



**Left:** Unique attractions, such as this family tug boat ride, are built into the fabric of the park. This is a picture of a thriving, successful seaside amusement park. Dreamland has operators committed to achieving the same standard of presentation at Margate.

**Below:** The Crooked House has stood on the site for more than half a century (when the site was previously called 'Peter Pan's Playground'). The attraction is constantly upgraded and refurbished and is still an important part of the overall ride mix.





**Above:** The Log Flume, pictured just before the park opens on a typical spring morning. Unlike the Dreamland Log Flume (which is a travelling ride) this is a custom designed ride that fits perfectly into the site.

**Below:** A view of the eastern half of the park. This is a tourist attraction that Southend-on-Sea is proud of. Only eight years ago, it was a fairly standard seaside funfair. The investment and commitment shown by its family-owned operator has been repaid with huge increases in visitor numbers. The seafront as a whole has benefited from investment by other operators into cafes, amusement arcades, gift shops and other tourist facilities.



**Right:** A new ride within the last twelve months is this colourful children's tower ride.



### **Second Best for Margate?**

Adventure Island is a pleasant family day out. It does not need to compete with the likes of Thorpe Park and Blackpool Pleasure Beach because it offers a completely different experience for the family market. Under its current ownership, Dreamland has the appearance of a run-down car park. It can even appear threatening. We have been told by operators (who are prepared to take the site on) that this does not have to be the case.

Everything that can be seen in these photographs taken by the Save Dreamland Campaign at Southend's Adventure Island in April 2003 could also be the case at Margate within a matter of months, as long as the Council ensures that the site remains primarily in amusement park/tourism (not leisure/retail) use. Once this site is lost to other uses, and without its famous mass-market tourist attraction, Margate can never aspire to capture the family tourism market again.