

SNOW WONDER WINTER ATTRACTION 2018 PRESENTATION TO BRIGHTON AND HOVE COUNCIL

May 2018

Subject

Event Overview for Snow Wonder to take place in Brighton in December 2018

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Snow Wonder Overview

Snow Wonder is a pioneering new winter themed attraction that would like to launch in Brighton and Hove throughout December 2018.

It has been conceived by the producers of Hyde Park's Winter Wonderland's Magical Ice Kingdom and Ice Bar who include Russell Crouch, project leader, Area 51 production and set design and Polar Europe, the global leader in real snow production, for snow sport and snow play events around the world.

Snow Wonder would like to take place on either the Level which holds Oktoberfest and is home to Brighton and Hove's largest playground and skate park, or Hove Lawn 1 on Hove Street where Zippo's Circus takes place.

Snow Wonder will appeal to a wide demographic within the city of Brighton and Hove and beyond. The attractions will be inclusive and suitable for all ages from a young child visiting Santa or building his / her first snow man or igloo, to a real snow slide or Mini Air Bag Jump for everyone, along with an Ice Bar and hospitality area for adults.

We will also be offering local businesses a venue in which to host their Christmas celebrations and provide winter themed activities for their participation in the lead up to the Christmas holiday period.

Snow Wonder hopes to develop in Brighton over the next 5 years and become a benchmark winter event and a destination attraction that appeals to audiences from as far as Chichester, Crawley and Eastbourne.

We will be using local staff, food and drink suppliers and will be creating between 70-100 jobs throughout the event period. Ultimately, we will be adding another event into the city's cultural event portfolio.

We are still developing the site plan and activities and talking with our trusted suppliers who will provide the most sustainable and environmentally friendly solutions for the event. This will ensure minimum impact on the local community during the build and break and the safe operation for the public throughout the event period.

Snow Wonder is positioned as a premium attraction, but affordable for all and will require between 1000 and 1300 SQM of space with back of house and production areas. It will be designed inside either a Dome, a Big Top or Alu-Hall marquee with an attractive front fascia at the entrance.

The draft site plan on page 13 will provide a visual of the proposed site layout and be developed to scale as we confirm each activity. When completed, it will include all fire exits and queuing areas with all security and staffing positions.

Our event safety team will then integrate the plan into the Event Safety Management document that will be submitted to the 'Responsible Authorities', after permission has been granted by the Council to hold the event.

Only after the council have given approval and we have achieved a premises licence will we start the ticketing and marketing campaign.

Attractions include the following

- An Ice / Snow Bar
- Snow Slide & Mini Air Bag Jump
- Snowball Tennis
- Children’s Snow Grotto
- Children’s Snowman and Igloo building
- Christmas Dining Experiences

Phase 1 Marketing - July

The website will launch in July and the first round of tickets will be on sale for the Christmas Dining Market.

Phase 2 Marketing - August

Actioned mid – end of August with a PR stunt to launch the consumer ticketing campaign, followed by a full social media and a national PR communications plan.

Phase 3 Marketing - September - October

Ongoing social media marketing, local listings, radio and press advertising.

Operational Schedule and Fees

Snow Wonder intends to open to the public from Thursday November until Tuesday 1st January, excluding Christmas day which will be closed. The times that specific activities are open throughout the event period are listed below including press night and staff training days plus event build and break dates. We will be submitting a Premises License application for the event when Landlord consent is granted.

