

EXECUTIVE SUMMARY

- Restormel Borough is in the centre of Cornwall. Newquay on the Atlantic coast is the premier seaside resort for Cornwall, attracting 1.5m visitors annually. With spectacular beaches Newquay aspires to be the surf capital of the UK. It is the major centre for tourism and leisure activity within the county with over 40% of the local population employed within the industry. There is however a lack of community and 'wet' weather facilities.
- The tourism industry is changing, and to remain competitive in a global market place Newquay must embrace change as well. The Borough is utilising assets to instigate a major mixed-use regeneration developments. The private sector is investing in the provision of quality new accommodation. However, new facilities are required to support a rejuvenated resort. A casino as part of a multi use cultural facility will support regeneration aims and be of positive benefit to residents and tourists.
- A casino would provide a new dimension to the resort strengthening the 'offer', and attracting inward investment leading to developing the shoulder seasons, with consequent positive impact on quality skilled employment opportunities with greater earning potential
- 'Pride in Newquay' the strategy for managing the important night time economy, recognises the potential social impact to residents, and visitors, of an unrestricted and unregulated night time leisure sector. The policies of this partnership has already had a significant effect on community safety and yobbish behaviour
- Newquay has suffered for many years with pockets of deprivation, seasonal unemployment, low wages and poor infrastructure. The adopted Newquay Vision and Action Framework provide a strategy for town centre regeneration. It has formed the basis for consultation for the planning Local Development Framework to inform policies for the Local Development Document
- Cabinet and Council have resolved to submit an expression of interest for a licence to operate a casino in the Borough, with Newquay being the preferred option. The authority would insist on reviewing any development or licensing application within statutory legislation, and would still wish to consider refusing such applications if not considered appropriate nor in the interests of the community.
- Private sector interest to invest in Newquay is keen, and whilst there have been no direct applications to the authority for a casino, there are positive indications that should a licence be granted, there would be suitable developments and operators.
- Tourism is seen as a priority sector within the Regional Economic Strategy (RES), and the first draft Cornwall Economic Forum Strategy & Action which nests within the RES. Newquay is part of SW Tourism's CDMO (Cornwall Destination Management Organisation). The draft Regional Spatial Strategy (RSS) highlights the need for each town in Cornwall, including Newquay, to recognise their own individual opportunities for sustainable growth.
- The Authority would only wish to see a casino as part of a multi use facility bringing cultural community benefits using cross subsidisation to ensure sustainability of a cinema or theatre for example.
- We have experience of the potential benefits of local delivery of training and skills development through Intermediate Labour Market activities. We would expect any operator to co-operate with this type of social enterprise.

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Type of Area

The Borough of Restormel sits in the heart of Cornwall, covering some 45,160 hectares (176sq miles)¹. It stretches from the north to south coasts and falls into three distinct areas – the resort of Newquay on the north coast; the china clay area in the middle; and St Austell, Mevagissey and Fowey to the south.

A rural area, predominantly agricultural land but also significant moor land and coastal areas with some woodland areas as well – many Sites of Special Scientific Interest and three Special Areas of Conservation.

Large area of opencast mining in centre of Borough (china clay, once major employer but workforce has been steadily reducing for some years).

Restormel is home of the world famous Eden Project. There is a commercial airport, Newquay Airport, approximately 4 miles from the town.

People

Restormel has a population of 99,900.² The population of St Austell is 22,658 and Newquay 19,562³ – 44% of the population live in the two main towns (based on Census figures).

The average age of the population 41.5 years, compared with an average for England & Wales of 38.7 years.³

98.9% of population are ethnic group "White", compared to 91.93% for England & Wales as a whole.³

31.7% of those aged 16 to 74 years old have no qualifications, compared to 21.9% nationally.³ Only 12.3% of those aged 16 to 74 years old have the higher, level 4/5 qualifications, compared to 19.8% nationally.³

Housing

Restormel has 43,984 dwellings of which 1,574 are second-homes (3.6%).⁴

In 2001, 73.3% of households were owner-occupiers, compared to 68.3% for England & Wales.³

Proportionately there are more detached properties and less semi-detached and terraced than for England & Wales (Restormel detached 38.5%, semi 27.4%, terraced 18.8%, England and Wales detached 22.8%, semi 31.6%, terraced 26%).³

Latest average property price in Restormel is £198k, compared to £191k in England & Wales.⁵

Economy/Work

The median full-time wage, for those living in the area, is £18,992 – this is 18.27% lower than the equivalent figure for England & Wales (£23,238).⁶

In comparison to England & Wales, Restormel has a higher proportion of self-employed (10.9% compared to 8.3%) and part-time (13.5% compared to 11.8%) workers for those in the age group 16 to 74 years old. The same figures also show fewer students and more retired persons (in respect of the latter, 17.3% compared to 13.6%).³

