



SKYLINE
can fly



Richard Hunt
Group Chairman & Founder Member



Max Clifford Associates
Worldwide PR Consultants
Will offer a package deal to all potential investors



David Sayer
Chartered Architect
Planning Director



Paul Reynolds
Project Coordinating
Director



Kam Huxtable
Commercial
Company Lawyer



James Huxtable
Commercial
Company Lawyer



Alan Bowman
Worldwide Finance
Director



Kevin Trotman
IT Consultant



Neil Hargreaves
Simulator Engineer



Louise Ridyard
UK Finance Director



David Randall
Worldwide
Partnerships Director



Darren Scott
Worldwide
Marketing Director



Richard Hunt Jr
Project Quality
Control Director



Rishi Hunt
Worldwide & UK
Logistics Director



Carl Bonnalie
Construction and Fit
Out Director



Kevin Dudley
Heating and
Ventilation Engineer



Steve Locke
Electrical and
Lighting Engineer

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Laslow Frischmann
Hungarian & German
Consultant



Svetlana Randall
Russian Consultant



Slawomir Moskwa
Polish Development
Director




Philip Saunders
Non-Executive
Director



Clive Smith
Non-Executive
Director



Dan Kiely
Irish Consultant



Introducing Skyline

Skyline Worldwide Takes Flight

Following successful advancement of the 'Skyline' concept, the development partnership led by the Richard Hunt Group has reached the stage of selection of suitable sites for Skyline attractions in major cities around the world.

This brochure is an introduction to Skyline, explains its features and benefits, and gives insight into the commercial viability of the concept, and how we plan to meet the challenges of delivering this world class innovation in tourism and family entertainment.

Skyline

A 'Resort in the Air' in the World's Major Cities >

Skyline is an 'Aerial Pleasure Dome', a multi-featured entertainment zone, a tourist magnet, a flight of fancy, an experience that is unforgettable and much more.

The excitement starts with 'Arrival' and 'Check-In', builds up with 'Welcome and Orientation' processing as visitors embark into the structure itself and then continues throughout the multifaceted on-board experience.

The sheer shock factor of the attraction is that it is built within a full-size rotating replica airliner, but not just any airliner, a wide-bodied twin-deck 'resort in the air' like the Boeing 747.

Dramatic restaurant experience with large scale fast food dining, access to the V.I.P. Piano Lounge on the upper deck, facilities for corporate events and many more entertainment options.

Skyline targets a mass market, serving as a popular destination for family dining and a major tourist attraction.

As well as the restaurants and bars, Skyline will offer a range of digital amusements, four state of the art flight simulators for children and adults, with a photo to capture this memory that will last a lifetime.

Skyline is a world class entertainment complex where the excitement builds and never disappoints.



Inspiration

Aviation experiences – The Kennedy Space Centre and the Smithsonian.

City Landmarks - The Eiffel Tower and The London Eye.

Panoramic rotating restaurants - The CN Tower, La Ronde, and the BT Tower.

and of course:

the sheer enjoyment of luxury air travel and in-flight entertainment.

“ for Families for Tourists for Everyone”



World Class Opportunity >

Did you know that the London Eye cost £70 million to build and made a Operating profit of approximately £5.6 million in the first ten months of opening. *(Telegraph 2001)*

Skyline costs approximately 20 times less to build, is more profitable than the London Eye and has a bigger impact, generating a higher level of interest and making a higher income.

Key Facts

Height (including tower) >	30m	Potential Restaurant Covers Lower Deck >	150 guests
Length >	70m	Potential Covers V.I.P Piano Bar >	60 guests
Wingspan >	60m		
Time For 360° Rotation >	60 mins	Simulator Entertainment Area >	50 guests
Visitors Per Day >	2,000		
		Staff Crew 40 Made Up Of 2 Shifts Of Up To 20	

Published London Eye Figures State
9,700 Visitors Per Day.



SKYLINE

Interest in Skyline is so strong that numerous partners have already expressed interest in attracting Skyline to cities around the World.

