offer large scale and appropriate public transport access
 - Social impact can be minimised
 - Benefits for regeneration and the local economy can be identified.
- Bournemouth's ability to meet this criteria makes the town a very strong contender for the South West Region.
- Additionally, the Regional Development Agency procured the economic impact assessment report for the Pavilion scheme, acknowledging their support for Bournemouth as a strong contender for a large casino in the South West region.



6.2 To what extent would identification of your area assist in achieving regional economic objectives for employment, skills and regeneration? In particular, in England, the consideration, policy position and attitude of the Regional Planning Body (Regional Assembly) toward your proposal should be requested at an early stage and noted.

- The identification of Bournemouth as one of the locations for a large casino would, in conjunction with other initiatives detailed in para 1.2, enable the resort to maintain and enhance its role as the premier resort in the south of England.
- A large casino project in the nature of the Pavilion proposal has been evaluated to provide 570.4 Full Time Equivalent jobs for the local area, 726.5FTE for the region and 910.4FTE for the UK
- Overall the Bournemouth TTWA is expected to grow by between 18,100 and 23,000 jobs over the next 20 years. Of this growth education and health are expected to create approximately 40% whilst other growth sectors include other business services, hotels and catering and distribution.
- High technology manufacturing is a key growth sector with significant concentrations of advanced engineering and aerospace related businesses at Bournemouth Airport.
- Financial, information technology and other businesses activities are also an important sector with a number of major financial companies having their headquarters here. Creative industries are also relevant, with the University having national importance for animation.
- We have consulted with the regional assembly regarding their view of the Bournemouth proposal but do not anticipate a response until the RSS has been submitted to government in April.



entertainment experience

7. COMMUNITY BENEFITS

As well as the economic benefits and regeneration described above, we would expect:

- The casino to be an anchor and catalyst for wider service benefits including a more vibrant and diverse live entertainment offered for local people and visitors.
- A scheme of high architectural quality.
- A well managed and regulated facility to detect and address any instances of problem gambling at an early stage.
- Contribution to the sustainability of tourism by encouraging longer stays and higher spend.
- A better balance of customers in the town centre at night, contributing to community safety.

7.1 In general terms, what community benefits does the authority expect to accrue from the licensing and town planning processes?

- Contribution to `safer street` style schemes.
- Integrated internal security operations with local police.
- Casinos help to dilute the night-time youth culture by attracting a more wealthy & mature customer base.
- Casinos have a tradition of sporting and charitable affiliations and local sports clubs and charities could expect to benefit.
- Improvements to the built environment and public realm e.g. the Pavilion scheme includes creation of a new public square.

8. UNIQUE CHARACTERISTICS

What outstanding characteristics of your proposal or area might differentiate it from similar proposals, so far as you know them? Please refer to any aspects of your proposal that you think are unique and which the Panel may reasonably take account of in reaching its decision.

For people who do not know Bournemouth, and perhaps have had negative experiences of UK resorts, it is important to emphasise

the beauty, quality and vibrancy of our town. We have 7 miles of superb sandy beach which last year was voted by the Tidy Britain Group as Britain's best seafront. The town centre is built around listed gardens and potential casino locations are likely to have sea and/or garden views.

Our unique proposition is to make the casino a key feature of Britain's highest quality resort - something that everyone involved can be truly proud of. All areas of Bournemouth need and deserve regeneration benefits and in selecting Bournemouth the panel would be "backing a winner".

We still have a diverse mix of wealth & deprivation which is exacerbated by lower than average income and a higher than average housing market, which will provide good measures for social impact.

The gambling infrastructure in the town, is well regulated and controlled providing a sound base for the addition of a large casino. Initiatives to formalise and maintain relationships with the local communities to ensure any potential social impacts are minimised will be of the highest priority.

Casino operators acknowledge the massive potential for a large casino in Bournemouth and this is illustrated by the levels of interest at this stage. The signs all point to Bournemouth as the major resort on the south coast and the ideal location for a successful large casino.



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