Operation Schedule

Construction Phase	Date	Time
Site Handover:	Weds 14 th Nov	09:00hrs
Event Build:	Wednesday 14th November - Weds 28th November	08:00hrs - 20:00
Event Opening Period:	Thursday 29th Nov 2018 - Tuesday 1st January 2019	10:00hrs - 23:00hrs
Event Breakdown:	Tuesday 2nd January - Monday 14th January	08:00hrs - 20:00
Build Period:	Thurs 15 th - Weds 28th Nov	
Pre Opening		
Staff Operational Training Day:	Weds 28th Nov	09:00hrs - 15:00hrs
Press Preview Evening:	Thurs 29 th Nov	17:00hrs until 23:00hrs
Friends and Family Test Run	Fri 30th Nov	18:00hrs - 23:00hrs
Open		
First Full Day:	Sat 1st Dec	10:00hrs - 23:00hrs
Christmas Dining:	Mon 3 rd Dec - Tues 18th Dec	
Grotto	Sat 1st - 24th Dec	10:hrs 18:00hrs
Ice / Snow Bar:	Sun - Weds	Midday until 23:00hrs
	Thur, Fri, Sat	Midday until Midnight
Christmas Day	CLOSED	
New Years Eve	Sunday 31st Dec	10:00hrs - 01:00 (1st Jan)
Snow Wonder Closed	Tues 2nd January 2019	

Brighton & Hove Market, Event Capacities and Jobs Creation

By researching the population demographics in Brighton and Hove through examining Population data in the 2011 Census and the Brighton and Hove’s Summary of Statistics 2014, we are suggesting that our target market across all ages is 98k out of a total population of 273k residents. This equates to 36% of the total population as illustrated in the tables below.

Table 1

Population of Brighton and Hove by Age									
	0-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60-69 years	70+ Years	
Brighton & Hove Population %	100%	10%	12%	19%	16%	15%	10%	8%	10%
Brighton & Hove Population Per 000's *	273,369.00	28,306	31,451	51,127	43,748	42,348	27,983	22,249	26,157
50% of Population Attend Events (PAE) **	50%	14,153	15,726	25,564	21,874	21,174	13,992	11,125	13,079

* Brighton Population Data https://www.brighton-hove.gov.uk/files/brighton-hove.gov.uk/files/2-1620120Census%202011%20City%20Data_9.pdf
** Brighton & Hove City Snapshot – Summary of Statistics 2014 <https://www.bhconnected.org.uk/sites/bhconnected/files/City%20Snapshot%20Report%20of%20Statistics%202014%202.pdf>

Table 1 illustrates the total population broken down by age along with an assumption that 50% of residents surveyed in the annual 2014 City Tracker said that they attended a creative, artistic, theatrical or musical event throughout a 12-month period in 2014.

Table 2

Snow Wonder Target Market Per Attraction								
	0-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60-69 years	70+ Years
Grotto Snowman and Igloo Making	14,153							
Child Slide	14,153	13,978				1,399		
Adult Slides		1,747	25,564	21,874	10,587	4,664	1,236	1,308
Ice / Snow Bar		3,495	25,564	21,874	10,587	4,664	1,236	1,308
Christmas Dining								
Total Target Market in Brighton and Hove								98,605

Table 2 illustrates the breakdown of our estimated target market per age group for each attraction. We have used these numbers to calculate the capacity of the venue and amount of tickets for each day.

Table 3

Pre Bookable Tickets Per Attraction	PAX P/H	PAX P/D
Adult Slide	80	800
Child Slide	40	400
Grotto / Snowman Making	50	400
Snowman & Igloo Making	50	400
Christmas Dining Capacity per 1 Hour Session	80	400
Ice / Snow bar	120	1,200
Target Pre Bookable Tickets	420	1,720

Table 3 illustrates the number of tickets that will be on sale per hour and per day for each attraction.

Local Staffing – Creating jobs for the local economy

Snow Wonder will be creating between 70-100 jobs for event staff build crew and local companies as well as local security firms.

We will also be providing opportunities for catering and suppliers and local drinks companies to sell their products along with contracting local PR, marketing and social media agencies between July and December.

