



London Paramount welcomes you

Welcome, and thank you for visiting London Resort Company Holdings’ (LRCH) consultation event on its emerging proposals for the London Paramount Entertainment Resort.

Our team is still working hard carrying out a range of studies to understand the site and its setting. The plans on display today are a work in progress, but we feel it is important to show you how we are getting on with it.

Please take a look at what is proposed and give us your views. The team will carefully consider all the feedback we receive to inform the emerging masterplan. We will then hold further consultation events and workshops in the Spring and Summer of next year before submitting a planning application to Government.



July 2014 consultation results

Over 2,000 local residents and businesses came along to the first stage of consultation events in July, where we asked how local people would prefer to be consulted on our plans for the Entertainment Resort over the next 12 months.

Some of the important feedback we received included:

- A majority of people (59%) would prefer to attend an exhibition in the evening
- 84% of people expressed an interest in attending a workshop event in early 2015, with ‘transport’ and ‘job opportunities’ particularly popular themes
- 77% of people would like to be kept up to date on the proposals through the use of email bulletins; 49% newsletters; 24% leaflets



An in-depth report on the results is now available to view on the London Paramount website www.londonparamount.info

Summer 2014 Engagement on consultation methods	Spring 2015 Themed workshops and supplier opportunity events	Spring 2015 - Autumn 2016 Detailed design and contractor appointment	Winter 2016 - Spring 2020 Construction	Easter 2020 Grand Opening
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Autumn 2014
Public consultation on proposals
WE ARE HERE

Summer – Autumn 2015
Public consultation events prior to submission of application

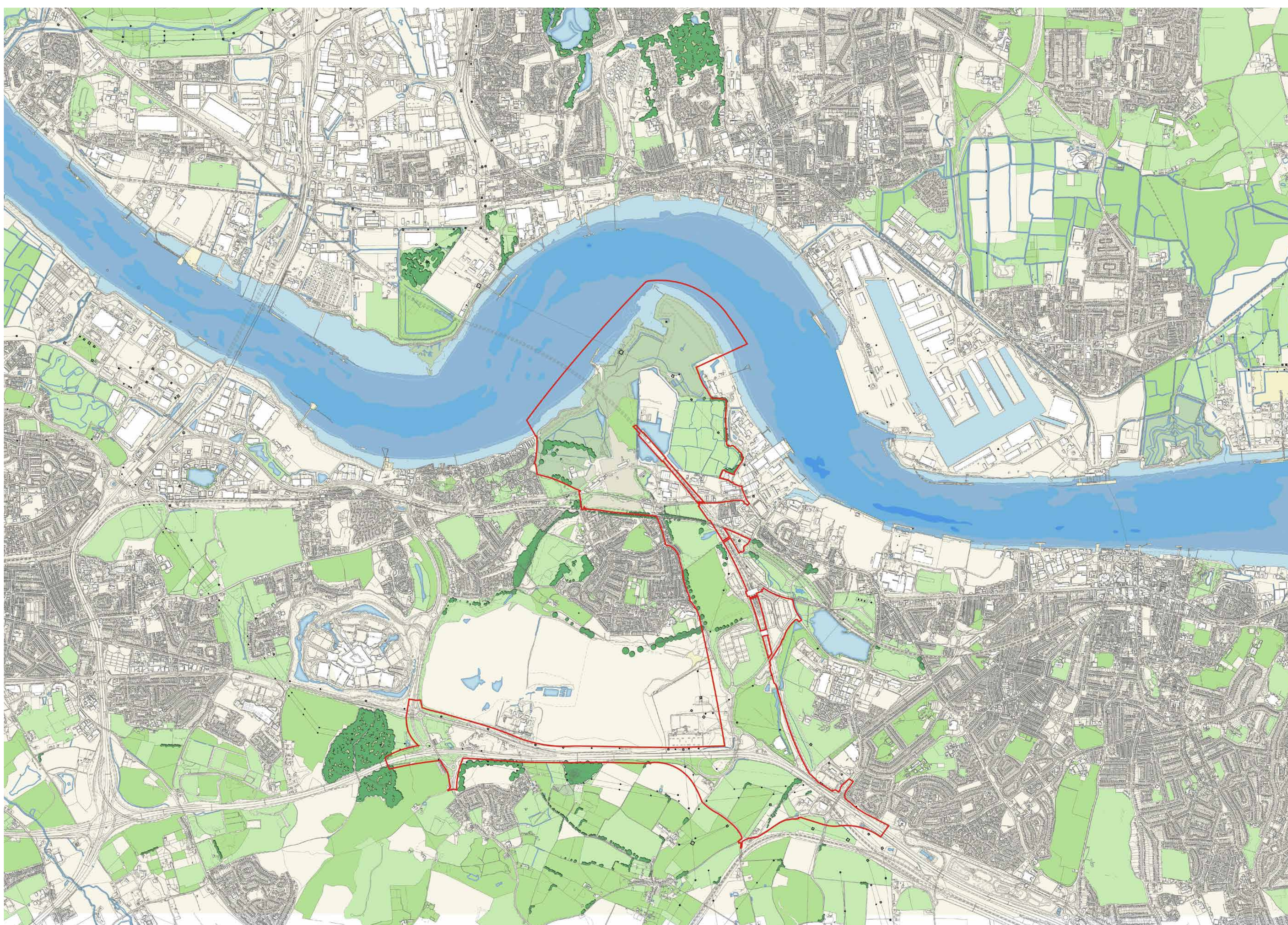
Winter 2016
Decision by the Secretary of State

Autumn 2019 - Spring 2020
Fit-out and installation



The Site

The red line below indicates the likely boundary of the area included in the planning application. This includes the important highways improvement works on the A2.



The red line on the image above shows the boundary of the planning application

We are working closely with Dartford Borough Council and Gravesham Borough Council to bring forward a comprehensive masterplan for London Paramount. The Entertainment Resort has already been accepted by the UK Government as the first 'Business or Commercial Project' to be considered a Nationally Significant Infrastructure Project (NSIP).

NSIPs are major infrastructure developments, such as power plants and major road projects, which support the UK economy and are considered to be of national importance.

Our proposals will be reviewed by the Government from Autumn 2015 following extensive consultation and engagement with local people and interested parties.