Cities Showing Interest in Skyline

Amsterdam
Barcelona
Berlin
Bombay
Chicago
Dubai
Dublin
Hollywood
Hong Kong
Istanbul
Krakow
London
Marbella
Monte Carlo
New York
Paris
Port of Spain (Trinidad)
Rio de Janeiro
Rome
Singapore
Sydney



Strong, Safe & Green

Construction

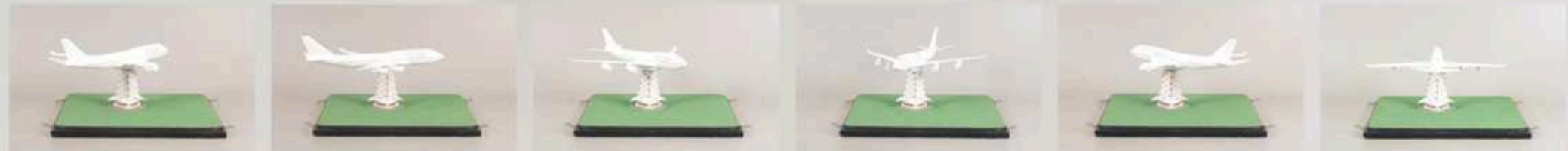
Designers Buro Happold have imagined a GRP skin inside and out around a steel frame. This will support the façade and structural frame concepts based upon the 'airframe' geometry. The construction is strong and light and enables ease of fabrication and transportation. Structural proposals are currently resting with designers Buro Happold and engineers Billington Structures subject to confirmation of site availability and project realisation timelines. Both companies are more than committed to the project; they see this as an opportunity to showcase the best of British engineering throughout the world.

Safety

Like the aircraft which inspired it, Skyline is designed to exacting engineering and hospitality standards to ensure that the occupants are entertained in safety and comfort. The steel structure and patented rotating collar/bearing assembly are built to

withstand extreme weather conditions. Internal bulkheads divide the interior into fire isolation compartments. The spiral staircase provides for alternative access and an escape route.

Staff training will be the most important single safety factor. Operator regulations require staff to be organised in shift units with responsibilities allocated to trained personnel for environmental health, security, first aid, fire fighting and evacuation.



Model demonstrating how the structure rotates through 360°

Patent N° 1021739.6 — Patents are held for the entire 'rotatable entertainment structure', for the concept of the aircraft as an entertainment centre and for engineering innovations involving the upper and lower connections between the rotatable framework and the supporting tower and the constituent collar assemblies.

Environment

Through its subsidiary companies, The Richard Hunt Group has experience of sustainable development. Skyline will be built with materials chosen for their fitness for recovery, re-use and recycling and uses the latest innovations in green tech.

We plan to instigate low carbon operating procedures aboard Skyline for food production, heat, light, cleansing, waste, security and general maintenance. Since Skyline is a wide-bodied airliner that never leaves the ground, its CO₂ footprint is less than that of a city pub. Skyline adds a high quality new feature to the urban environment mix. The structure will not disrupt the design layout of conventional urban planning because it is so different.

Skyline - an Emblem of GreenTech

Demonstrating a Sustainable Future

Skyline is laden with green technology. By demonstrating how alternative energy sources and eco-management is used, Skyline is making a visible statement about progression from our more naive, high-consumption past to a more sophisticated, energy-efficient future.

The 1960s/early 70's was a time of optimism and style. Skyline captures the best of those days to engage with and entertain people, whilst getting a serious message across.

The plan opposite shows the key green tech innovations:

- > A structure of eco-efficient materials chosen for their fitness for recovery, re-use and recycling.
- > Thin film photovoltaic power supplies managed within a ventilation heating and cooling strategy.
- > Air and ground source heat pumps
Rain water harvesting and grey water recycling

The project aspires to BREEAM Outstanding Sustainable Design.

Air Source Heat Pumps

Air Source Heat Pumps are also a new renewable technology. They have been utilised for both Hot and Cold Climates because of their versatility to cool and to heat. In addition the power from the Solar P.V System in the wings can be used to power this system.



