

Our ref:- jcew
6 December 2010

Bill Norman
Director of Law
Wirral Borough Council
Town Hall
Brighton Street
Wallasey
WIRRAL
CH44 8ED

Dear Mr Norman

Two Sites at Europa Boulevard Birkenhead

Having read your report to be presented to Cabinet on 9 December, 2010 I cannot contain my utter disbelief and profound disappointment that Wirral Borough Council, having been presented with our proposal to secure a valuable opportunity delivering inward investment for Birkenhead from an established, reputable and reliable occupier creating over one hundred new jobs and contributing over £1m of extra revenue the local economy, should be recommending that the proposal be turned down.

I must challenge the Officers statement that the "... casino development has the potential to create jobs in the short term." The casino operator is committing to a minimum lease term of fifteen years and will therefore be creating almost immediate and long term employment for the local economy.

It is noted that the Interim Director of Corporate Services holds the opinion that a casino "...use is not a regeneration priority for the area and the risk of an undeveloped or undevelopable site 2, is an important consideration." I am having difficulty understanding why new multi million pound investment in Birkenhead from a blue chip occupier creating new, sustainable and long term employment on Site 1 is not considered to be a 'regeneration priority' for Wirral Borough Council.

Moreover, development of Site 1 will not jeopardise or fetter the future development of Site 2 as the Officer suggests; it can only have a positive impact on the immediate locality and the long term marketability of Site 2. Surely having a cinema and casino in very close proximity will create the critical mass in the locality which can only benefit developing Site 2.

The Interim Director of Corporate Services statement that the prospect of leaving Sites 1 & 2 dormant for what might be many years to come holds better prospect for Birkenhead and the aspirations of Wirral Borough Council than delivering immediate new blue chip investment into the local economy beggars belief.

Williams Tarr has the track record; capability and ambition to secure the immediate and present opportunity of new inward investment and job creation for Birkenhead and as a direct consequence offer Wirral Borough Council the best prospect of securing the future development of Site 2.

Both Williams Tarr and Casino's have incurred considerable cost and expended considerable time / effort on these schemes, in particular, Casino's have spent more than 7 years on this scheme, and we would both be bitterly disappointed should Cabinet Members uphold the officers' recommendation. Whilst Cabinet Members will no doubt discuss the matter at length we would urge the Cabinet Members to use common sense which should tell you to do what you can now and the second part will follow.

Yours faithfully


J C E WILKINSON