The average claimant rate (Job Seeker's Allowance) for 2005 was 2.13% - high in comparison to Cornwall (1.85%) and the South West (1.43%), but lower than for England (2.33%).⁷

In 2003, Restormel had a total GVA (Gross Value Added) of £1,168.6 million. The largest contributions to this figure came from the sectors of "Real Estate/Business Activities" (21.8%), "Distribution" (19.6%), "Manufacturing" (9.9%), "Hotels and Catering" (9.6%) and "Construction" (7.7%).⁸

The total number of jobs in Restormel (2004 figure, full- and part- time) is around 35,000.⁹

When considering job numbers instead of GVA, the available data unfortunately combines some of the industry categories, e.g. "Mining and Quarrying" is combined with "Energy & Water". On this basis, the industries providing the most jobs (full- and part-time) are "Distribution, Hotels & Restaurants" (34.1%), "Public Administration, Education & Health" (24.6%), "Finance & Real Estate/Business Activities" (11.4%) and "Manufacturing" (10.8%). It is notable that the top three sectors have a high proportion of part-time jobs, with 51%, 45% and 36% respectively.⁹

For the period 1998 to 2004, the biggest increases in job numbers came from "Finance & Real Estate/Business Activities" (1,600 more jobs), "Distribution, Hotels & Restaurants" (1,500 more jobs) and "Public Administration, Education & Health" (1,000 more jobs). The biggest losers were "Mining/Quarrying, Energy & Water" (600 fewer jobs) and "Manufacturing" (400 fewer jobs).⁹ In respect of "Manufacturing", this sector's GVA did never-the-less increase over this period.

Deprivation

Restormel is the 93rd most deprived local authority out of 354 – a position of 88 or fewer equates to the most deprived quartile of local authorities in the country.¹⁰

Restormel is covered by 64 lower-layer Super Output Areas (SOAs – geographical areas created by the ONS for statistical purposes), of which 13 (20%) are in the most deprived quartile for SOAs nationally.¹⁰

Deprivation levels are highest under the "Barriers to Housing and Services" category (or "domain") of deprivation – six SOAs are in the most deprived 2% nationally, with one of these ranked only number 20 out of 32,482.¹⁰ This is testimony to the problems to be found in the borough of housing affordability (higher than average prices compared to lower than average wages) and lack of nearby services for our more rural residents.

Deprivation levels are least under the "Crime and Disorder" domain, with 24 SOAs in the least deprived quartile nationally. There are, however, hotspots of crime deprivation in both the main towns.¹⁰

However, "people's fear of crime is high, often due to low level disorder"¹¹ despite these low crime levels.

Newquay

Newquay is the major tourist resort in Cornwall, with just over 1.5 million¹² staying visitors each year. Magnificent beaches attract surfers of all ages, and the

town has become famous for its nightlife. However, the past few years have seen a change in the tourism market, and growing competition from other UK and international resorts.

Newquay has therefore become the focus of a major regeneration initiative, led by the Borough, and it is for this reason that Newquay is the preferred area for a casino, as outlined in this submission.

Newquay is the largest town on the North Coast of Cornwall, with a population of 19,562.

Although Newquay has an aged population relative to England and Wales, it does have a higher proportion of young people than the Borough and County as a whole.

Newquay's population is primarily white Cornish British or European, with under 1.5 % of the 2001 census population identifying themselves as of other ethnic origin. Over 70 % of the same population identified themselves as Christian.¹³

The Indices of Deprivation 2004 show that of the 14 Lower Super Output Areas in Newquay, three fall within the worst 20% SOAs in England – two are located in Gannel ward and one in Edgumbe North.

Newquay Hospital provides services to the Central Cornwall Primary Care Trust area.

Newquay is classified by CACI, in terms of retail, as an Average Local Centre, with annual retail comparison goods spend of £968,000 in 2006 and a Retail Footprint Score of 79 (the score is an aggregate measure of floor space, diversity and representation of high street stores). As a comparison Truro, the county's prime retail centre, has annual spend of £3,006,747 and a score of 280.

Newquay TTWA currently contributes 3.9% of employment (14,600 jobs) but only 3.5% of GVA in the County (£355.6m). This reflects reliance on the tourism sector which has traditionally been low added value. To generate greater GVA, higher value tourism (and diversification into other sectors) will need to be developed.

Education, Skills and Employment in Newquay

Seasonal unemployment is high. The interrelation between low levels of level 4 and 5 qualifications, the prevalence of low pay in part-time (tourism) jobs, and low productivity epitomise the problems faced in regenerating the town.