Waste Recycling

Aiming for 90% of all operational waste to be recycled and food waste to be compost.

Grey water Recycling

Having a fully operational kitchen and restaurant means there will be large water usage and wastage on a daily basis. With Grey Water Recycling initiatives we can use this wastage to supply toilets, automated washing machines, outdoor taps and irrigation.



BREEAM



In addition timber will be sourced from FSC & PEFC certified companies only

We are aiming for recognition from BREEAM and LEED both international recognitions for sustainable and Green building Design.



Special Consideration must be given to the green elements of this international project. Mainly because the features that make the project green, are directly influenced by the climate that it is built in. The two symbols are to show warm or colder climates although many of the renewable technologies used do have a crossover for temperate climates.

Ground Source Heat Pumps

With Skyline having a minimum site of 24,000m² there is massive potential for a lucrative Ground Source Heat Pump System. (GSHP).

Rain Water Harvesting

Utilising our huge land area of 24,000m² to include rain water collection through Sustainable Urban Drainage Systems (SUDS) to supply white goods / washing / toilets. More than 50% of mains water can be subsidised with good annual rain fall.



Solar Power



Solar Photovoltaic power to cover the wings and top of fuselage to subsidise power for day to day workings of simulators and restaurant. In warm climates maximising solar PV will increase power and provide shade on site, Colder climates still benefit from solar energy.



Wind Turbines



Because of the height of the structure it is important to utilise the wind available. There are two methods of doing this, Vertical Axis as part of the supporting structure (VAWT), and Horizontal Axis (HAWT) that could be integrated into the engine cowling.



Ventilation Strategy



Air handling plant to induce air movement, for use throughout the aircraft. Important to use existing structure for aesthetic purposes, In addition the aircraft can be turned due to the rotation mechanism to head into the wind fully utilising elements of the structure to its fullest.

Build Partner

Buro Happold

Buro Happold is proud to work on some of the most exciting and inspiring engineering projects around the world. From the Louvre in Abu Dhabi to local specialist schools in the UK, and master planning the city of Sabah Al Ahmad Sea City to the World Trade Center Memorial Pavilion in New York, we have a real passion for the built environment.

Recent High Profile Projects

Aviva Stadium, Dublin, Ireland (2010)

Lansdowne Road is the world's oldest international rugby ground. Buro Happold was the structural and civil engineer on the development of a new 50,000 seat stadium on the historic site.

Four tiers of seating are situated around three sides of the pitch, sweeping down to one level at the north end to minimise the impact on local residents. The stadium provides high quality viewing facilities for all spectators while maintaining a sense of connectivity with the city. The seating is protected by a continuous curvilinear roof, which opens above the pitch to provide maximum sunlight to the high performance turf while retaining the unique Lansdowne Road atmosphere.

Sensitivity to the site has been a key design driver for the architectural and engineering team, with the form, orientation and materials determined by the local environment. The roof and façade make use of translucent materials to reflect the light and the changing colours of the sky.

- | | |
|--------------|--|
| Client > | Lansdowne Road Stadium Development Company |
| Contractor > | John Sisk & Son |
| Engineer > | Buro Happold |
| Architect > | Populous /Scott Tallon Walker |
| Value > | €400m |





Aviva Stadium,
Lansdowne Road,
Dublin

Buro Happold on Skyline:

*'It's a fantastic opportunity
for some very high level
engineering and fabrication.'*

Mark Phillip, Director, Buro Happold



Build Partner

Billington Structures

Billington Structures Limited has been designing, fabricating, and erecting structural steelwork for the construction industry since 1947. Our experienced workforce can tackle projects from simple building frames to the most complex structures in excess of 6,000 tonnes. With plants in Barnsley and Bristol we have the capability to process 25,000 tonnes of steel per annum.

