

Annette Feeney  
c/o Thanet District Council  
PO Box 9  
Cecil Street  
Margate  
Kent CT9 1XZ

London  
1 Poultry  
London EC2R 8EJ

[nexusplanning.co.uk](http://nexusplanning.co.uk)

Via email: [annette.feeney@thanet.gov.uk](mailto:annette.feeney@thanet.gov.uk)

19 March 2019

Dear Madam,

**Re: Draft Thanet Local Plan EIP: Written Statement – Matter 10, Issue 1**

This hearing statement relates to Matter 10 – Economic Development, and more specifically, Issue 1 – Economic Growth (Policy SP02), and has been prepared by Nexus Planning on behalf of Margate Estates Limited.

Introduction to Margate Estates Limited

Since acquiring Dreamland in November 2017, Margate Estates have invested more than £50 million in Dreamland and more widely, Margate. Margate Estates have been working tirelessly to put Dreamland on the map as an entertainment, corporate and wedding destination and brought the event spaces back to life, and through investing in other improvements in the surrounding area. By association, their works to Dreamland are making an important contribution to the viability and vitality of Margate and its continued regeneration.

Margate Estates is dedicated to ensuring that Margate’s unique appeal is utilised to its utmost potential and that the town becomes a ‘year-round’ destination. Margate Estates is committed to this resurgence, and aims to build Dreamland into a world-class entertainment venue and provide workspace and facilities for creative industries to thrive.

The submission of this written statement is on behalf of Margate Estates, and forms part of the longer term management and development aspirations for Dreamland, and for Margate more widely.

Matter 10, Issue 1 – Economic Growth

Matter 10 addresses those policies that consider the economic development of Thanet District. Issue 1 relates specifically to policy SP02 (Economic Growth) of the draft Local Plan.

Policy SP02 sets out the strategy for job growth for the District to 2031. It identifies that an additional 5,000 jobs are required over the plan period, and recognises specific locations where these jobs are generally to be supported. The identified locations within the policy text include Thanet's town centres, the Port of Ramsgate, new tourism developments, and other locations specifically identified in employment land allocations. The supporting text further identifies locations where employment focussed activities should be prioritised.

The Inspectors pose a number of questions in relation to Policy SP02 including questioning how the 5,000 additional jobs calculation is justified, and how many of those jobs would be achieved through the development proposal in the Plan.

We suggest that the policy would benefit from some additional references in regards to where these jobs will be derived. Our representations in the case relate to Dreamland, and to hotel development generally. These topics are discussed further below.

#### 1. Dreamland

Dreamland amusement park employs a significant number of, mostly local, people across its operations, particularly during seasonal openings. It is therefore a key employment generator within Margate, playing an important role within the community. As a result of the ongoing investment of Margate Estates Limited, Dreamland and its functions and facilities are expected to continue growing in its bid to become a "year round destination". This in turn is likely to result in potential further employment opportunities.

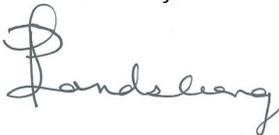
We recommend that Policy SP02 is amended to explicitly recognise Dreamland, which is currently, and would continue to be a key employer within Margate. By including reference to the amusement park in the supporting text or the policy itself, the role and future of Dreamland within Margate and within Thanet would be solidified and consolidated.

#### 2. Hotel Development

Furthermore, Thanet District Council has identified that there is high demand for additional hotel development within the district. Hotels have the ability to provide significant employment opportunities for local people throughout their construction phases, as well as within the hotels once operation commences. Thanet District Council has an identified shortage of hotel accommodation, so therefore there will inevitably be an increase in the number of hotels being constructed in the District over the Plan period.

We therefore recommend that hotel development is explicitly referenced within Policy SP02, or the supporting text, to recognize the role that hotels can have in the District as a key employment generator.

Yours sincerely



**Paul Landsberg**  
Associate Director