Newquay town has significant commuter outflows. Half of the TTWA's jobs are found outside the town, in surrounding areas and in particular in industrial and commercial estates at St Columb, Indian Queens and Fraddon. These areas include some knowledge based and hi tech manufacturing activities which in terms of the town's economic potential should also be taken into consideration.

RAF St Mawgan is also a significant employer within the TTWA. The planned closure of this facility will result in losses in resident spend and reduced support (from RAF personnel stationed here) for local public services in the immediate area.

Newquay does not have separate Further Education provision, but has sixth form provision within its Secondary School, Treviglas Community College. CUC

(Combined University for Cornwall) has recently invested in redeveloping its provision for HE courses in Zoological Marine studies linked to Newquay Zoo. Lusty Glaze Adventure Centre also provides an important training facility linked to Newquay's surf and water sports industry.

Alongside the prevalence of the hotels and restaurants sector as an employer, Newquay also has a high location quotient (compared to Cornwall as a whole) in activities auxiliary to financial intermediation (activities closely related to financial intermediation which includes banks, leasing and building societies).

Whilst tourism is centred on the town of Newquay itself, the wider TTWA accommodates some manufacturing activity. Alongside other business services, education and health and miscellaneous services, manufacturing has contributed to employment growth in the TTWA over the past 20 years, whilst hotel and catering employment has fallen.

Between 2,400 (+16%) and 3,100 (+21%) jobs are forecast for Newquay TTWA from 2006-2026.

Growth will be led by Other Business Services¹⁴ (also the largest increase in GVA), Education & Health and Miscellaneous Services. Considering the TTWA's current structure, further specialisation in Other Business Services may need to be encouraged.

1.

	<i>Newquay</i>	<i>Cornwall</i>	<i>South West</i>	<i>England & Wales</i>
<i>Other / unknown</i>	9.2%	8.5%	7.2%	6.9%
<i>No qualification</i>	29.1%	28.9%	26.2%	29.1%
<i>Level 1</i>	18.6%	17.4%	17.7%	16.6%
<i>Level 2</i>	23.6%	22.1%	21.4%	19.4%
<i>Level 3</i>	7.7%	7.4%	8.6%	8.3%
<i>Level 4 / 5</i>	11.7%	15.8%	18.8%	19.8%

Source: Census 2001

Numbers of residents with level 4/5 qualifications is considerably lower than the Cornwall average and even lower compared to the regional and national average.

Business Sector

The Newquay Sector Skills Partnership and Newquay for Excellence training programme aim to meet the development needs of Newquay's businesses, the skills required by people who work in the town and provide for future opportunities for businesses and individuals. In recognition of the need to raise quality in the sector and develop a year round tourism product to strengthen the economy, the programme and projects are particularly aimed at the tourism and hospitality industry. Projects also include a wage subsidy package to assist employers to retain staff year round.

Newquay

<i>Largest sectors</i>	<i>No of jobs</i>	<i>% total jobs</i>
<i>Hotels & Restaurants</i>	2,824	34.0%
<i>Retail</i>	1,318	15.9%
<i>Health & Social Work</i>	712	8.6%
<i>Education</i>	630	7.6%
<i>Public Administration</i>	589	7.1%
<i>Other Business Activities</i>	495	6.0%
<i>Recreational, Cultural & Sporting Activities</i>	208	2.5%
<i>Wholesale</i>	193	2.3%

Source: ABI 2004

Newquay has 8,311 jobs¹⁵.

Tourism in Newquay

Newquay is famous for its outstanding natural assets - the coastline and importantly, the Atlantic swell. However, the quality of Newquay's built environment does not match that of its natural surroundings and this affects quality in its main economic sector - tourism. The town centre and much of its surrounds comprise primarily tourism focused development, and although there are some areas of the town centre with intrinsically attractive architecture, much of the public realm requires improvement.

It is Cornwall's premier tourism resort, not least because of its high profile as a family resort and international status as a surfing venue.

Protection and enhancement of the town's coastal fringe comprises an important part of the Newquay Vision reflecting the economic value of the natural environment to tourism and hence the town's economy as a whole. A casino for Newquay will improve resort competitiveness and provide at least 2 additional year round facilities for local people as well as visitors.

The town attracts over 1.5m visitors per year, and is a buoyant resort in the peak season. However, the range of economic activity in the town itself is limited with a strong emphasis on tourism related employment. Hotels and restaurants and retail together account for over 4,100 of the town's 8,300 or so jobs.

The Newquay Retail study completed by Atis Real Wetheralls in April 2002 confirmed that during the summer months the resident population of Newquay is increase by a further 700,000 visitors. The resort provides 34,000 bed spaces, numerous camping and caravan sites and generates around £2.3 m into the local economy.

