

LDF NCC

From: LDF NCC
Subject: FW: Bell Fruit - Consultation on the Local Plan Part 2
Importance: High

From: John Taylor [REDACTED]
Sent: 10 March 2016 21:27
To: Dawn Alvey
Cc: Mark Lowe; Gill Callingham
Subject: Re: Bell Fruit - Consultation on the Local Plan Part 2
Importance: High

Hi Dawn,

I have now had chance to discuss the proposed amendment to the Development Principles for the Abbey Street/Leen Gate site with John Austin and John Lowton of Bell Fruit Games and they have said, with thanks, that the revised wording will help to reassure both their workforce and parent company of the long term future BFG have at the Leen Gate site.

However we would like to place on record a formal response to the consultation, firstly as expressed in my original email to you, the background documents document we left with you earlier in the week and as an update the following.

4188 “Bell Fruit Games is Nottingham’s longest established and best known gaming company, and as such a central feature of Nottingham branding as “Game City”. Trading from it’s Leen Gate complex for over 50 years the Company employees over 200 persons with a turnover of £32m. The company has developed from the traditional manufacture of whole machines to the hi-tech development of gaming software. The Leen Gate location is ideally suited for this high skill workforce and whilst appreciating the potential of hospital and health related businesses in the general area cannot support any designation of land uses which serves to destabilise the company in terms of stability of workforce and future investment in the site. 4385 As such and following meetings with the City Council BFG fully support proposed changes to the wording of the Development Principles for site PA47”.

Many thanks again for your understanding,

Kind regards,

John Taylor

On 8 Mar 2016, at 17:01, Dawn Alvey <[REDACTED]> wrote:

Good afternoon John

Thank you for the meeting today and the opportunity to meet with representatives of Bell Fruit.

Please find attached suggested revisions to the wording of the Development Principles which you may wish to consider as part of your consultation response (proposed deletions are shown as struck through and new text is underlined). I hope this addresses the issues raised this morning and provides both reassurance and flexibility for your client's current and future operations on the site.

Please do not hesitate to contact me if I can be of further assistance.

Kind regards
Dawn

Dawn Alvey



Nottingham City Council | Loxley House | Station Street | Nottingham | NG2 3NG

Mon/Tues/Weds

Commissioning and Delivery Manager | Greater Nottingham Growth Point www.gngrowthpoint.com

Weds/Thurs/Fri

Local Development Framework Manager | Policy and Research

Website: www.mynottinghamcity.gov.uk

Facebook: www.facebook.com/mynottingham

Twitter: www.twitter.com/mynottingham

This e-mail (and any attachments) is confidential and may contain personal views which are not the views of Nottingham City Council unless specifically stated. If you have received it in error, please delete it from your system, do not use, copy or disclose the information in any way nor act in reliance on it and notify the sender immediately. Please note that Nottingham City Council monitors e-mails sent or received for the purposes of ensuring compliance with its policies and procedures. Further communication will signify your consent to this.

The contents of e-mails sent or received may have to be disclosed if a relevant request is made under current legislation, such as, but not limited to, the Data Protection Act 1998 and the Freedom of Information Act 2000.

This e-mail message has been scanned for Viruses and Content

and cleared by Sophos

<Abbey Street Leengate.docx>

Proposed use:

Employment (principally including hospital/health related B1) and facilities which support the QMC with auxiliary residential (C3) and hotel (C1).

Development principles:

Site is part of an Enterprise Zone. New development should have regard to the presence of existing established employment uses to the north of the site which should be retained, although there may be opportunities for modernisation and rationalisation to support existing business operations. Uses which support the QMC on the cleared land to the south of the site will be supported. The site is adjacent to Lenton Priory and several Listed Buildings and structures. Development should seek to preserve and enhance the significance and setting of these heritage assets and consider the impact on any undesignated archaeology within the site itself. NET Phase Two runs through this site and any proposal will need to address this. To the north east of the site Abbey Street/Gregory Street is subject to Highway Route Improvement Safeguarding (TR2.5). The site is within an area of high flood risk and any planning application should be accompanied by a site specific Flood Risk Assessment. The River Leen green corridor should be preserved and enhanced through development, with new on site open space connecting to this. The site is underlain by a principal aquifer and it should be ensured that development does not result in pollution of the groundwater resource. Within Minerals Safeguarding Area - requires prior notification but not considered a barrier to development.

