

## IDEAS AND PROPOSALS SUBMITTED TO IEPC

### Idea: Create a Wellness Village or City

**Submission Type:** Individual

**Description:** London is different from other GTA cities. It is quiet and a little cut off, yet it is not so small that it cannot flourish, and it is not that huge to automatically attract investments. So keeping this unique disposition in mind, this is my suggestion to create a unique USP for London which is in sync with its ambience. The idea has the power to put London on Canada's or even North America's map:

Create a Wellness Village or City:

1. Create a core of top class alternative healing and wellness education (university/college/professionals)
2. Create a demarked area with eco-and-affordable lodging as well as a healing centre or village mall with its services- let it be defined by beauty, sustainable living practices and affordability.
3. Let it be the hub of conferences and exchange and growth of alternative healing/living ideas and practices.
4. An eco-conscious customer can say -book a 10 day package at the 'Healing Village' that includes \$150-200 per day package -\$60 for accommodation +\$40 for food+ \$50-100 for a healing credit. Then the customer can go to the various vendors (of healing) and take their services.
5. Since there will be a high volume of customers attracted to one hub- the vendors will be competitive and be able to offer affordable rates.
6. Since it can be a famous hub, it will be the destination of choice for top professionals in their field.
7. The healing sector will also complement the artistic and cultural aspects of London.
8. You can build iconic things like a solar kitchen that makes lunches for 2000 ppl/day and surround the village with organic, herbal gardens. The village can engage the sustainable living practices professionals- architects and environmentalist to design a unique eco-village.
9. Health and wellness tourism can reach new heights and be the defining identity of a new and vibrant London.
10. It is a non-polluting industry and sector
11. Eco-tourists will come to heal, rejuvenate and enjoy London's amenities and culture.

**What is the status of this idea – is anything already happening?** Just proposed

**Who are the partners that would need to be involved? What are their roles?**

University/college- education

Professionals- practising their healing art/science

Customers and tourists- seeking wellness and rejuvenation

Sustainable living professionals -build and maintain and grow the sector

**Cost to implement:** \$10-\$20M

**Funding Requested from City (\$) if any:** \$0

**Will this idea move forward without City of London funding?**

This is an idea that the City of London and the people of London can collaborate on together.

**Will your idea create jobs?** Yes

**How many jobs will be created?** 101-500

**Full or Part-time:** Part-time

**Permanent or Temporary:** Permanent

**Job Level:** Mid-level

**Job Salary:** \$40,000 - \$60,000 (\$20-\$30/hour)

**What sector(s) will this create job(s) in?** Health care and social assistance

**Is there anything else you can tell us about your idea that will create jobs?**

Jobs:

1. Can expand Wellness Education
2. Tourism
3. Wellness professionals

**Will this idea leverage investments from others? What kind? How much?**

Yes: The government would need to take charge of this idea and attract suitable partners

**Will this idea stimulate spin-off benefits? What type? How? Where?**

Yes:

1. Tourism
2. Education
3. Research and new development
4. Wellness industry

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**Will this idea build new or existing partnerships? How?**

Yes:

1. Alternative healing industry
2. Sustainable living professionals
3. Government
4. People

**Will this idea benefit emerging or established industry sectors? How?**

Yes: It can benefit the educational, artistic and cultural industries

**Will this idea fuel transformative change in London's economy? If so, how?**

It can fuel transformative change- make London a major Wellness industry

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