Table 4 – Adult & Child Slide Capacity and Daily Pre-bookable Tickets

Available Market and Capacity For Pre Bookable Slide Sessions Tickets								
Tubing Slide / Min Air Bag Jump	Session Time Mins	Slide Ride (30 secs)	Rides Per Minute (Capacity)	No of Rides Per Session	Pre Bookable Tickets Per Hour with 3 Rides on Slide Per Person	Pre Bookable Tickets Per Day	Total Pre Bookable Tickets Target (32 days)	Available Market
Adult - Lane 1	60	30	2	120	40	440	14,080	33,490
Adult - Lane 2	60	30	2	120	40	440	14,080	33,490
Child - Lane 3	60	30	2	120	40	320	10,240	28,131
Adult Slide Pre Bookable					120	880	28,160	66,980

Table 4 illustrates the number of people we believe we can comfortably provide rides on the slide. Each Ticket will be purchased for hourly sessions and each person will be entitled to 3 rides on the slides per session. During the off-peak Sessions and when we are not at capacity, our customers will be given further rides, if we have the capacity to do so.

Each ride has been calculated at 30 seconds per ride, but in reality, it is less. This will provide us the capacity to sell tickets on the door for people who decide to come into the attraction’s bar area each day and who have not booked tickets in advance.

Table 5 – Grotto, Snowman and Igloo Making Capacity and Daily Pre-bookable Tickets

Available Market and Capacity For Pre Bookable Grotto and Snowman Building							
	Session Periods	Session Times	Child Capacity Per Session	Child Tickets Per Hour	Child Tickets Per Day	Total Pre Bookable Tickets Target (32 Day) Event Period	Available Market
Snowman Building / Igloo	10:00hrs - 18:00hrs	30 mins	25	50	400	12,800	14,066
Grotto	10:00hrs - 18:00hrs	30 mins	25	50	400	9,600	14,066
Grotto & Snowman Pre Bookable Tickets				100	800	22,400	28,131

Table 5 illustrates the number of child tickets that we will be offering for sale for the Christmas Grotto, Snowman and Igloo building attraction. The tickets will be pre-booked to enable us to minimise the queue and once we have sold this number of tickets, we will essentially be at capacity and SOLD OUT. There may be room for a few extra tickets to be sold on the door for the Grotto, but we want to provide the most comfortable experience and will not over crowd the area.

Table 6 - Christmas Dining Pre-Bookable Tickets for businesses and Groups of 10 persons

Comfortable Serving Capacity and Session Timings for Christmas Dining Pre Bookable Tickets							
Christmas Dining	Session Times	Guests Per Table	No of Tables	Pre Bookable Tickets Per Session	Pre Bookable Tickets Per Day	Total Pre Bookable Tickets Target (12 days)	Available Market
Christmas Dining for Corporate Bookings	11:00hrs - 13:00hrs	10	8	80	80	960	13,484
	13:30hrs - 15:30hrs	10	8	80	80	960	13,484
	16:00hrs - 18:00hrs	10	8	80	80	960	13,484
3rd Dec - 18th Dec (excluding Weekends)	18:30hrs - 20:30hrs	10	8	80	80	960	13,484
	21:00hrs - 23:00hrs	10	8	80	80	960	13,484
Christmas Dining Pre Bookable Tickets				80	400	4,800	67,419

Table 6 illustrates the number of tickets we will be selling to businesses from 3rd Dec until 18th December (excluding the weekend of 8th / 9th and 15th / 16th Dec). This is a comfortable number to work with and is a guide for the moment. We will be confirming numbers and timings over the coming months and are likely to reduce the sessions per day to 4 from 5 to allow a longer evening sessions with enhanced entertainment.

Table 7 – Ice / Snow Bar

Ice / Snow Bar Capacities and Sessions for Pre Bookable Tickets							
	Hours Open	Session Times	Sessions Per Day	Capacity Per Session	PAX P/Day	Total Pre Bookable Tickets Target (32 Day) Event Period	Available Market
ADULTS ONLY	12:00hrs - Midnight	30 Mins	On the Hour	11	60	660	21,120
	12:00hrs - Midnight	30 Mins	Half Past the Hour	11	60	660	21,120
Snow / Ice Bar Total Pre Bookable Tickets				120	1,320	42,240	68,727