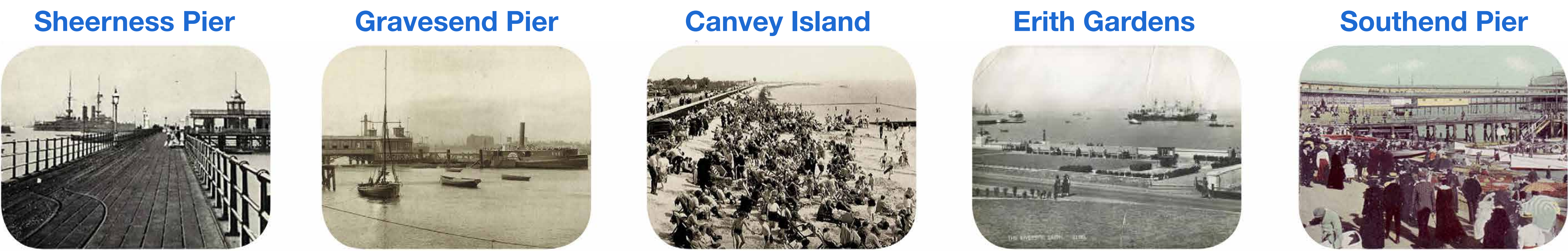
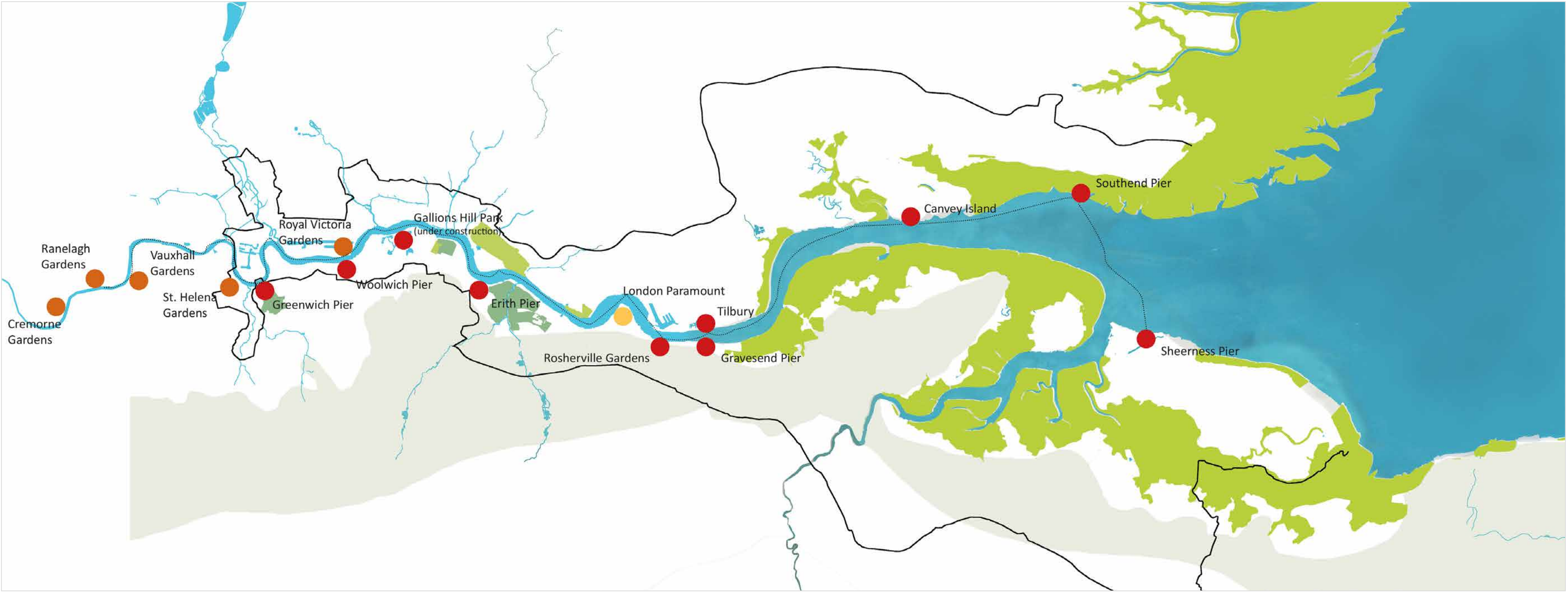




A place to work and play

A high quality of life is needed to attract people to live, work and visit an area, and for existing residents to want to stay and build their futures there.

London Paramount will not only create a place to work and play for local people, it will help to accelerate the potential of the nearby Garden City in Ebbsfleet and encourage new regeneration opportunities.



History of Pleasure Gardens

During Victorian times there was an explosion of interest in the Thames as a leisure source, and many of the activities we enjoy on the river today started in this era. Even before that and long before the invention of theme parks and entertainment resorts, Georgian Londoners enjoyed their own type of amusement park: the pleasure garden.

Vauxhall Pleasure Gardens, the most famous of the pleasure gardens, began its life in 1661 on the south bank of the Thames and enabled ordinary Londoners to experience contemporary art and design, high quality music and al fresco dining.

In many ways, pleasure gardens were the amusement parks of Georgian England, allowing visitors to escape the hustle and bustle while offering them a variety of entertainment, including picturesque gardens, strolling paths, musical concerts, balloon rides, fountain displays, balls, and even fireworks shows.

Understanding the history of pleasure gardens, together with amusement piers and the beach resorts, contributes to the overall picture of the River Thames as a traditional source of leisure and entertainment that is still enjoyed to the present day.





Our exciting vision

London Paramount will be the first of its kind in the UK and is expected to attract up to 15 million visitors a year – that’s around 50,000 people enjoying the resort on a typical day.

With a wide range of attractions and entertainment, there will be something for everyone from families to school trips, business customers and arts lovers. Our visitors will arrive from all over the UK and the rest of the world and because we are committed to our core value of Diversity, we will ensure the Resort is accessible and provides facilities to allow all guests to enjoy the Resort equally.

The Resort will have over 50 exciting rides and attractions all themed around some of the most famous films, television programmes, games and other artistic works of our partners.

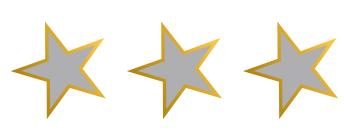
Attractions will include:

- Signature entertainment shows and cultural events
- 12 major rides
- Water rides
- Family rides
- Adrenaline rides

The heart of the park will open to the public in Easter 2020, with additional rides and attractions scheduled to be unveiled soon after in the following years.

Did you know?

Paramount has a library of over 3,000 films and its branding is amongst the most successful in world cinema, with iconic movies including Mission: Impossible, Star Trek, Titanic and The Godfather.



“We are planning to make London Paramount Entertainment Resort a world-class, global destination.”





Bringing dynamic benefits

It is absolutely critical that the London Paramount Entertainment Resort brings benefits to the North Kent region and the UK as a whole. This includes employment opportunities, economic growth, and delivering real benefits to the local community – with a real focus on education and skills.



Leisure

Within the leisure and tourism industry there has long been an awareness that the UK needs a global scale entertainment resort and visitor attraction of this type.