There are 500 licensed premises in Newquay, although not all of them are pubs or clubs. There are 9 nightclubs, 4 'super pubs' and 20 town centre bars all catering for the 18-30 age group. In the summer months Newquay is seen as a 'party place' with the subsequent concerns about the impact of 'loutish' behaviour. Whilst recognising the impact on residents and local businesses, the

evening and night time economy is also recognised as of economic benefit, providing attractive, lively places to live and visit.

Newquay's image for coastal sports and outdoor activities has been reinforced through investment in the Waterworld Swimming and Fitness Centre, the Heron Regional Tennis Centre, the £3.6m re-development of Newquay Sports Centre, the Fistral International Surf Centre, the Watergate Bay Extreme Academy and the Lusty Glaze Adventure Centre

Newquay's image for high quality standards and value has been boosted by investment in a number of hotels and accommodation establishments. These include businesses working with the HONEY (Hotels of Newquay Enhance Yourself) programme, and private investment in renovation, marketing and developing environmentally sustainable practices. Private investment in high quality restaurants has also boosted Newquay's image to weekend breakers.

The Newquay area's four main visitor attractions are environment focused. Newquay Zoo, Blue Reef Aquarium, Trerice Manor and Dairyland have all recorded rising visitor numbers from 2000 - 2003, and all provide interactive educational opportunities for targeted groups and young families. Newquay has very few cultural facilities with no commercial theatre, cinema, public heritage facility or art gallery.

70 - 75 % of visitors to Newquay are in adult only groups. 89% of visitors were likely or very likely to recommend Newquay as a destination to others.¹⁶

Transport Infrastructure in Newquay

Although affected by seasonality, the evening economy is strong, but it lacks diversity in its offer and currently presents a product in a period of readjustment. The current structure of the tourism market means that the town is overcrowded in summer months and not busy enough in the off season to maintain a vibrant economy.

Newquay's railway connection (a branch line from the main line railway at Par) enabled it to grow as a holiday resort. The railway station gives it relatively good connectivity compared to many other coastal towns in Cornwall which do not benefit from rail links, but the threat of reduced services and already low proportions of visitors arriving by train mean this asset does not play as strong a role in the economy as it could do. The Newquay Vision includes improving public transport with an integrated transport interchange at the station.

There is a comprehensive system of bus routes into the town, however these tend to stop by 11pm. Some nightclubs provide bus services, as do many campsites, but after 2 am the resort has to rely on taxis. The Borough is looking to increase the number of licenses for taxi's to ensure an adequate provision.

St Mawgan, just outside Newquay hosts the Newquay Cornwall Airport <http://www.newquay-airport.co.uk/> – the only commercial airport serving Cornwall. Newquay Airport provides for example, daily links to London, and frequent flights to Manchester, Leeds, Bristol, Dublin, Cardiff, The Isles of Scilly and Jersey. The Airport is important to the future economic potential of Newquay, not least because of the role it plays in reducing peripherality and thus strengthening and lengthening the tourist season both in Newquay and elsewhere. The Airport is also recognised for its role in encouraging inward investment across the County, and clearly inward investment to Newquay itself is included in this.

Cornwall County Council has recently invested in improving the pedestrian retail centre, and have committed to investing in the development of Newquay Airport. The new temporary bus station has improved resident and visitor access and safety, and the development of the Cornish Way cycle path, which runs through Trenance Valley, has also been hailed a success.

The Newquay Public Realm Strategy

<http://www.restormel.gov.uk/index.cfm?articleid=12963> sets out a street infrastructure vision which re-directs cars accessing the resort from the east; down through Trenance Valley rather than through the congested Cliff Road. Investment in getting the town infrastructure right, is aiming to improve the visitor experience of Newquay, and assist the town in catering for the high volume of visitors during peak periods.

Tourism Trends

Seaside resorts reliant on tourism face different economic trends to other single industry towns¹⁷. Newquay has been affected by the patterns of demand seen in many British seaside resorts since the 1960s with the national decline in the domestic family holiday market. While this family market has remained relatively strong during school holidays, Newquay is not of sufficient size or strategically placed to diversify into the conference market or other business sectors as other seaside resorts have¹⁸. However, the assumption that it is in terminal decline is wrong, and seaside towns that have the potential to successfully adapt to changing demands may need public sector investment in key assets to sustain the resort's attractiveness.¹⁹

Between 1993 and 2003 in Restormel, the output of hotel and guest accommodation had reduced by 6 %, whereas restaurants, bars and cafes had risen by that amount²⁰. This reflects the changing trends away from serviced accommodation to self-catering, caravanning and camping, and from volume to value.