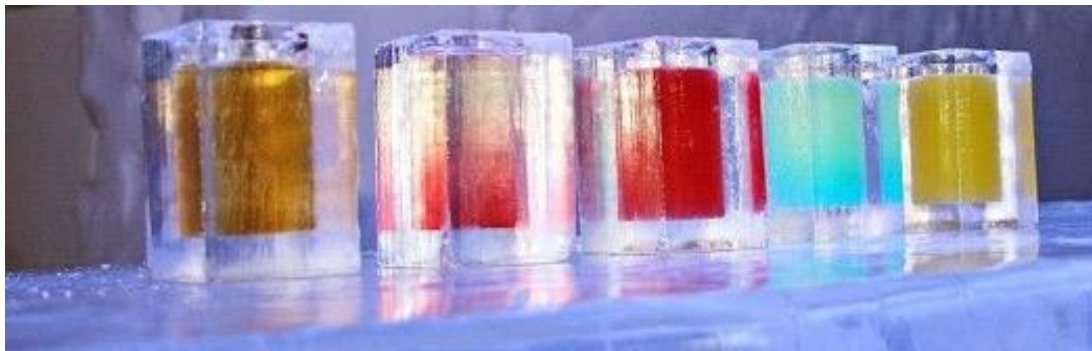
Table 7 illustrates the number of tickets we will be selling for the Ice / Snow Bar in 30-minute intervals each hour.

Duty of Care for the Environment

When planning events, we always look at methods that will ensure we are not harming the environment more than is necessary. The materials used to build the sets inside and outside will include Scaffolding, Truss and Steel Deck subframes that we have used on previous events and that we reuse and upcycle on events throughout the year. Using these materials helps minimise the amount of wood we need for carpentry which often gets wet and damaged and becomes difficult to re-use. We will also be looking to reuse our decorative dressing and minimise the use of non-recyclable waste.

Ice Glasses - Minimising Disposable Cup Waste an Alternative

In our Ice / Snow Bar customers will be drinking from glasses made from real Ice which are suitable for one serving. The ice glasses are collected at the end of each session and will be disposed of in a thermostatic controlled melt pit which melts the glasses sustainably.



Disposable Cups

Our disposable cups, plates and cutlery will be made from either corn and wheat starch or similar biodegradable materials that will ensure we minimise our plastic footprint. We will also be providing either bio degradable straws made from similar materials or reusable alternatives including those made from either Bamboo which can be washed and reused after each event.



<http://www.magpie.coop>

We will also be working with magpie co-operative who look after all aspects of recycling and waste management in Brighton and who supply recycling bins for events which are collected daily using

their electric powered converted milk floats. Any external food concessions onsite, will also have to comply with our policies so we minimise the impact on the environment.



Russell Crouch – Founder & Director of Operations

Russell has been working in the event industry since 1997, initially managing PR and communications for festivals and music brands including the V-Festivals. Since moving into event production in 2008, he has produced numerous events in the UK and abroad, including; live music events, the launch of the Abu Dhabi Grand Prix and Event Directing all operations for the global Extreme Sailing Series in the UK, Europe, Portugal, Asia and South America.

More recently, he has been producing all IMG owned attractions at Europe’s largest winter festival at Hyde Park’s Winter Wonderland, where he developed his passion for snow and ice attractions producing and event managing the Magical Ice Kingdom, the Ice Rink, Ice Bar and Fire Pit.

Last year he devised the Snow Wonder concept after working with snow and ice suppliers from Europe, who were already making snow to replenish ski slopes in the alps, as well as creating snow experiences in hot climates such as Mexico. While working with Polar and Area 51, he saw an opportunity to create temporary real snow experiences in the UK within beautiful immersive environments, due to the demand for winter events and the success of outdoor ice rinks over the last 5 years.

Suzy Griffiths – Senior Director, Arts & Entertainment. IMG Events Ltd said

Russell was contracted as the Attractions Manager at IMG to design, produce, install and event manage all IMG owned attractions and bars at Hyde Park’s Winter Wonderland (HPWW) from 2016 until 2018.