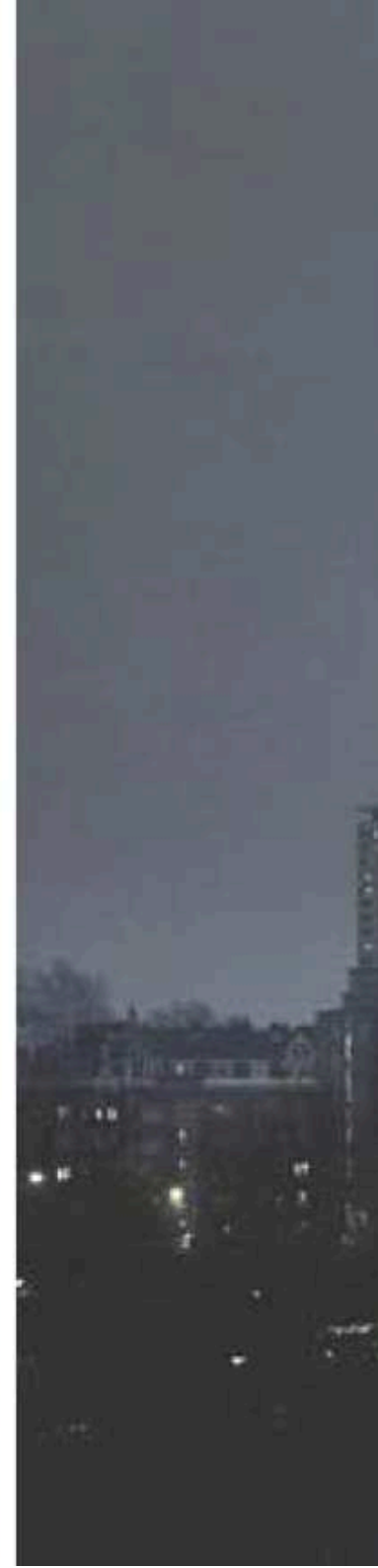
Recent High Profile Project

1 Merchant Square, Paddington, London (December 2007)

Multi-Storey Beam and Column Commercial Development with Sloping Faces, Westok Beams, Off-Site Intumescent, Metal Decking and associated structural inclusions.

Merchant Square combines residential, office and retail accommodation in a stunning waterside location in the heart of Central London. The West End's world-class shopping, theatres and restaurants are on its doorstep. Yet Merchant Square is also a destination in itself. Magnificent buildings designed to exceptional standards by award winning architects combine with the waterside to create a unique sense of place. A new way to experience living, working and relaxing in London.

Client >	Laing O'Rourke Dartford
Contractor >	Laing O'Rourke Dartford
Project Manager >	Laing O'Rourke Dartford
Engineer >	W S P Cantor Seinuk
Architect >	Perkins + Will (London)
Quantity Surveyor >	DBK Goyne Adams (London)
Weight >	2,700 tonnes
Value >	£7,400,000



London
Number 1 Merchant Square,
Paddington
(December 2007)

Billington Structures on Skyline:

*'I think this is a great
opportunity for our company
to be involved in something
very special.'*



*Steve Mason, Technical Director,
Billington Structures Limited*

SKYLINE

SKYLINE - The World's Most Striking Entertainment Centre Attracting Visitors to Your Location

The Skyline effect is pure 'wow factor' for visitors and their families. Never before has the luxury of air travel been so incredibly accessible, and so much fun.

Aeroplanes have an aura about them that people find very attractive, and where there is attraction, people like to congregate, meet, eat and be entertained.

There has never been such an ambitious yet affordable entertainment idea. Skyline is breathtaking, but it is also cunningly simple to build.

Manufactured in sections the parts can be assembled almost as quickly as a real aircraft.

Skyline Merchandising

From nose to tail, Skyline is full of inspiration for a wide range of merchandising opportunities.