Research indicates that the rise in disposable incomes and improving transport infrastructure has lead to more short breaks and increased spending on leisure activities and trips. Time is valuable, and people are looking for value for money. The quality of the product is increasingly important. Seeking the opportunity to have new experiences, learn new skills and enrich ones life from trips is becoming more common²¹.

Research forecasts: -

- A rise in the affluence and activities of people and families of pensionable age
- "Discerning hedonism" - to spend large amounts of time and money on quality experiences and products²¹
- A rise in environmental tourism - both seeking the 'outdoors' and purchasing sustainable goods and services
- The rise in the use of the internet to gain information about, book and plan trips and breaks, including the use of forums, and watchdog sites

Local Strategic Development of Leisure and Tourism

A 20 year Newquay Vision Action Framework was prepared in 2003 for the Surf Capital Steering Group (a public private sector partnership) <http://www.surf-capital.com> which has also been used as the basis for the Local Development

Framework <http://www.restormel.gov.uk> (See Planning; Local Development Framework) and subsequent consultation. Reference to this strategy and its importance to regeneration of the resort can be found later in this submission. Within the Vision, Newquay Growth Area Masterplan will seek to balance housing growth with employment uses to create a sustainable urban extension.

To ensure proper and sensitive management of the night time economy in the town, Restormel Borough Council, in partnership with the community and businesses provided a strategy – Pride in Newquay – <http://www.restormel.gov.uk> (See Key Documents; Night Time Strategy) for 2005 –2010. This strategy identifies 11 policies where the borough and partners can have a direct influence to minimise the impact of this important leisure and tourism industry. The partnership, Newquay Strategy Group, continues to work together to implement improvements and respond to social impact. Whilst ‘Pride in Newquay’ does not specifically mention gambling or a casino, the partnership would be able to introduce new policies and procedures to mitigate any potential negative impacts, and to ensure integration of any casino into the existing leisure and night time economy.

Initial preliminary discussions have been held with Devon & Cornwall Constabulary to ensure their support in principle for this submission. A Cultural Strategy for Restormel is being drafted that will ensure cohesive and sustainable opportunities for education, recreation and community participation in a wide range of activities.

Support for young people and a quality of life for older people, together with a healthier lifestyle for all are principle aims of the Community Strategy for Restormel <http://www.restormel.gov.uk> (See Key Documents; Community Strategy) . The Borough is very proud of its cultural heritage and the natural environment. The Community Strategy for Restormel identifies that attracting high profile sporting and cultural events to the area will play a significant role in retaining Newquay’s reputation as the major resort in Cornwall.

The Regional Economic Strategy (SW RES) <http://www.southwestrda.org.uk/what-we-do/policy/res-review2005/draft-res.shtm> identifies quality tourism as a major economic driver, and this theme is also picked up in the first draft of Cornwall Economic Forum’s Strategy & Action. (The forum is the sub –regional partnership of SW RDA). This draft identifies:

“There is a need to continue to invest in the quality and distinctiveness of the experience on offer, and encouragement of visitors outside the summer months. This in turn, links to the continued challenge to increase GVA per employee and earnings in the sector, and this needs to be linked to a high quality product, both public and private covering all elements of the visitor experience,”

Local Needs of Regeneration

The work of the Surf Capital Steering Group in commissioning and then producing the 20 year Newquay Action Framework has prompted the Borough to utilise existing assets to promote and encourage mixed use redevelopment to complement general regeneration activities.

The introduction to the Action Framework identifies that:

“The past two decades have seen a change in the tourist market, and growing competition from other UK and international resorts. Because of this, the Newquay tourism market has suffered. There has been a lack of investment and deterioration of many buildings, streets and spaces within the town. This has

contributed to a lack of quality and negative perceptions, which inhibit revitalisation, and diversification of the tourist industry. The unemployment rate is high compared to other areas, and fluctuates seasonally. These factors also detract from the experience of actually living and working in the town."

The aims of the Action Framework are to:

- Extend the attraction of Newquay throughout the year;
- Maintain the vitality of the town throughout the year;
- Broaden the economic base of the town;
- Provide greater choice of housing, workplaces, shopping, leisure and recreation provision;
- Improve public transport provision
- Improve the quality of the built environment; and,
- Direct the strategy on the balance between peripheral growth and renewal.

The Action Framework identified eleven different areas in the town where redevelopment/regeneration activities could take place, together with the need for a Public Realm Strategy. This Public Realm Strategy has now been produced providing a masterplan for implementation throughout the town.

Restormel Borough Council have also started the process of 'Delivering the Vision' utilising some of their landholdings as a catalyst for redevelopment of mixed use development in the town centre; working in partnership with other landowners to secure mixed use redevelopment at the railway station, and; facilitating and enabling a potential new regeneration/redevelopment initiative with the long-term leaseholder at Towan Beach (the main town beach).