London Paramount will be the best Entertainment destination in Europe with an outstanding studio theme park featuring a range of rides, attractions and amenity facilities themed around the films and television programmes of Paramount Studios and UK producers, and over 11,000 sq m of exhibition space showcasing British inventions and brands.

Business

We will establish a creative space to provide a central hub for the UK creative industry.

Our plan is to provide flexible workspaces designed to appeal and cater for startup businesses, small and larger design focussed companies and light industrial units, together representing one of the great strengths of the UK economy – small and medium sized enterprises.

Regeneration

The London Paramount proposals will regenerate a brownfield site, isolated by its previous industrial uses, back into an outstanding, vibrant focus for the region.

The combination of jobs, celebrated architecture, access to river walks, the protection of sensitive wildlife areas and a global entertainment resort will transform the under appreciated peninsula.

Environment

The plans will be a showcase for environmental design and management.

Not only are we seeking to create a low carbon exemplar for the sector, but an environmentally responsible resort, leading the way in energy use and re-use.

In particular, we want to maximise the role of the river and wonderful marshes surrounding the site. Our aspiration is for the Resort to be heralded as setting a new standard for environmentalism.





Getting infrastructure right

We are gathering information from resorts across the world to understand how best to respond to the site and its wider context, ensuring London Paramount is a showcase for efficiency and environmental design.

One of the key benefits of the proposals will be improvements to the roads, ensuring that new infrastructure is in place before the opening of the Resort.



We are studying similar scale resorts and building an acoustic model of how sound travels around them. This will allow us to incorporate sound reduction measures into the design of London Paramount.

We are also engaging with the Environment Agency on a strategy to reduce demand on local water resources, creating efficient drainage and waste systems, including opportunities for recycling and reusing water on the site and improving the off-site infrastructure network.

Additionally, we are seeking to manage the flood risk to the site now and into the future by making considerations for climate change in flood risk mitigation proposals.

We propose to utilise sustainable drainage systems to reduce surface water discharge from the site and improve water quality.

The following are being considered for the site:

- Rainwater harvesting and recycling
- Adoption of swales (or contour bunds) as part of the landscape
- Rainwater attenuation through storage in open features and / or green or brown roofs
- Bio-retention and sub-surface storage; and permeable paving

In terms of power and energy, we will be working to minimise the demands from the development and introduce technologies to reduce the carbon footprint of the project, contributing to the overall sustainability aims of London Paramount.



“The infrastructure will be in place before the resort opens.”





Getting in and out

There is no doubt in our minds that transport is one of the most sensitive and critical areas of concern for local residents.

We share your determination to get this right and have been working hard to understand the local impacts, routes of travel and, remembering what was shared in the first round of consultation, have taken into consideration your views and experiences.



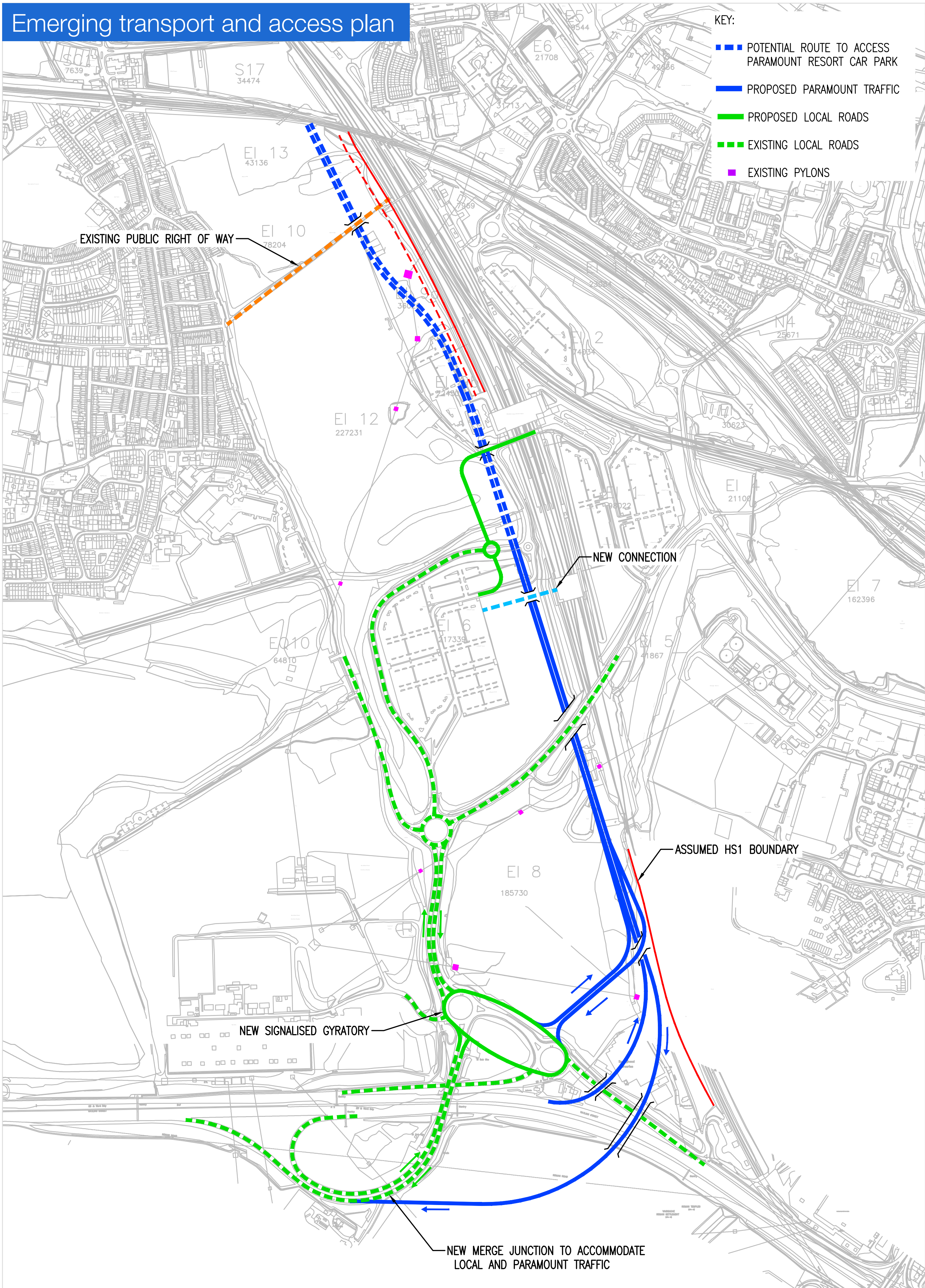
To ensure we minimise our impact on the local road network we will seek to deliver new and improved infrastructure, including:

- A single point of access for all Entertainment Resort car traffic – straight from the A2
- A new dedicated Entertainment Resort slip road off the A2
- A new fly-over exit route across the A2 to merge with the existing slip road
- Use of existing A2 slip roads that filter onto a new gyratory, replacing the current double roundabout
- An alternative route will be provided for service and emergency vehicles

We are carrying out a full range of transport studies to properly understand how our proposals will affect traffic flows. There are currently on average 148,000 vehicles (two-way) using the A2 each day between the M25 and Ebbsfleet.

