

London Paramount

Opportunities for West Kent

January 2016

Volterra

The concept

Theme park - wide range of rides/appeal - the best of British meets best of Hollywood

- BBC
- Aardman Animations
- Paramount

Onsite hotels

Entertainment – theatres/cinemas/event space

Retail – merchandise (not competing with traditional retail offer)

Food and beverage – range of options from kiosk to sit down restaurants

Volterra's input

Recap on our scope of work:

- **PEIR** (published April 2015)
- **Socio-economic impact assessment** (updated/expanded version of PEIR)
- **Employment and Skills Strategy** (including construction strategy/accommodation strategy)
- **Economic and Regeneration Statement**
- **Health Impact Assessment**
- **Retail and Leisure Impact Assessment**

Construction period

Construction period is 2017 to 2021

Peak on site construction employment of up to 6,300 jobs

Local employment opportunities

- Supply chain events to be held in 2016
- Register interest - supplychain@londonparamount.info

Construction strategy

- Accommodation strategy for workers
- Mitigate impact on local services – schools, GPs etc
- Minimise likelihood of crime and antisocial behaviour

Visitors

- Up to 15 million visitors a year
- Equivalent to approx. 50,000 on an average day
- Comparable to Disneyland Paris
- Derived from catchment analysis and penetration rates
- International and domestic tourism - need for onsite and offsite hotels
- **Retail and leisure impact assessment** – positive impact of additional spending Vs negative of some trade diversion

Tourism

Distribution of offsite hotels – Dartford, Gravesham, Elsewhere in Kent and London

- c34,000 'serviced and non serviced' rooms in Kent and Medway
- c5,000 in West Kent (15%)

Linked trips – engagement with tourism boards (Visit Kent) to actively encourage trips elsewhere in Kent

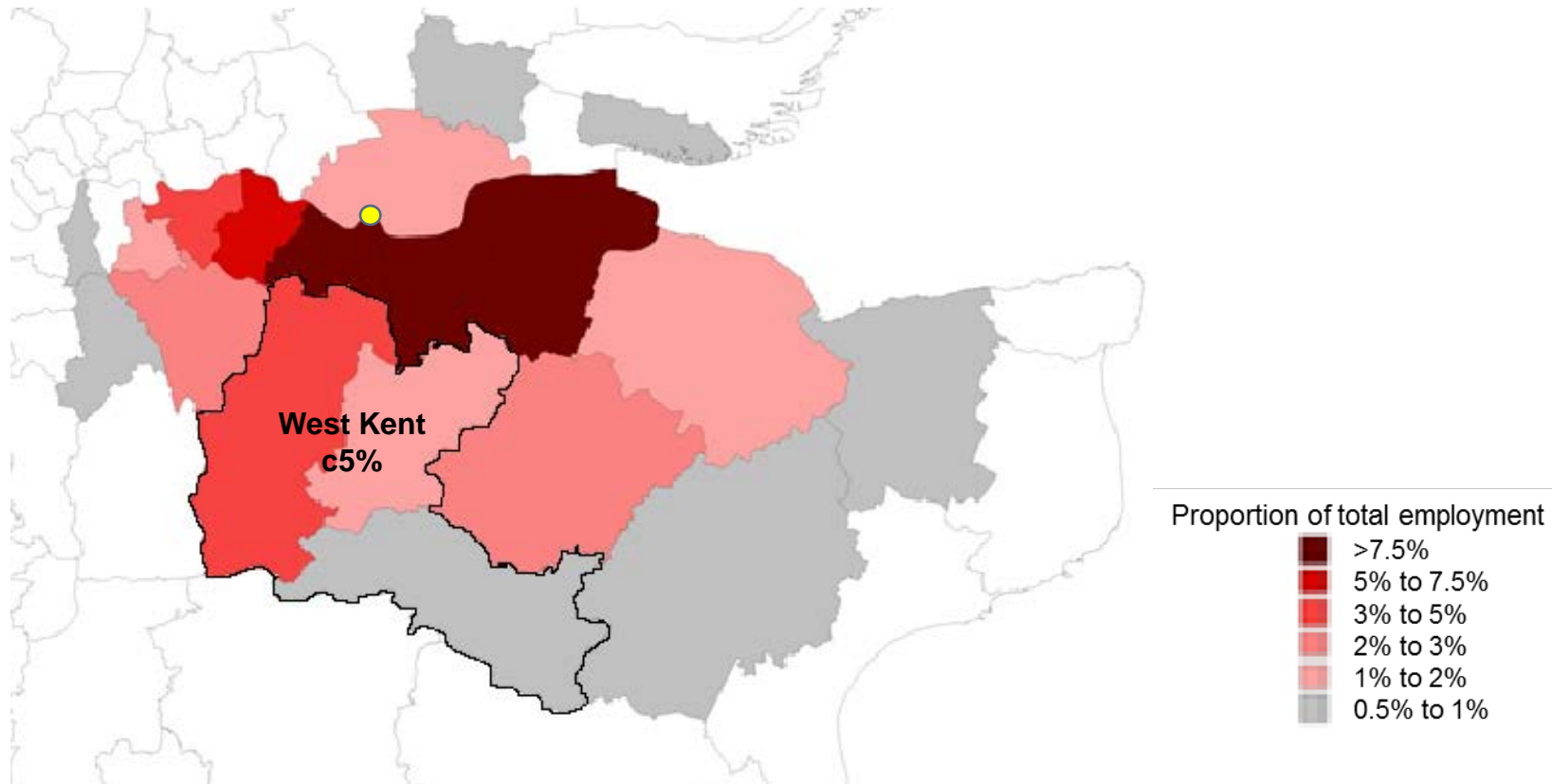
- Chartwell (Sevenoaks): 4th most visited attraction in Kent
- Scotney Castle (Tunbridge wells): 7th most visited attraction in Kent
- Knole House (Sevenoaks): 8th most visited attraction in Kent

Direct employment

- c.13,000 direct jobs onsite
- Register interest - jobs@londonparamount.info
- Broad range of jobs types- variety of skill/experience levels
- Opportunities for career progression – lots of entry level jobs but also supervisor/management roles
- Opportunity to reduce out-commuting by encouraging people to work more locally

Commuting patterns

- Compared to existing site, Bluewater, Thorpe Park, Stratford City, Alton Towers
- Travel plan to incentivise commuting by public transport
- Encourage local employment: advertising and engagement



Indirect employment

- c.21,000 indirect jobs supported offsite
- Additional spending of workers
- Additional spending of visitors
- Supply chain impacts – taxis, restaurants, offsite hotels, florists, laundry services, plumbers, engineers etc
- Aim to keep the supply chain local – engagement with suppliers early on. Utilise local directories such as the **WKP business guide and directory**
- Supply chain events to be held in 2016
- Register interest - supplychain@londonparamount.info

Skills and education

Employment and Skills Strategy

Identifies issues in the local area and targets for London Paramount through consultation with community groups/local authorities

- Skills audit - build on existing strengths in Kent
- Onsite training for employees
- Prioritising local and unemployed people – particularly harder to reach/intergenerational unemployment
- Engagement with schools, colleges, universities – encourage variety of work placements (day trips /work experience placements/ apprenticeships)

Questions and discussion

Volterra