The attractions included an Ice Bar, a Magical Ice Kingdom and Ice Rink as well as a cosy Fire Pit Bar and Entertainment area. He was also responsible for planning and implementing a complex site wide Noise Management Plan that played a significant part in upholding the conditions and objectives of the Winter Wonderland licence and planning conditions.

He was a well-liked member of the team and developed good relationships with other colleagues and members of the senior management team, Winter Wonderland clients and suppliers. He is very capable and put in 100% into the role and achieved some great results while working with IMG. We wish him well with the project this year and in the future.





Snow and Ramp Production Team

For more than 20 years Polar Europe (<https://polareurope.com>) have been the leading snow maker for event all over the world. They have the technology and expertise to create real snow for professional freestyle snowboarding and ski ramps, to more moderate sized tubing slides for the mainstream public to try in city centres across Europe.

They have produced snow parks in temperatures above 30 degrees and they have enabled children to interact with and play with snow for the first time. We feel privileged to have them on board as our snow and tubing slide producers at Snow Wonder this year.

Michiel Ruiter and Sijtze Binksmas at Polar Europe said:

We have been working with Russell at Winter Wonderland for a few years, where we provided up to 200 tonnes of snow for the sculptures inside the Magical Ice Kingdom. When Russell presented his idea for Snow Wonder last year, we saw an opportunity to showcase our snow making ramps and snow play in a way that hasn't been seen in the UK before.

Alongside Area 51's production expertise of creating magical environments for corporate hospitality and festivals, we see it as the perfect partnership to integrate thrilling slide experiences with beautiful production for adults and children alike. We are looking forward to developing the project together this year and beyond.





Set Design & Production Partner

Area 51 www.area51.co is a leading production company specialising in creating immersive environments and is the production partner for Snow Wonder. Since its inception in 1999, Area 51 has produced large scale spectacles up and down the country both in and out doors, for corporate, private, charity and local council clients.

Their designs are created and produced in their own workshops with a team of highly dedicated and skilled staff. They have the capability of producing truly jaw dropping stage sets and audience experiences with production materials that are reusable and remoulded to suit any event, which ensures there is minimal waste produced after the event is broken down.



The Ice Cave example above is great example of how they will complement the real snow sets we will be building inside and create a comfortable and entertaining dining experience throughout the Christmas period. Russell worked with Richard at Area 51 on another previous project and when he joined Winter Wonderland, he wanted to completely transform the length of a standard Alu Hall marquee and theme it in line with the decor and seating area outside - Essentially make a marquee not to look like a marquee!

Area 51 was contracted to design a bespoke frame to surround the marquee with special cladding and transform the frontage into an alpine style ski lodge and external ice structure fascia. The cladding was required to stand up to the natural elements and take the wear and tear over the 6-week period and thus full structural calculations were produced and signed off. Snow Wonder will be producing a similar fascia design in order to represent the wow factor for the experience inside and out.