Our studies have identified that on an average day, overall daily traffic flows on the A2 would increase by approximately 12%.

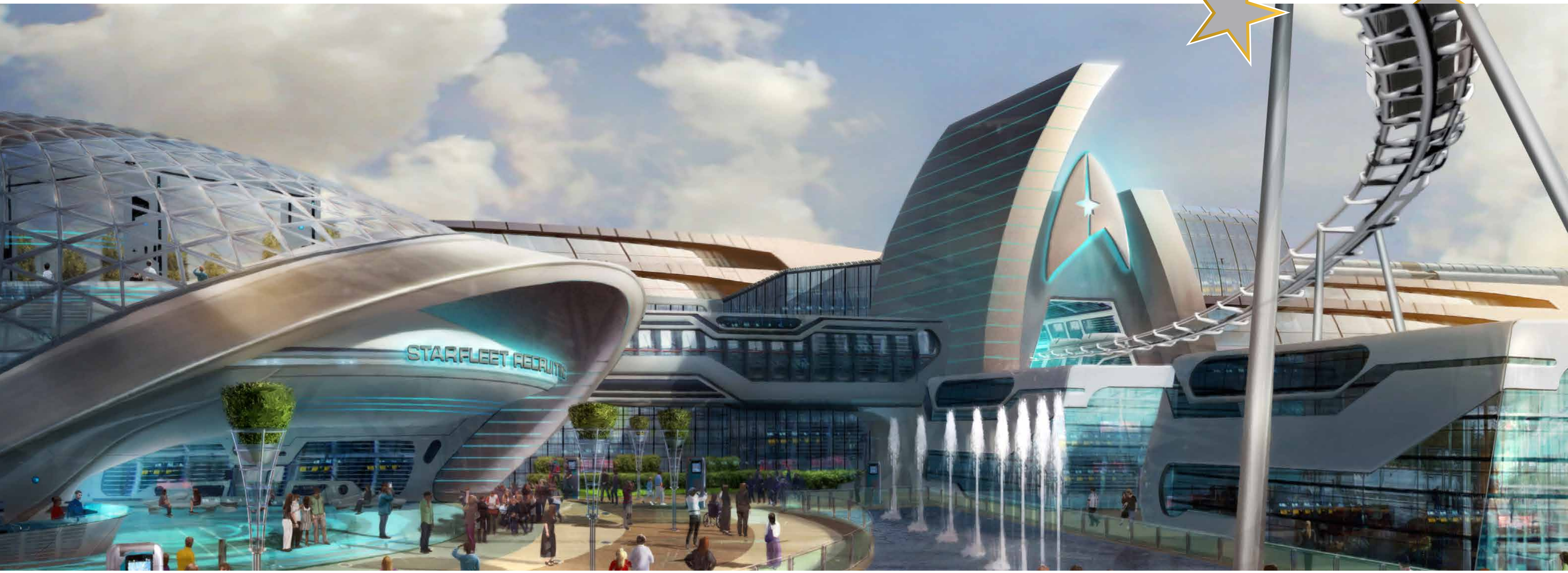
“Transport is residents’ main concern. It’s ours too, and we are determined to get it right.”



The Resort’s opening times will be managed to largely avoid peak travelling times. The graphs to the right show how current traffic flow on the A2 varies throughout the day, with peaks and troughs at certain times. The majority of traffic heading to and from the Resort each day will fill the troughs in the traffic flows on the A2.

We plan to have up to 10,000 visitor parking spaces and up to 4,000 staff parking spaces provided on the site. This is sufficient for the number of cars that will be travelling to the site each day.

We are developing travel plans to encourage visitors and employees to travel by modes of transport other than the car, including walking, cycling, bus, rail and river transport. Those travelling by car to the Resort will be restricted to the strategic road network (i.e. the A2).



Other ways of getting around

The site is already connected to excellent public transport links and London Paramount visitors will benefit from its proximity to Ebbsfleet International, local train stations and the potential for Crossrail. It is only 17 minutes by train from Central London and less than two hours from mainland Europe via Eurostar and Eurotunnel.

To promote the use of sustainable travel choices to the Resort, integrated ticketing systems will be used to help reduce the cost of travelling by public transport.



Combined with improvements in capacity of the public transport network, the following mode shares have been set as targets:

- 5% by river
- 15% by coach / bus
- 20% by train

Walking and cycling

A high quality public realm will be provided for the Resort, with new public places and river walks.