- > Replica Skylines, log books and passports
- > Toys, games
- > Tee Shirts, charts
- > Story books, colouring books and miniatures

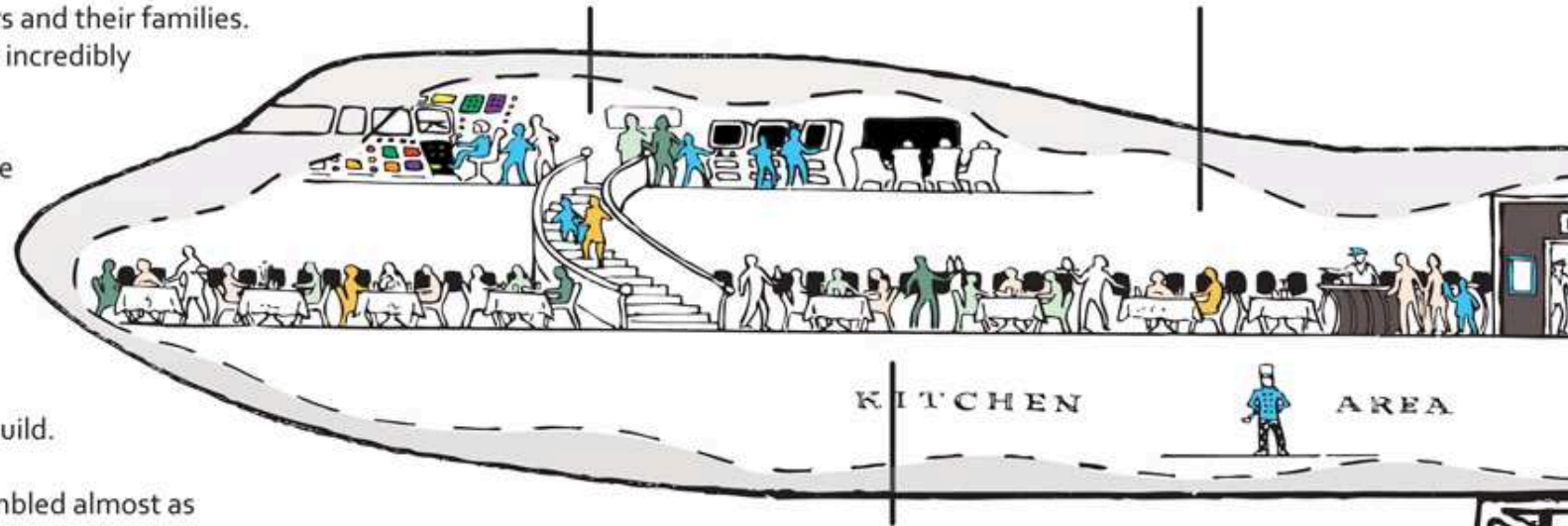
Merchandising is one of the mainstays of Skyline's popularity as an investment.

Flight Simulators

4 full-function flight simulators to test the skills of visitors of all ages. Gift photo printing facilities will capture the excitement – a memory to cherish always.

Aviation Themed Food Court

The central food court will provide a choice of delicious and fun themed meals: quality catering for all the family, in the World most unusual location.



Main Deck

Running the whole length of the aircraft is the Main Deck. This visitor attractions are spread out from the arrivals zone as soon as people arrive on board.

>

"What does it take to capture a child's imagination?"