Catering, Staffing and Bar Partner

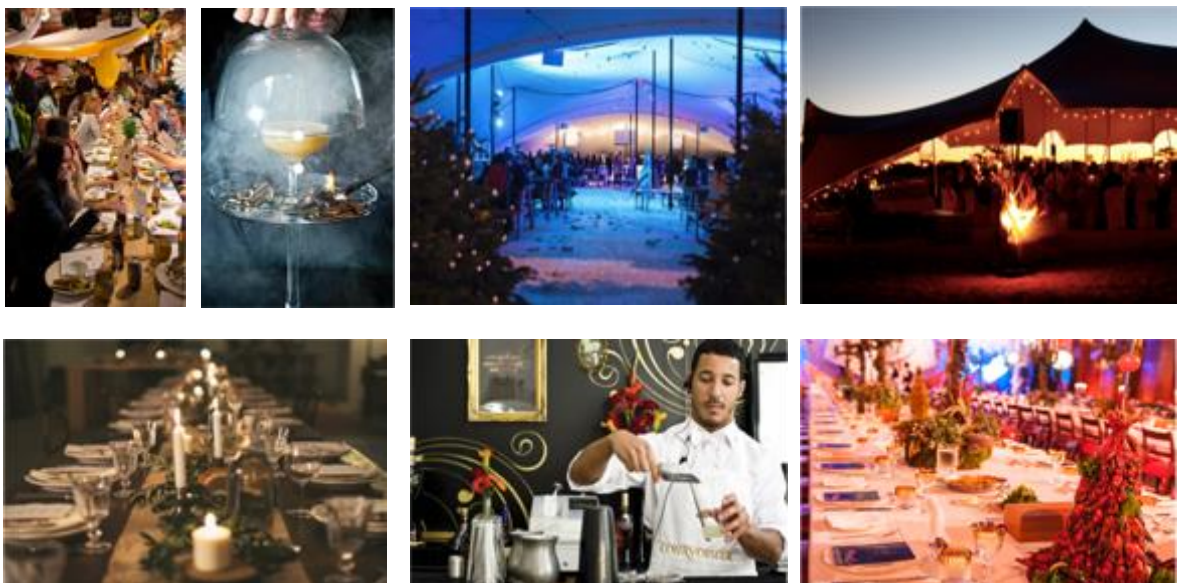
Hel’s Angels is a Brand Engagement and Live Events agency founded in 1996, with offices in both Brighton and London. They have been providing well trained event staff and services for Brands and Agencies for over 20 years and have worked with Snow Wonder founder Russell Crouch on events and consumer brand experiences including Uni Qlo, Kickers and Rizla. Their drinks brands include the following.



Their staffing expertise includes Bar managers and licence holders, bar staff, cocktail bar tenders, chefs, event hosts and immersive character staff and they have a strict recruitment process as well as an excellent training program including’ RSA, food safety and Challenge 25. They are also fully **General Data Protection Regulation (GDPR)** compliant.

Helen Hanson – Founder of Hels Angels (www.helsagelsfoodanddrink.com) Said:

Demand for winter events has been increasing year on year in the UK for brands to engage with consumers and consumers to participate in new experiences. When Russell told me about Snow Wonder and asked Hels Angels to become the catering, staffing and bar partner, we jumped at the chance, especially given that this idea is unique to the UK but already tested in other parts of the world. Brighton is the perfect location for Snow Wonder to launch especially given that there are limited venues for Christmas celebrations in the area. With Area 51’s production expertise and Polar Europe’s technical ability to create natural snow in a safe and engaging environment, we are looking forward to bringing the idea to life in the UK’s most creative city.





Security and Stewarding Supplier

Select Security & Stewarding Ltd benefits from the experience of crowd management; training, supplying and managing staff for venues and events across the UK and internationally for over 20 years.

Their specialist areas are provision of audience management services, and security/ stewarding at large-scale events. This includes location-based security and stewarding services, licensed door supervisors and front of house staff. Managing a portfolio of over 500 events per year including such esteemed groups as the Brighton Festival & Fringe, English Heritage, MAMA Group, AEG live, Loudsound, Cancer Research UK, Cycle Rides Ltd and Artichoke.

Select works closely with many local Councils including Brighton & Hove City Council and their experience in the city is why Snow Wonder have appointed them as the preferred security and stewarding supplier.

Snow Wonder- Event Outline:

Initial meetings have taken place between The Event Organiser (Russell Crouch) and Phil Bourton (Select Security) and Select are very pleased to be involved in such an exciting project.

General areas of discussions to date include capacities, Security/Stewarding levels, noise, site layout and structures. Provision of staff for the event will be on a deployment-based approach, relating to operational requirement and risk assessment.

Select will use recognised methodologies for levels of staff, working to a base level of SIA on site with uplifts as events dictate. This is standard practice locally.

Initial details including location, infrastructure, build times, capacities, and audience profile will assist to determine staff levels. Once levels are determined, the planning process will include monitoring such areas as ticket sales and media. Key monitoring will take place from the ticket sales launch. Final Operations Plans will be supplied by all partners and suppliers and included in the Event Safety Management Plan that The Event Safety Advisors will submit to the 'Responsible Authorities'.