4385

COMPANY BACKGROUND INFORMATION

Company Overview

Bell-Fruit Games' track record over 50 years in the industry is second to none and has operated from its site in Lenton Nottingham since 1963. Focusing on our core skills of technology and games design, served by a flexible and efficient manufacturing facility, ensures that Bell-Fruit Games continue to deliver world class standards of performance.

The Bell-Fruit Group consists of Bell-Fruit Games (BFG), including the QPS brand, Mazooma Interactive Games (MIG) and RLMS. MIG concentrate on the delivery of online games and RLMS are a distribution company selling BFG and other product to the market at large.

Bell-Fruit Games Limited was known originally as Bell-Fruit Manufacturing Co. Limited when it was formed in 1963. 1999 signaled a distinct change of emphasis when the company focused its strategy on the design and development of games, supported by a flexible manufacturing process and at this stage decided to outsource many of the production functions previously carried out in house, such as cabinet manufacturing, sheet metal working, glass printing, etc.

Bell-Fruit is one of Nottingham's best known companies and is a worldwide recognised brand. It is also seen by the local community as an excellent employer that provides employment opportunities for a wide range of skills including, Game Designers, Statisticians, Software Engineers, Electronic Hardware Design Engineers, Computer Graphic Designers, Procurement Specialists, Sales and Marketing professionals, Financial Management and a full range of manufacturing capabilities.

Company Products

In the UK the company is the market leading provider of AWP machines to the pub market. AWP, or 'Amusement With Prizes' machines are regulated under the 2005 Act as category (cat) C machines and have stakes and prizes limited to £1 and £100 respectively.

One of our most famous brand licenses is *Deal or No Deal* and many variations have been produced on the theme utilising images of the show and Noel Edmonds. The Company also produces AWP/cat C machines for Bingo Halls/Arcades markets and higher prize B4 machines for the Members Clubs' market.

BFG sells UK machines directly to major UK Operators and indirectly to small Operators through our in-house distribution company RLMS. Operators in turn supply the machines to pub companies on the basis of weekly terms, which cover the Operators' costs in machine depreciation, installation, servicing and collecting and banking of the cash.

BFG also produces machines for various export markets, in particular Holland, Spain and Belgium.

Novomatic UK

Bell-Fruit Group is a subsidiary of Novomatic UK Ltd., who have a head office in Brentford.

Other Novomatic UK subsidiaries are:

- Astra – Games designer and manufacturer concentrating on markets outside the UK pub sector, based in Bridgend.

- Empire – Games designer focused on arcade/bingo hall market, also based in Bridgend.
- Gamestec – The UK's largest operator (supplier) of amusement and gaming machines.
- Luxury Leisure – Formerly owned by the Noble Organisation which became part of Novomatic UK in 2014, with 84 town centre and seaside adult gaming centres (arcades), 45 Kwik Tan venues and 10 Coffee Trader cafes.
- Extreme Live Gaming – Online live dealer studios (Roulette, Blackjack, etc.), based in Brentford.

Bell-Fruit Group Information Summary

- Current number of employees is 220, which is supplemented during high periods of demand.
- Turnover £32 million (2015)
- UK's leading designer and manufacturing for the traditional UK gaming machines.
- Export to Holland, Belgium and Spain.
- Has operated from the site in Lenton for over 50 years.
- Is seen as a manufacture of choice by many interested parties throughout the UK.
- Produces around 15K multifaceted gaming machines per year, which also serves to support an extended supply-chain that includes several local businesses.