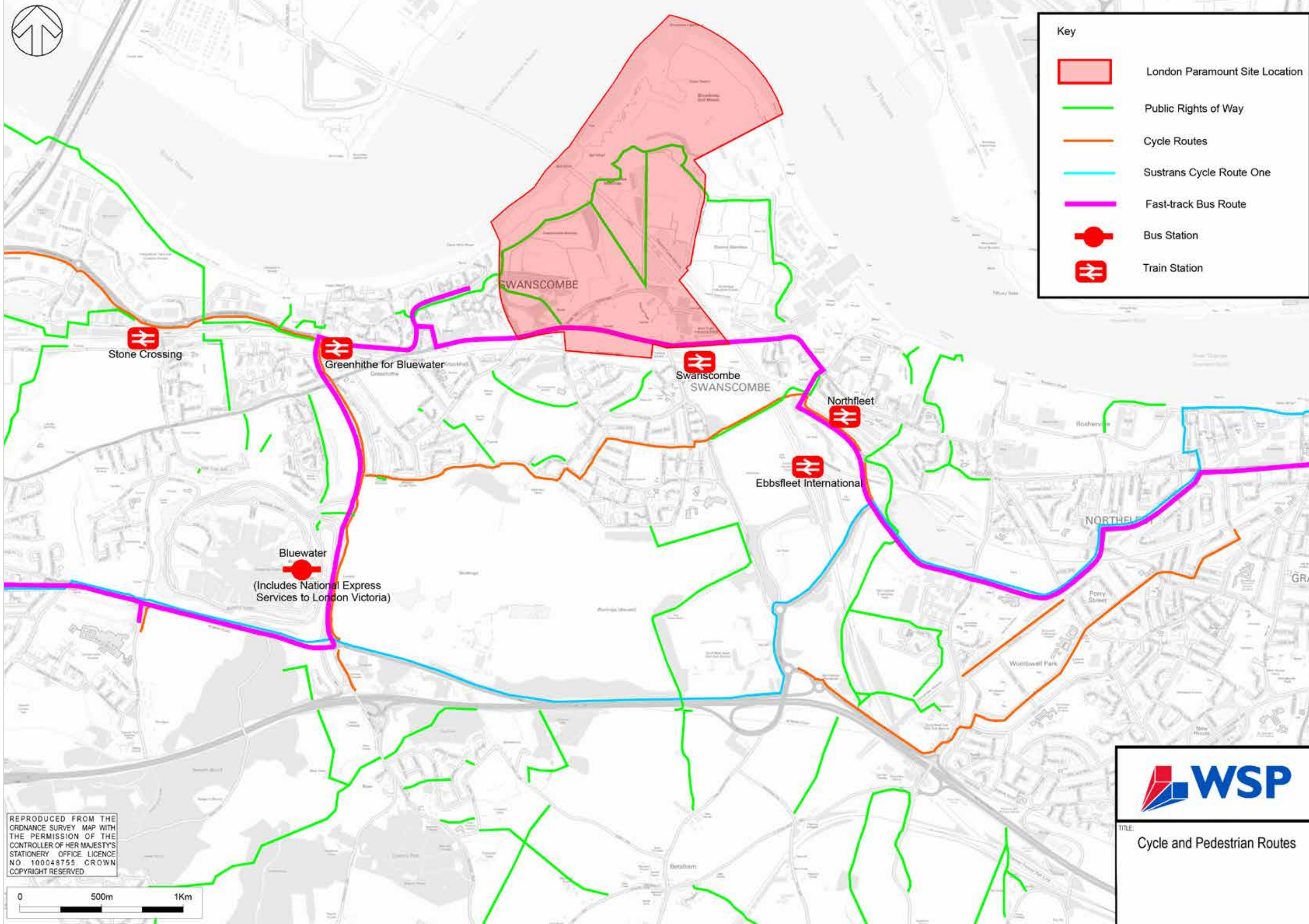
We are working with Kent County Council to promote sustainable ways of getting to the Resort. The plans aim to connect the site to the existing foot and cyclepath network, including the impressive Thames Estuary Path that runs to the heart of London and which forms part of the long distance cycle route linking Dover and the Shetland Islands (Sustrans Route 1).

We will also create new routes to make it attractive for people to walk, cycle or bus to the site.

Reconnecting with the Riverfront

The plans aim to include enhanced public rights of way to connect the site with the surrounding communities and the River Thames.

We want to harness the potential of the river, drawing on the waterway's rich history, such as of the Gravesend Watermen who ferried passengers to and from London in the early nineteenth century.



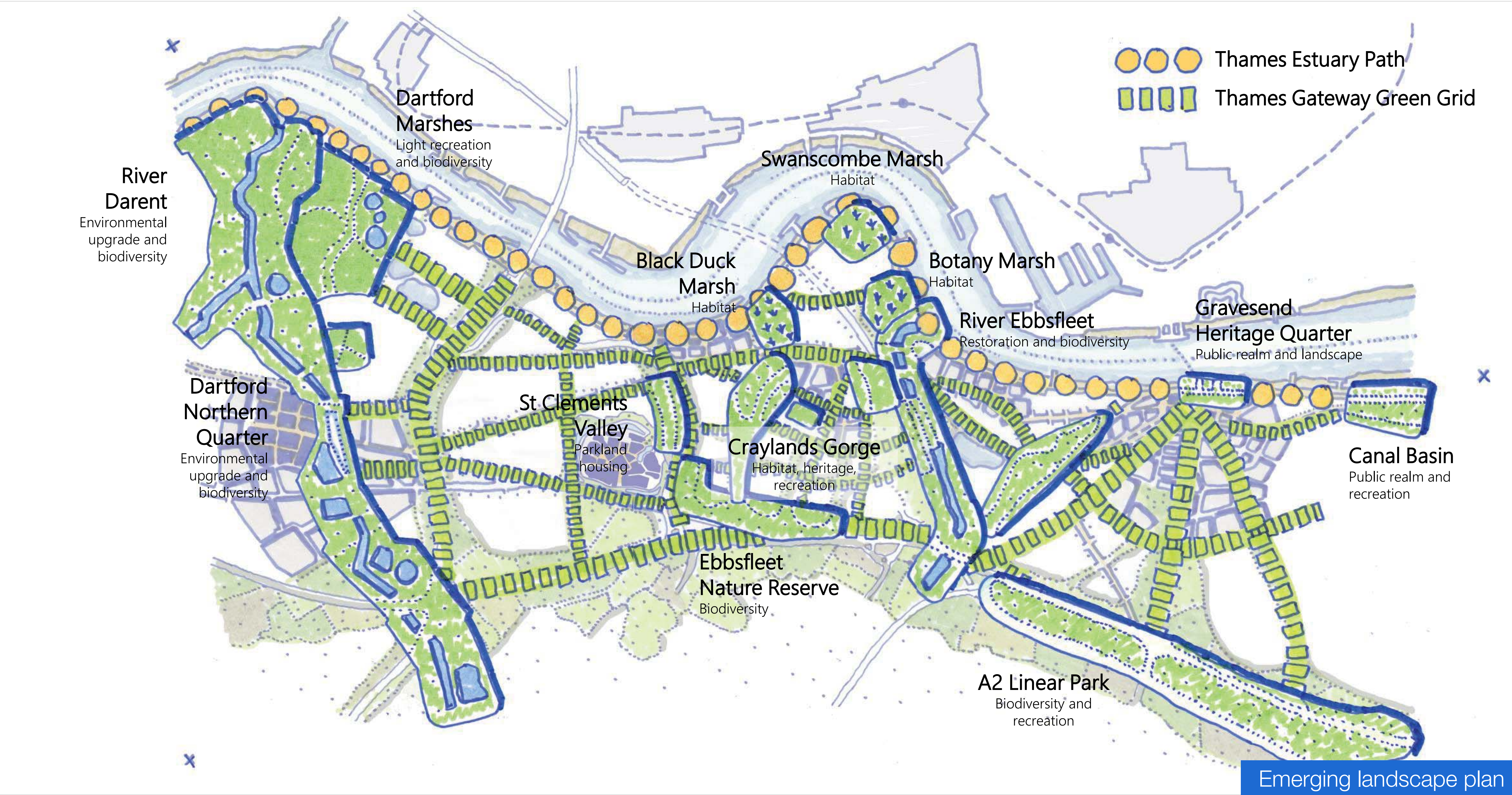


Better green spaces

We are undertaking detailed environmental studies to examine the impact of the proposals on the character of the site’s landscape, its wider setting and important views.