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Author	Anne Marie Chebib
Signed	

Safety is at the core of Snow Wonder's operation and all members of the team produce events to an expected level of safety especially during the build and break.

We will work with our safety team at the design stage of everything we do to ensure that we are proactive in recognising potential problems. Snow Wonder have appointed The Event Safety Advisors Ltd (www.eventsafety.org.uk), to work within Snow Wonder's team as their safety advisors for all event documentation, assistance with the Premises Licence application and the collation of other event suppliers Risk Assessments, Method Statements and certification including, adherence to CDM2015 and food hygiene.

The Event Safety Advisors Ltd team will work with all of the companies that Snow Wonder contract to ensure that all the relevant checks are undertaken.

The Event Safety Advisors Ltd have worked with the Snow Wonder Team on previous events including Hyde Park Winter Wonderland, the launch of a large retailer on Council land around the UK. As a company they have a broad experience base from sports-based activities including Sport/Comic Relief Challenges, music events such as SW4 (35,000 per day), venue-based events such as Somerset House, Film4/Gigs and Ice Rink or brand experiences for brands including Coca Cola.

The Event Safety Advisors Ltd will provide the following support for the Snow Wonder Team:

- Preparation of Construction Phase Plan, including site rules, risk assessment and inductions.
- Onsite compliance checks with contractors and site team.
- Critical live event documents for stakeholder review such as Event Safety Management Plan, Ingress/Egress Plans, Emergency Procedures, Fire Risk Assessment, Noise Management Plan, First Aid Plan and Security Plan.
- Safety Advisory Group attendance with Snow Wonder Team
- Collation of contractor paperwork including risk assessments, insurance, competency certificates and method statements specific to their tasks

Wesley Pierce – Managing Director, The Event Safety Advisors Ltd

I have worked with Russell at Snow Wonder and Helen at Hells Angels on a number of projects where my team were responsible for all site safety.

We are thrilled to have been appointed by Snow Wonder as the independent safety advisors for Snow Wonder, Brighton in December 2018.

We will appoint a suitably qualified team to ensure that all the challenges with the project are addressed thoroughly and appropriate control measures are implemented by the team, creating a culture of safety whilst ensuring the public have a fun and enthralling time.

Snow Wonder Preferred Location

The Level

The Level is our choice of venue as we believe our attraction has synergy with the skate park and kids play area there.

It is very central with good accessibility and footfall in the local area due its proximity to London Road and The Laines. It is the most appropriate location to launch in 2018



Draft Site Plan

The image below outlines a draft layout for the attractions inside the structure. It is currently drawn inside in a 45m x 25m space which will be our maximum footprint (plus Back of House).

The Structure illustrated (right) will enable us to provide a sheltered area for guests and food stalls outside.