The Action Framework has been used to develop the Local Development Document for the town, which underwent considerable public consultation during 2005, with further 'roundtable' meetings early this year (2006). The positive responses from these consultation have shaped the policies for the future of development in the town.

The change in tourists expectations for quality modern accommodation has led to the private sector redeveloping outdated hotels for either holiday apartment accommodation, or more sophisticated hotel accommodation. There has also been a proliferation of 'surf-lodges'. There is therefore a high level of private sector investment in the resort.

Since 2000 Cornwall has been designated an EU Objective One Area due to its low GDP. These funds have helped improve the public product and invest in raising skills levels across the county.

- The £2.1million Fistral International Surf Centre benefited from £350,000 towards facilities which benefited community;
- The HONEY project to upgrade the quality of hotels whilst at the same time 'up-skilling' key workers and;
- The Higher Education department for Zoological and Marine Studies in Newquay, now part of the Combined University in Cornwall (CUC), have all benefited from both EU and SWRDA (South West Regional Development Agency) funding.

New investment is being attracted to Newquay with some high profile private investors, potentially offering a catalyst to effect change and broaden the town's offer as a tourism destination and place to live and work. The Extreme Academy,

Fistral International Surf Centre and other surf centres have already begun to improve the quality of the tourism product and thus help secure its economic future. More of this sort of innovative development around the tourism product is needed to continue to add value within the sector.

As highlighted above (Type of Area) there has long been recognition that Newquay had hidden pockets of deprivation, high seasonal unemployment, and low wages due to its dependency on the tourism economy.

A casino for Newquay will improve resort competitiveness and provide at least two²² additional year round facilities to increase employment and GVA as well as contributing to the lengthening of the tourism season.

The criteria for the casino will also require the investor to work with public sector partners to deliver an intermediate labour market scheme, with appropriate training and career opportunities. The quality of the 'offer' will be important, as this will encourage a higher wage level and full time employment opportunities.

It is expected that under the next round of EU Funding post 2006, 'Convergence', emphasis will be placed on ensuring the growth of skills in the county that will lead to a growth in wages in the leisure and tourism sector.

Testing Social Impact

Newquay's TTWA winter unemployment figures and the town's peripheral nature will potentially provide a strong indication of the impact of year round employment for the area.

The town partnerships and effective response to other areas of social impact are evidence that Restormel Borough Council and Newquay are prepared to effectively measure and respond to the social impact of casino licensing on an area.

Social Impact

The Social Impact of a Casino Licence in Newquay

The regeneration of the resort is dependant on ensuring that the product available to tourists is competitive. The development of a casino with multi use community facilities will increase the quality offer in the resort, which should increase the number of visitors by extending the season, thus stimulate further investment in the resort. Such investment will lead to job creation, and provide added value for the resort.

The Borough is aware that many people have serious moral concerns over gambling, and there are potential negative perceptions towards the resort if a casino is introduced. It is for this reason that we would only accept a casino if it could be proved to also provide a positive benefit for the community – a multi purpose venue for example. Both planning and licensing committees would need to be assured that casino management were aware of their role in the community and be prepared to be proactive in reducing negative social impact.

Resolving Negative Social Impact

Restormel Borough Council will work closely with the Newquay Strategy Group (see below) to resolve town management issues, and with the Cornwall Destination Management Organisation (CDMO)

<http://www.cornwalltouristboard.co.uk/documents/VisitCornwallIPR.doc> to

promote the procedures to combat any negative impact. The authority is committed to work with partners to enhance the local environment, improving quality of life, and will use development opportunities linked to its own property to influence change.

Newquay Strategy Group

The Newquay Night Time Strategy – Pride in Newquay – is a strategic policy document produced in 2004 by a partnership of public and private sector organizations (the Newquay Strategy Group) to provide a cohesive approach to management of the night time economy. This followed concern from residents over the sometime drunken and yobbish behaviour in and around the town centre. This had led to a negative image for the town, reflected in both the media and residents concerns.

By 2005 policies introduced in the strategy are seen to be effective, and would be widened to include any measures needed to control any nuisance caused by a casino.

Newquay Association of Licensed Premises (NALP), part of the strategy group, now take an active role in managing initiatives to control and oversee the safe promotion of activities in the town.

The Community Safety Partnership, and Devon & Cornwall Constabulary (both partners in the strategy group) already monitor indicators around alcohol related crime and anti-social behaviour. The influence of a casino within the town would be monitored by this group to establish positive/negative benefits.

The resort already undertakes Community Action Days to consult with the residents and advise them of how to cope with anti-social or environmental crime.

The resort also has introduced a 'Street-Safe' bus, delivered in partnership between the public and voluntary sector, that assists vulnerable people late at night.