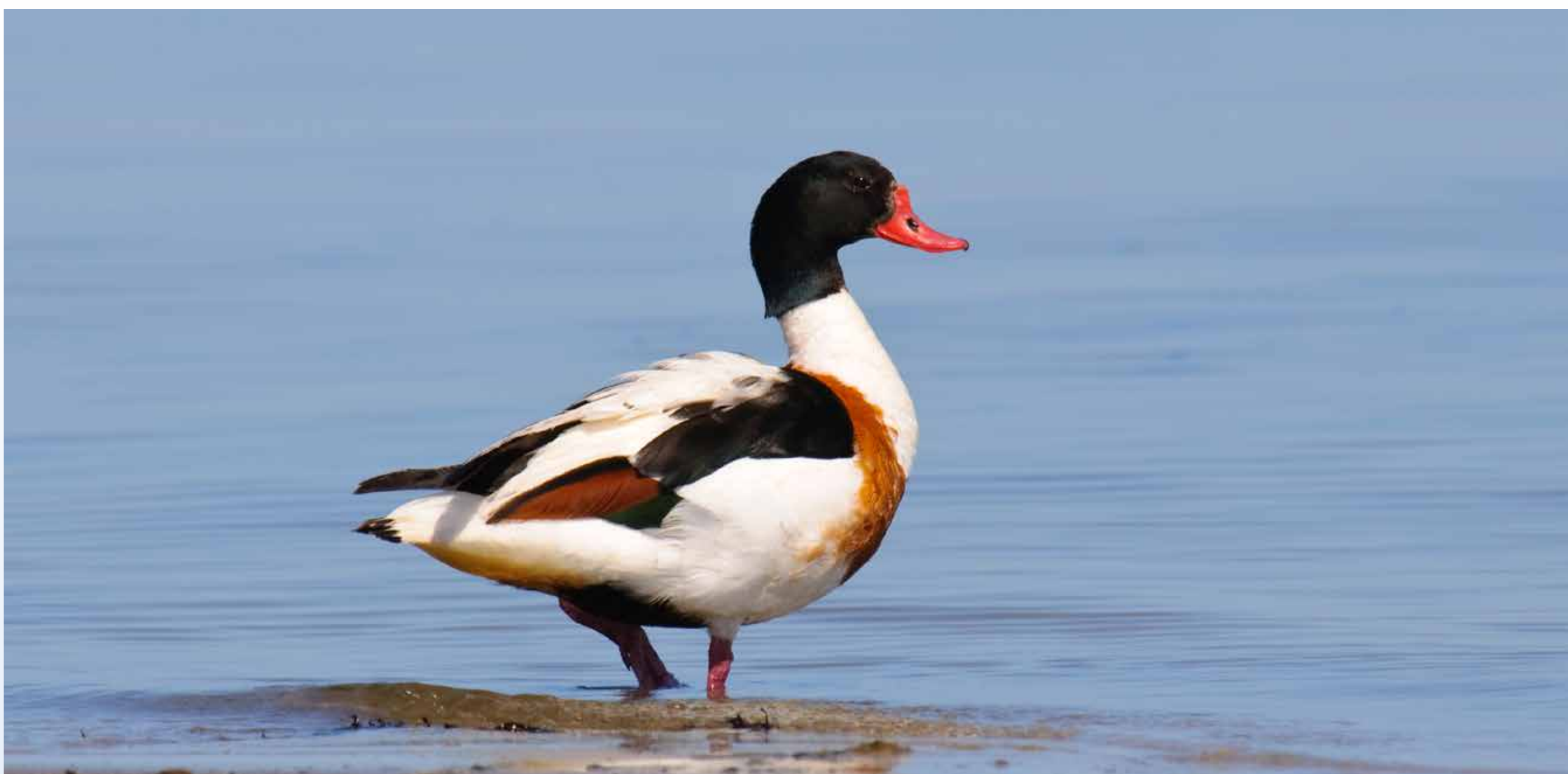
This will help us to develop a comprehensive landscape strategy to integrate the new development into the landscape. The strategy seeks to draw from the industrial history of the Swanscombe Peninsula landscape and the adjacent Thames riverscape, whilst also reflecting the new urban landscapes associated with the ongoing transformation of Ebbsfleet Valley.

We are committed to protecting and enhancing landscape features that contribute to the distinctive character and ecology of the site, such as the open marshland on Swanscombe Peninsula, and a wide range of detailed ecology surveys are being undertaken to assess the nature conservation value of the site.



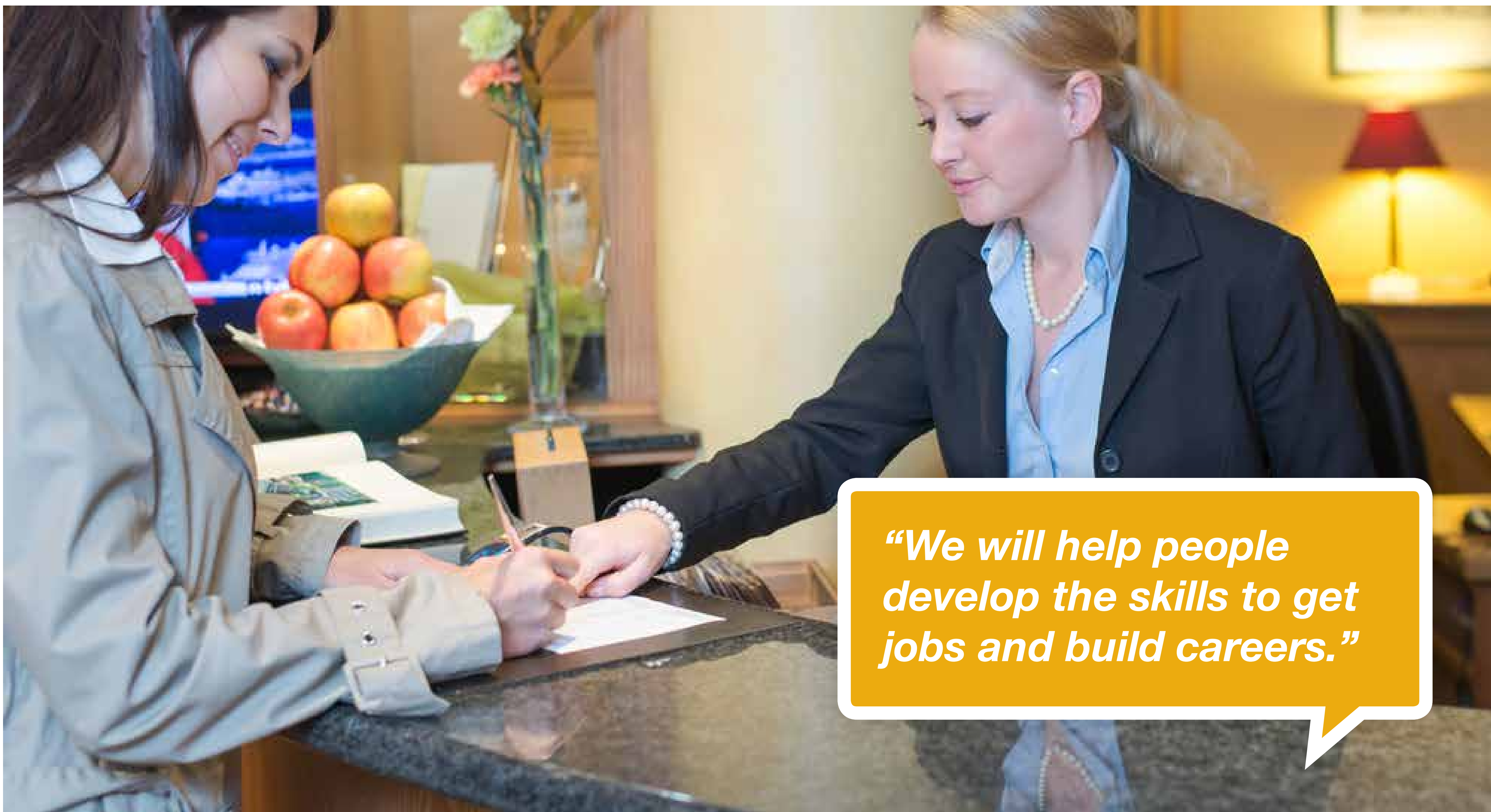
Our habitat enhancement proposals include:

- Retaining and enhancing the site’s marsh habitats, to further support a range of breeding birds and water voles
- Re-creating grassland habitats for invertebrates within the site
- Opportunities to incorporate biodiverse green roofs and sustainable drainage systems throughout the development site
- Opportunities to provide managed access to nature for public enjoyment and education





Jobs, careers, skills and education



“We will help people develop the skills to get jobs and build careers.”

London Paramount plans to create approximately 27,000 new jobs in the community, including:

- 7,000 jobs for the London Paramount Resort itself supported by training
- 4,000 jobs in the hotels
- 6,000 jobs in the Creative Hub and support in the immediate area
- Approximately 10,000 further jobs in the wider area by creating a leisure product manufacture and sales base

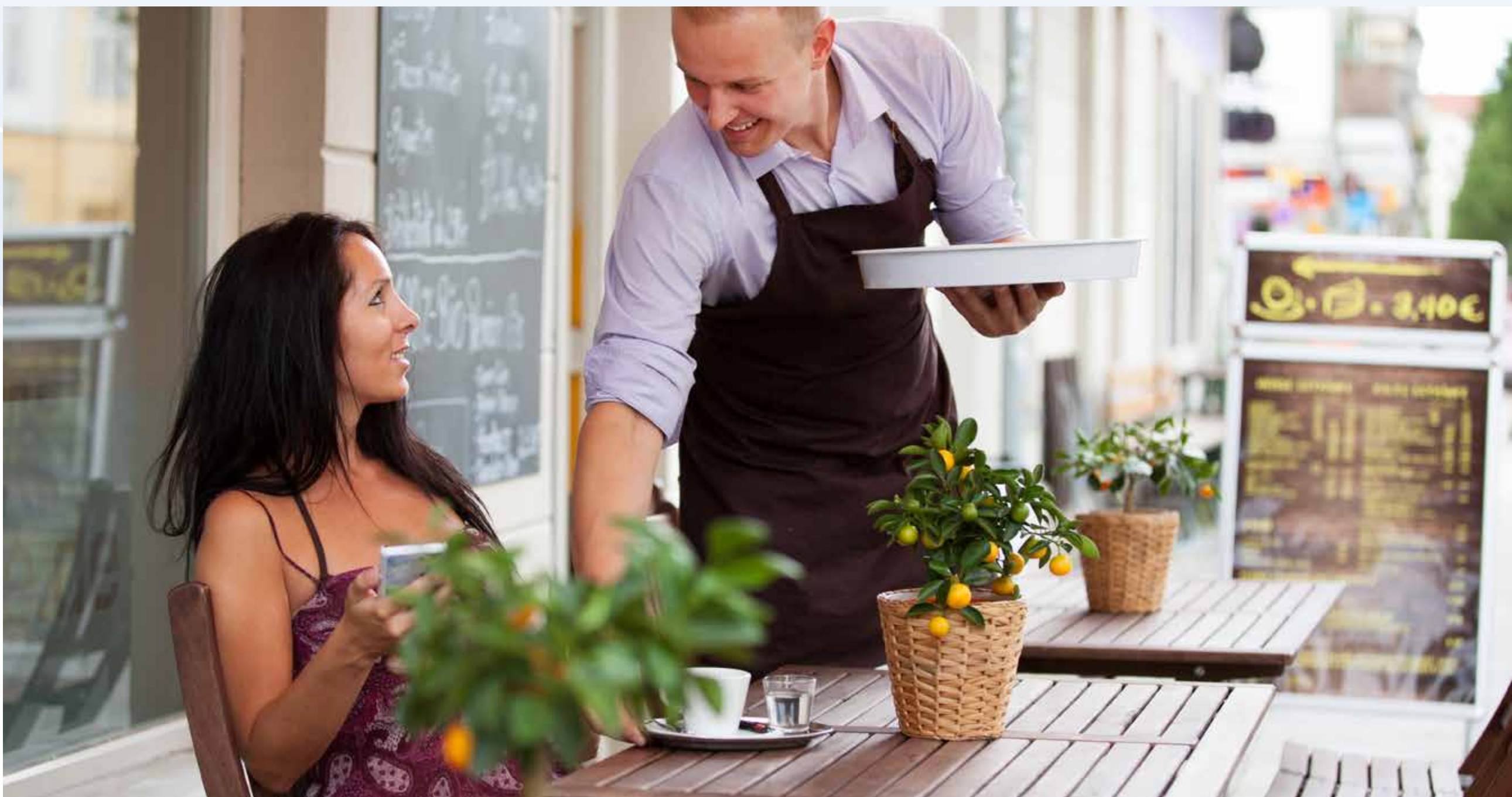
From 2017, there will also be approximately 6,000 jobs created throughout the construction period.

It is important that we have an effective partnership with local schools and colleges to provide young people with the skills needed to secure a job at the Resort.

We will work with local education providers and other representatives to establish a skills programme that will give local people the training and qualifications they need before the Resort opens in 2020.

Employment opportunities at London Paramount include:

- Hospitality
- Catering
- Engineering and manufacturing
- Technology
- Customer services
- Creative arts and culture
- Health
- Retail
- Finance
- Human resources etc.