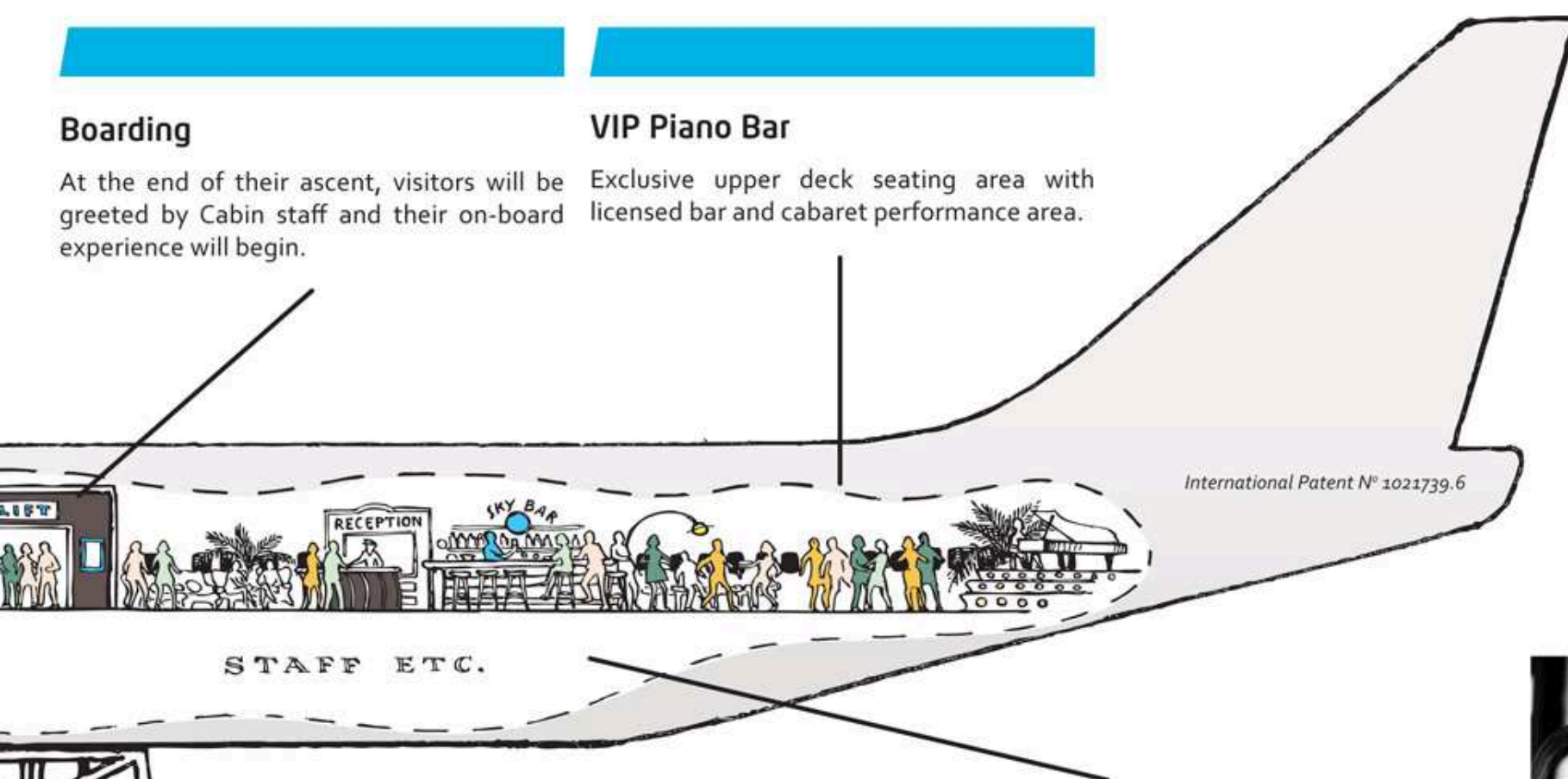


Boarding

At the end of their ascent, visitors will be greeted by Cabin staff and their on-board experience will begin.

VIP Piano Bar

Exclusive upper deck seating area with licensed bar and cabaret performance area.



Terminal and Check-In

The arrival point into Skyline is at the base of the tower. After check-in, visitors ascend to Main Deck level in a glass elevator, briefed as they go on what to expect and how to enjoy their stay in safety.

Other On-Board Facilities

Skyline is equipped with WCs, crew rest areas and storage facilities, just like on the real aircraft.



Jenny Weiss &
Helen Bygraves
Hill House Interiors
Appointed Interior
Designers

A full size Jumbo jet that lets you fly it and also serves you lunch? Yep, that ought to do it!"

Skyline Deployment and Project Realisation

Site Selection

Skyline attractions have a worldwide market and the intention is to proceed with site selection and develop and build operational partnerships in major cities around the globe. Owing to the importance of location in developing and maintaining the Skyline brand, we will consider carefully the advantages of specific locations and the strength of local support before the decision is taken to invest.

Consultation

We predict that Skyline will strengthen communities and local businesses and will be viewed very positively by local authorities, businesses and the community. However, we are not taking this support for granted. Consultation in the months prior to the submission of a planning application will allow the investor to test local market conditions and the potential for positive community support.

