



**The British Association of Leisure Parks,  
Piers & Attractions Limited**

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14 OCT 2015

Mr Simon Ridley  
Chief Executive  
The Planning Inspectorate,  
Room 3/13 Kite Wing,  
Temple Quay House,  
2 The Square,  
Temple Quay,  
Bristol BS1 6PN

12<sup>th</sup> October 2015

Dear Mr Ridley

**Questions around proposals for Paramount London**

My name is Paul Kelly and I am the Chief Executive of the British Association of Leisure Parks, Piers and Attractions (BALPPA). I am writing to you to ask some questions about the proposed leisure park, Paramount London, on the Ebbsfleet Peninsula in Kent.

By way of background, BALPPA is the trade association that represents the interests of owners, managers, suppliers and developers in the UK's commercial leisure parks, piers, zoos and attractions sector. We speak for iconic attractions such as the London Eye, Blackpool Pleasure Beach, Bristol Zoo, Teignmouth Grand Pier, Clacton Pier, Drayton Manor, Lightwater Valley, Thorpe Park and Alton Towers, to name but a few.

In case you're not already aware, Paramount London is a proposed entertainment resort on the Ebbsfleet peninsula in Kent, and sits alongside the proposed Ebbsfleet Garden City and existing Ebbsfleet International Railway Station. While we welcome investment into the UK's tourism industry, we have some questions we hope you can answer about the plans for the proposed park.

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1. The firm behind the proposals suggests that their attraction will bring in roughly 15 million visitors a year – this is a remarkable figure given this is similar to the entire size of the existing theme park industry. We understand that there is an assumption that some trade will come in from the continent, however it remains an ambitious figure. Can we confirm what analysis the inspectorate has performed to assess the veracity of this?

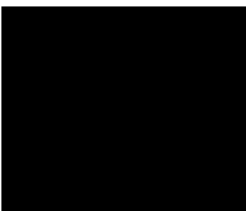
On a wider note, what work has the inspectorate done substantiating the figures in the Paramount London business plan? There are concerns in the industry that Paramount London will either do one of two things: cannibalise the existing tourism industry in London, or become a ‘white elephant’ project that does not deliver the proposed benefits. Can the inspectorate ensure this will not be the case?

2. The project is using an unusual planning procedure, usually reserved for infrastructure projects like energy and wastewater. What was the rationale behind this decision, and is there any Government money being used to support the project?

If the Government has permitted them to use the NSIP planning system and/or provided funding directly or in kind to the project, and in light of concerns that the project could cannibalise the existing tourism trade in London, has there been any assessment of whether the proposal could be anti-competitive?

We wholeheartedly support any growth in our industry and welcome the contribution successful newcomers can make, especially when they promise to increase inward investment and bring in more inbound tourism. The purpose of this letter is to ensure that decision-making is done correctly and highlight some potential question marks around the project. We appreciate any answers you are able to provide.

Yours sincerely



Paul Kelly  
Chief Executive  
British Association of Leisure Parks, Piers and Attractions