Suppliers and contractors

We will be establishing our own supply chain to ensure the wealth of contractor and supplier opportunities created by the Entertainment Resort are promoted to local businesses.



Supplier opportunities at the Resort will include:

- Construction
- Engineering and manufacturing
- Food and beverage
- Security
- Service providers
- Landscaping
- Telecommunications and ICT
- Utilities etc.

We will hold events in early 2015 to give potential suppliers the opportunity to find out more about our services and product requirements. The workshops will provide information on LRCH's procurement approach and how suppliers and contractors can get involved.

“We want to work with as many local firms as possible”

Please get in touch by:
emailing supplychain@londonparamount.info
or calling **0800 008 6765**





Tourism and local partnerships



A high-level assessment of the potential tourism and local economic benefits can be shown from a review of Disneyland Paris and other resorts. As a mature attraction, Disneyland Paris attracts approximately 50% of visits from domestic markets and 50% from international markets. Over time, we are also aiming to achieve significant levels of international visits.

London Paramount will draw people from across the world into the area and act as a catalyst for business

regeneration. This will have a spin-off benefit for local traders and leisure destinations across Kent and the south east.

We are already investigating plans with Visit Kent, the official destination management organisation for Kent and Medway, to ensure the benefits are shared across Kent.



“We want to ensure London Paramount visitors also see the best Kent has to offer.”





What's next?

Please take the time to complete our questionnaire on one of the iPads or feedback forms provided. Following this exhibition, the project team will carefully consider the points raised and feed them into the plans.

Once the feedback has been reviewed and addressed, the next step is to hold workshop events in early 2015. These will provide an opportunity to focus on issues of importance for the local community, such as transport, environment and others identified from the feedback received today, and are designed to encourage debate and discussion with our specialist consultants.

If you would be interested in taking part in future consultation events on the London Paramount Entertainment Resort please let us know on the feedback form.



All the information from the exhibition will be available to view on our website, which we will continue to update throughout the planning process.

Contact Us

Tel: 0800 008 6765

Email: consultation@londonparamount.info

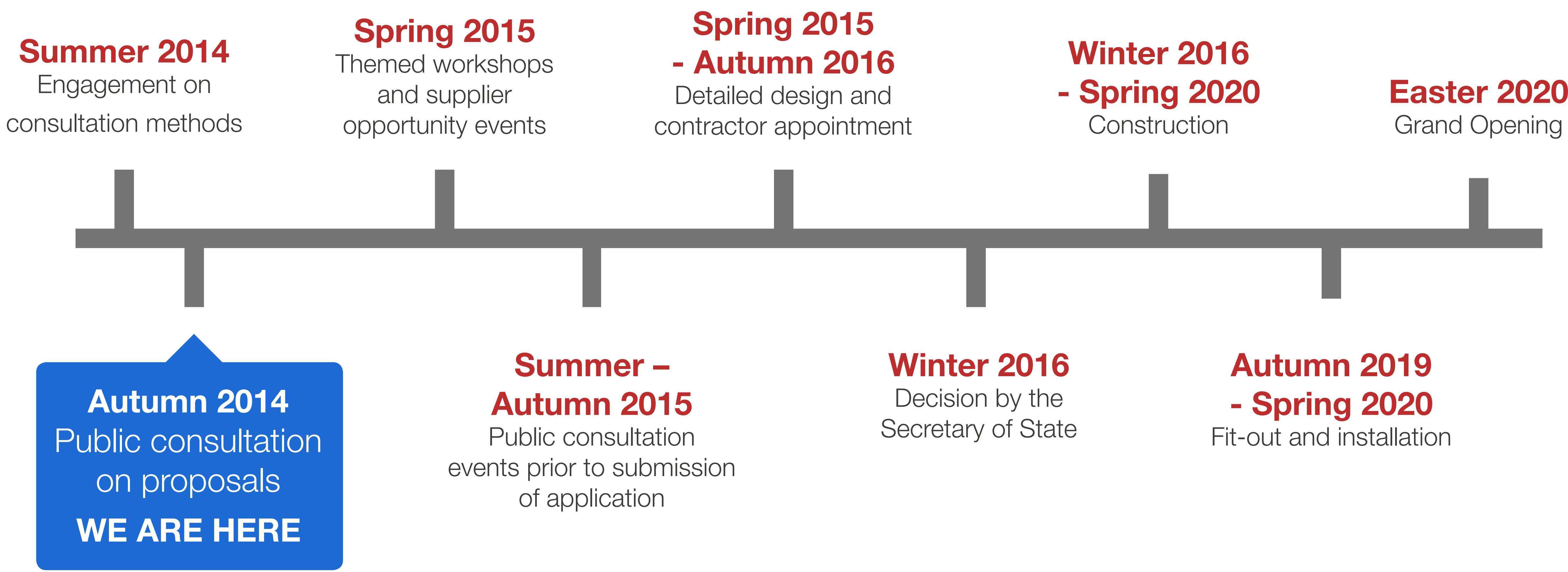
Web: www.londonparamount.info

 www.twitter.com/paramountresort

 www.facebook.com/londonparamount



“Your feedback will influence what we do next. Please stay involved.”





Emerging masterplan

Entertainment Resort

- Resort area is c.45 hectares (c. 111 acres)
- Multiple Zones: Adventure Isle, Land of Legends, Cartoon Circus, Starfleet Command, Action Square, Port Paramount, Entertainment City
- State of the art technology maximising visitor experience: shortening queues and increasing per hour activity
- A 2000 seat theatre with regular 'West End Quality' shows
- 11,000 sqm of exhibition space showcasing the very best of British inventions and brands
- Over 11,000 restaurant covers in a variety of food outlets
- 15,000 sqm of retail space
- A plaza area with regular live entertainment
- A cinema and comedy venue

Events Space

- Circa 20,000 sqm of indoor event space to host conference, musical and sporting events
- The site offers an amazing venue to launch a new blockbuster movie showing the new film to over 30,000 on its release night
- State of the art exhibition and conference facilities

Water Park

- The largest indoor water park in Europe
- Indoors to allow visitors to enjoy it all year round

River Access

- River access for the whole community through the Swanscombe Peninsula

Hotels

- A range of hotels with a combined total of circa 5,000 on-site bedrooms

Creative Industry Hub

- Creative business space to provide a central hub for the UK creative industry
- This could include studio space, workshops etc.

Other

- Staff training academy providing on the job experience and understanding, offering new generations a wide range of opportunities

LRCH has appointed Farrelis to design the masterplan for the London Paramount project, with a focus upon the site's integration with surrounding new as well as existing communities. Sir Terry Farrelis is one of the UK's leading masterplanners and his firm has won innumerable awards for its work in this area. In particular, they are held in especially high regard by the UK government for their long history of outstanding work in Kent and London.