Estimated Realisation Timelines

When serious local interest in the Skyline investment opportunity aligns with positive predicted profitability, an in-depth feasibility study may commence at the target location.

When planning permission has been granted to the investor or applicant, Richard Hunt Group will supply, build and erect Skyline within a period of 6 months subject to contract.

The structural modules will be built off-site to reduce build time. Land preparation, foundation work and landscaping will take place simultaneously. Work on the selection of operators, licensing and the advanced sale of naming rights will commence at the feasibility study stage. The feasibility study will output much more precise timelines for the project realisation.

Richard Hunt Group highly recommends that an option to purchase or rent land be secured for Skyline prior to submitting a planning application. This is very important.





Five-year Current Estimates (subject to site feasibility study)

Broad Financial Estimates

Consultation, planning, construction and development costs have been estimated as shown subject to suitable strategic partnership arrangements with the local site operators, landlords and catering/events operators.

The development is planned to return a £3,140,160 million profit over five years. After that the profits are substantial.

The enabling commercial revenue for the development will come from four main sources; Restaurant & Bars, Simulators, Merchandising, Sponsorships and advertising.

These figures are based on actual major attractions around the world and they have been budgeted 20% lower in accordance with the current economic conditions

Expenditure

Site rental (budget)	> £ 250,000
Staff costings (budget)	> £ 5,000,000
Food drink and consumables	> £ 2,625,000
Licence fee	> £ 500,000
Manufacturing cost of aircraft and rotating structure	> £ 3,895,000
Community consultation and planning fees	> £ 67,000
On-site development, construction cost (budget cost)	> £ 495,000
Maintenance and annual recurrent costs	> £ 495,000
Expenditure Total	> £ 13,327,000 (plus annual costs)
Shipping & transportation in the UK	> £ 150,000
Outside the UK dependent on location (budget price)	> £ 500,000

Income

Restaurant & bar (based on 50 weeks per year)	> £ 9,050,000
Aircraft simulators income (based on 50 weeks per year)	> £ 5,092,160
Merchandising	> £ 1,975,000
Sponsorship and promotional advertising on aircraft (budget price)	> £ 500,000
Income Total	> £ 16,617,160 (plus naming rights)
Total Profit (UK Operator)	> £ 3,140,160



Dipak Kakad
International
Corporate
Accountant



Community & Tourism Gains

Skylines - Investing in Local Economies and Increasing Tourism

Skylines only becomes viable when all the partners benefit. The most important partner affecting the choice of location is the local community and the developers will wish to amplify the potential gains accruing to the community once the structure is built and in operation.

Employing, Purchasing, Contracting

Whilst Skylines will certainly be a hugely popular attraction for local people, the

economic impact of the investment on the local area is very considerable. Skylines will employ at least 44 permanent staff and additional seasonal / temporary staff as well as large numbers of contract workers and professionals. Skylines will be a major purchaser from many industries and sectors allied to tourism and Skylines licensees will be incentivised to purchase as much as possible from local and sustainable sources.

Social Investment & Destination Making

Skylines will be a landmark; it will be talked about, visited, and, we fully expect, will be a source of considerable pride for local people.

Like other landmarks, Skylines will stir emotions and contribute to popular culture in ways that no one can predict, bringing countless intangible benefits.

Many millions of tourists gravitate to points of interest in major cities every year. However, tourists tend to remain close to city centres, so building a tourist magnet like Skylines will be a major asset in marketing less central locations. Skylines's high visibility will pull visitors to the location not just to visit Skylines itself, but also to explore, and spend in, the surrounding area.

