



Meet me tonight in

**Sarah Vickery, of
The Dreamland Trust,
looks forward to the
return of Margate's
best-loved attraction**

For generations of people in the south east and beyond, mention of Dreamland Margate will evoke an instant memory: a romantic moment on the Caterpillar; standing up on the Scenic Railway; minding coats, with camera poised, at the Water Chute; feeling queasy after braving the Mary Rose. The perfume of candyfloss, chips, sun tan cream and onions; the discordant and noisy battle between the old-time organ music of the Gallopers and the blaring bubble gum pop of the Waltzers.

Dreamland was, for nearly a century, the premier amusement park in the south of England and one of only a handful with a national reputation. It was an icon, celebrated in words and film, fondly remembered and sorely missed since its untimely closure in 2003.

The announcement of that closure prompted the formation of the Save Dreamland Campaign and marked the beginning of the long-running battle to return Dreamland to its place at the heart of Margate. Over the years, we have received messages of support from across the country and have gathered more than 18,000 supporters. Today, with the same people

at the helm, the campaign is administered by The Dreamland Trust and is working closely with Thanet District Council, the Margate Renewal Partnership and site owners the Margate Town Centre Regeneration Company.

The partnership's aim is to create a striking 21st century attraction at Dreamland, building on Margate's unique heritage as the first seaside resort, the location of one of the earliest seaside amusement parks and now the home of the oldest surviving roller coaster in the country.

Our plans were given a welcome boost earlier this summer with the Heritage Lottery Fund's award of £384,500 in development funding. This seal of approval means that we have met HLF criteria and can now move forward with more detailed plans and an application for £2.65 million in early 2010. At the time of writing, we are also awaiting an imminent decision on a £4-million application to the Government's Sea Change fund.

In the meantime, we're pressing on with working up plans for Phase One of the ground-breaking project. The much-loved and Grade II-listed Scenic Railway, victim of an



Dreamland

arson attack in 2008, sits at the centre of our designs for a thrilling amusement park of historic rides, many of which are the last surviving examples of their type.

This will be the world's first seaside amusement park dedicated to classic rides and visitors will, of course, be able to experience the thrill of riding this rare and precious collection. The rides will sit in landscaped pleasure gardens, with free entry for those who don't want to ride (and all the designated coat holders!) and a year-round programme of events designed to ensure that there's always something new to see and do.

And whilst our vision is of a traditional seaside amusement park, it will not be dull or old fashioned. Dreamland will be an exciting, exhilarating, intoxicating experience; a place packed with charisma and charm; with '1001 Thrills' as the old guide books once claimed.

But the park is only part of the story. Work will also be carried out on the Grade II* listed Dreamland cinema building, restoring its once celebrated Modernist façade and reinstating the 1930s building as a proud landmark on

Margate seafront. Works inside will include safeguarding the auditorium and Compton Noterman organ, creating new bars and restaurants and installing an exhibition space to explain and publicise the project.

Looking ahead to Phase Two, we plan to restore the auditorium and install a national centre of street style, celebrating Margate's pedigree as Britain's capital of popular culture, and sharing our rich legacy in music, fashion, photography and graphic design.

We hope that Phase One will be completed and ready to welcome visitors by Easter 2011. It is expected that the park will generate considerable employment opportunities, attracting around 700,000 visits annually and creating revenue in the local economy of £8.5 million. In short, Dreamland has the potential to transform Margate.

You can follow the progress of Dreamland at www.dreamlandmargate.com

"The bringing of happiness to the many at a price they can afford." The Dreamland mission, as stated in the commemorative programme for the opening of the new cinema, 1935. ■

attractions

Fasten your seatbelts!
Some rides already acquired

- | | |
|------------------------|-----------------------|
| Caterpillar | River Caves |
| Haunted Swing | Scenic Railway |
| Flying Scooters | Water Chute |
| Junior Whip | Whip |
| Ghost Train | Wild Mouse |
| Meteorite | |