Working in Partnership to Develop Education and Skills

The chef Jamie Oliver's Fifteen Foundation, to train unemployed and deprived youngsters to become skilled chefs, is opening a new restaurant at Watergate Bay, three miles from the centre of Newquay. The Cornwall Foundation of Promise, a social enterprise has been established specifically to operate and deliver this Intermediate Labour Market (ILM). We would ask any casino operator to follow this example and become actively involved in the ILM.

Need for Regeneration

As already identified through the Action Framework, there are eleven possible areas in the town centre for major regeneration initiatives. The framework established the need for housing, retail and new leisure facilities to improve the viability and fabric of the town for residents and visitors alike. Improvements in transport infrastructure, quality accommodation and the public realm are all essential for regeneration.

The influence of the additional private sector investment delivered by a casino development would encourage more private sector inward investment towards wider regeneration activities, including enhanced public realm work.

Outcomes and Outputs

It must be noted that the Council would only be seeking to approve and licence a casino if it were part of a multi use facility that offered significant benefits to the community and tourism industry. For example there is neither a cinema nor commercial theatre in Newquay, and we would expect any casino developer to provide such a cultural facility as a minimum within a S106 Obligation, along with the standard public realm contributions.

We would expect to see some form of cross subsidy for cultural facilities to ensure all year around use.

We would expect some form of Intermediate Labour Market (ILM) scheme to be implemented working in partnership with a local training provider.

The introduction of a casino will make the resort more competitive, increase the level of year round tourism, and increase the number of residents being able to participate in cultural activities.

Willingness to licence

In December 2005, Restormel Borough Council's Cabinet considered a report on the possibility of establishing a Casino within the Borough. At that time it was resolved that the council would submit an expression of interest to DCMS, and submit a formal proposal.

The minutes of this Cabinet (Minute 200/1/2 13 December) were endorsed by full Council in December 2005.

Since then, Officers have held informal meetings with Devon & Cornwall Constabulary, who at this stage have no objection to the principle of a casino in Newquay. Like the council they would prefer to see a casino as part of a mixed use development.

Members of the authority who are also Newquay Town Councillors, together with Newquay County Councillors have also been advised of this submission, and at this stage there have been no adverse comments. Councillors are aware that planning permission will need to be granted, and that there will be further consultation at this time.

As there has been no specific mention of a casino in Newquay Action Framework, and therefore in the consultation in 2005 for the LDF, if the submission is accepted, we will ensure that the possibility of a casino for Newquay will be included in further consultation on Preferred Options.

We are aware that approaches have been made to business people in the tourism industry in Newquay, but we are not aware of any direct approaches to this Authority.

Probability of Implementation

The catchment area and customer base is difficult at this time to define, as there is no specific location for a casino.

The current levels of tourism in the Restormel Borough area accounts for 33% of all Cornwall visits which, in 2005, were estimated at over 5 million. It should be

noted that 25% of these visits were in Newquay. The Borough receives in excess of 1.5 million day visitors per annum.

The 2005 Cornwall Visitor Survey indicates that 3% of the county's visitors are from overseas. Total visitors per annum to the Newquay area are as follows:

- a) Staying – just over 1.5 million to Newquay per annum which equates to approximately 7 million bed visitor nights per annum
- b) Day visitors are difficult to categorise and obviously vary according to weather patterns. It is estimated that the population of the resort rises during peak weeks from a resident population of 22,000 to 80,000.

In 2005 tourist expenditure by staying visitors is estimated to have equalled over £1 billion in Cornwall alone. The average expenditure is £200 per tourist per week, therefore, the average family of 4 spends £800 during a holiday in Cornwall. The total spending power of staying visitors in Restormel Borough is estimated at over £400 million of which some £200 million remains in the local economy. With Newquay Airport seeing a growth in services from low cost airlines, this has resulted in a growth in the short breaks and niche markets. The 2001 census data shows a population of 386,000 over the age of 20 years in Cornwall. The main arterial road, the A30, links directly to the M5 at Exeter, is only 7 miles from Newquay, thus opening up a potentially much larger catchment area.

The Council is determined to regenerate the seaside resort of Newquay, and to position it as the Surf Capital of the UK. We would encourage casino development either in the existing zones of the resort that are currently leisure orientated, and therefore sustainable. But as previously highlighted, the authority would wish to see any casino as part of a mixed use development that provides additional and new facilities for the community, for example cinema or theatre.

Newquay Airport is seeking to expand, with the possibility of a new terminal, capable of handling 1.5-2 million passengers planned within the next five – ten years. With the possibility of new hotel, conferencing and leisure facilities, this also could be a site for a casino if it were not to be placed in the centre of the resort. There are currently four daily flights from London Gatwick into Newquay Airport, with daily flights to London Stansted, and frequent flights to the major cities of Manchester, Leeds, Dublin, Bristol, with more destinations likely in the future.