Other London Attractions: Price Comparison

Thorpe Park >	Adult	£39.60	Child	£26.40
Chessington >	Adult	£37.20	Child	£27.00
Madame Tussauds >	Adult	£28.80	Child	£24.60
London Dungeon >	Adult	£23.10	Child	£17.10
London Bridge Experience >	Adult	£21.90	Child	£16.95
Tower of London >	Adult	£19.80	Child	£10.45
London Zoo >	Adult	£18.60	Child	£14.50
London Eye >	Adult	£18.60	Child	£9.54
London Aquarium >	Adult	£17.14	Child	£12.66
HMS Belfast >	Adult	£13.50	Child	£10.80
Average Price >	Adult	£22.70	Child	£16.09
SKYLINE >	Adult	£13.00	Child	£9.00

These figures are
based on actual major
attractions in London
March 2011

Skyline in Operation

A Tour of the Visitor Experience

Terminal

The visitor arrival point is at the base of the tower, where The Terminal will process ticket sales (Check-In). Visitors pass into the passenger lift and ascend to The Main Deck. During their ascent visitors will receive a live or recorded briefing comprising a 'Welcome and Orientation' message. At the end of the ascent, visitors will be greeted by Cabin Staff and their on-board experience begins.

Main Deck

Skyline ticket value is in the quality of the on-board experience for families. Panoramic views from the rotating aircraft, entertainment and food service will be augmented by additional on-board experiences including visits to the Flight Deck Area (flight simulators) and Games Area (amusements). The fast food outlet at Main Deck level will serve themed food in an aviation-themed ambience. Access to the main salon is by lift and spiral staircase (from below) and staircases and wheelchair lift (from above).

Flight Deck (forward, on both decks)

Designed to test the skills of all ages, Skyline will boast on-board flight simulators - a unique experience for visitors to enjoy in sessions lasting approximately 10 minutes.

Games Area (within the Main Deck)

A range of popular and aviation related games will be installed for family entertainment in the Main Deck salon.

Upper Deck

Situated above the Main Deck will be the V.I.P Piano Bar. The Bar will be licensed to serve alcohol and will feature musical entertainment with scope for cabaret style performance, etc.

Other On-Board Facilities

It is planned to centralise kitchen arrangements for both restaurants on the rear upper deck, with orders passed from the upper to lower decks. There will be crew rest areas, storage and WC facilities on both decks.

Opening Hours and Licensing

Skyline is primarily a family and tourist destination and not a late night venue. Skyline's normal opening hours will be 8.00 am to 1.00 am daily (the Main Deck and Flight Deck closing 90 minutes earlier for cleaning). Licenses will be sought to sell hot food and drink up to 1.00am to meet customer's needs for sit down dining.

Please Note

Investors will be able to tailor the Skyline facilities to suit their needs and fitting out will be priced according to their specification.

How Skyline will be Managed as a Business

Skyline Business Management

The Richard Hunt Group is the developer, the creator and owner of the Skyline concept and intellectual property and the Master Licensor.

Our main role is to bring the concept to fruition in major cities around the world, and to serve the Skyline network, building brand recognition and growing the local businesses.

Our role in continuation as a service provider will be to maintain our properties and ensure that income from the sales of licenses and other recurrent income is used to ensure the maintenance and safe operation of the local Skyline businesses. The Richard Hunt Group will offer a license to a single operator at each site to manage the whole facility. The Length of the license is to be negotiated in each case with a minimum 5 years operating rights

Locally applicable conditions and community involvement plans will be written into the license agreement for operators to follow. We would encourage operators to set up Skyline oversight committees in which local authority and community and local business members were invited to participate. We

would also wish to see operators take steps within reasonable business practice to organise a timetable of activities specifically for the local community.

In addition, as part of our duty of care as Master Licensor, we will actively supervise training and capacity building measures instigated by licensee operators to ensure compliance with national standards and good practice in relation to:

- > Health and Safety, food hygiene and environmental health.
- > Sustainable business, waste management and recycling.
- > Local business-friendly supply contracting.
- > Human resource management, in particular a local recruitment policy.
- > Noise and good neighbour policy.



Mobile : 07721 333 000
Office : 01962 870 355
Fax : 01962 870 956

www.skylineentertainments.co.uk
info@skylineentertainments.co.uk

Richard Hunt
Alresford Manor
Alresford Road
Winchester
Hampshire
SO21 1HL