The town of Newquay is well served by bus services from within the town and outlying areas. Many of the Caravan and Campsites run buses into the town, particularly in the evenings. Nightclubs operate bus and coach services from the major towns in Cornwall to the resort.

Within the redevelopment plans for the town, the Borough is looking to increase car-parking facilities, primarily through modern safe multi-storey car parks. There are also plans to provide an integrated rail/road transport facility at the railway station.

The Surf Capital Steering Group, who were instrumental in commissioning the regeneration Action Framework, are to look at innovative transport infrastructure solutions for the town for the next twenty years, including the proposed growth area on the outskirts of the existing town.

Regional and Local Context

Cornwall Economic Forum (CEF) is a sub-regional partnership of the South West RDA (SWRDA). CEF is currently reviewing its Strategy & Action to ensure synergy with all regional strategies including the Regional Spatial Strategy (RSS) and Regional Economic Strategy (RES).

The new CEF Strategy & Action will also steer the development of the Authority's own Economic Development Strategy which includes tourism.

The RSS (draft revised 2005) has looked at the role and potential of Cornwall's towns, including Newquay. The emerging strategy will set out the basis for the role of the towns with the vision that "the town should enhance their roles as centres for jobs, services, community facilities and transport – in ways that recognise their individual character and opportunities for sustainable growth for both their own communities and Cornwall as a whole"

Newquay has its own individual character that has been built on providing leisure facilities for both the resident population and also for the millions of visitors to the County annually.

The Regional Economic Strategy (RES) lists tourism as one of the eight priorities for specific RDA intervention, within their identified 'important regional sectors'. This because tourism is a sector going through major transition and needs assistance to meet the challenges of change.

"Tourism – Traditionally important to the region, tourism drives the perception and reputation of the south West and provides employment to many otherwise marginal economies. There is a pressing need to improve the quality of the offer and to make the industry more productive and more sustainable."

A casino in Newquay will improve the quality of offer in the leisure and entertainment sector for the town, making the town more competitive in UK and global terms.

South West Tourism are one of the lead partner for delivering activities within the RES Priority: To promote and enhance what is best about the region.

The Implementation of the region's sustainable tourism strategy 'Towards 2015' is a confirmed activity within the RES.

SW Tourism have no information on the financial and social implications for a casino, but do " see potential in high quality discrete small casino development in key resorts in order to ensure the gambling option is available but a supplement to rather than the main draw of our resorts".

In 2005 Cornwall adopted the SW Tourism led concept for a single entry point for tourism promotion through the Visit Britain brand, and the implementation of a Cornwall Destination Management Organisation (CDMO). Newquay has always been identified as separate entity from the rest of Cornwall, and as such will still be marketed as Cornwall's major seaside resort.

Community Benefits

To thrive, create new employment opportunities, raise skills levels and increase wages, Newquay has to be able to compete in a growing global market for visitors.

A casino in the resort will add a further dimension to that on offer at present, therefore contributing to the multiplier effect for local businesses.

There is no physical space for cultural activities in Newquay town centre, for resident or visitors. No cinema, theatre, art gallery. There are limited wet weather attractions. The Authority would only look favourably on any casino development that was part of a multi use cultural facility, which provides additional leisure activities for the town.

Within any planning permission it would also be expected that significant contributions were made to the public realm, in line with the adopted Public Realm Strategy for Newquay, therefore enhancing civic pride.

Unique Characteristics

Reference has already been made to the Cornwall Foundation of Promise, a social enterprise created to deliver the concept of the Jamie Oliver Fifteen Foundation in Cornwall. This example of Intermediate Labour Market (ILM) activity provides high levels of skills training for disadvantaged youngsters, offering long-term career opportunities, with skills and training being provided locally.

In developing a multi use facility, including a casino, there should be many opportunities where similar activity, either delivered through the Cornwall Foundation of Promise, or another organisation can be incorporated.

References/Data Sources

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¹⁰ "The English Indices of Deprivation 2004", ODPM Neighbourhood Renewal Unit, 2004

¹¹ "Strategic Plan 2005-08", Devon & Cornwall Constabulary

¹² Cornwall Visitor Survey 2005

<http://www.cornwalltouristboard.co.uk/documents/CVSFullReport2005VisitCornwall19-08-05.pdf>

¹³ ONS, Census 2001

¹⁴ Logically, this implies growth across the board to generate demand for business services

¹⁵ ABI 2004

¹⁶ Newquay Visitor Survey 2004, South West Tourism January 2005

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