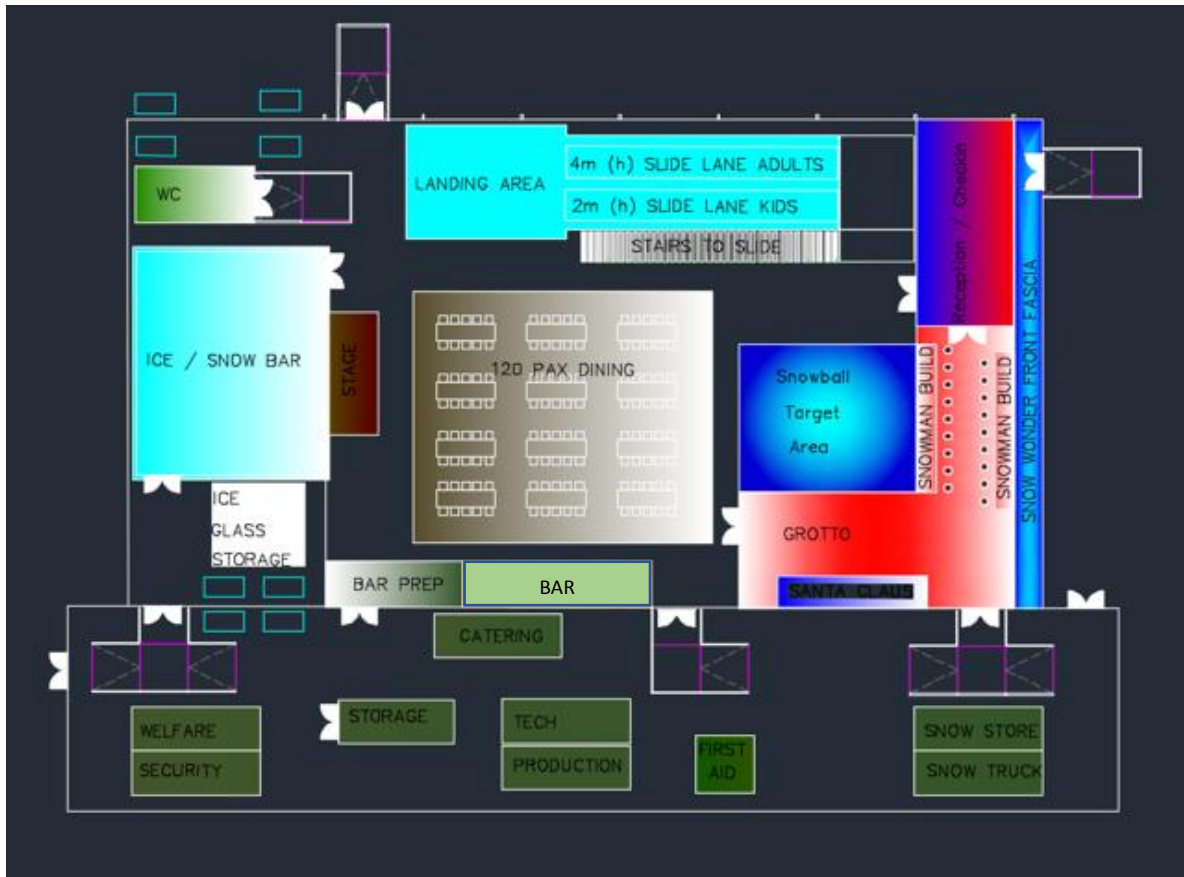
As well as create a more festival feel to the event, it will also enable more efficient management of the snow areas and feel like a natural environment.

We will also be able to provide our customers the facility to queue undercover.



A fully annotated site plan, with Back of House production are with fire exits and staffing positions will be completed for submission with the Event Safety Management Plan later in the year.

We will also ensure any sound equipment installed is restricted in order to adhere to any noise control measures we will be required to implement.



Marquee Structures Under Consideration

We are in the process of confirming the type of structure for the event this year and have not yet appointed a supplier at this stage. The type of structure will be determined by the height of the slide and the look and feel we want to create for the front fascia and the internal layout.

We have worked with a number of companies on previous events including Arena, AJ Big Tops and Free domes who are leading suppliers of marquees for UK wide festivals. Geodesic Domes are becoming popular and look very impressive especially with a clear canopy, but they are complicated to house a front fascia due to curve of the structure. Once we have a confirmed site plan and layout, we will send you details of the actual structure, but in the meantime, the images below are the structures we are considering.

Matt Porter at Few's Marquees is keen to provide the structure for Snow Wonder and we are currently working with him on size, spec and layout in order to confirm by June.



www.fewsmarquees.co.uk

Widths: 30m

Lengths: 35m

Eave Height: Up to 14m

This structure would have a mix of a transparent and blackout canopy and would not need a front fascia



<http://www.neptunas.co.uk> or
www.arenastructures.com

Widths: 25m

Lengths: up to 45m

Roof Height: 12.5m

With this type of structure, we would be constructing a front fascia as illustrated on Page 9



<http://www.ajbigtophire.com>

Widths: 25m

Lengths: 45m

Roof Height: 17.5m

With this type of structure, we would be constructing a front fascia as illustrated on Page 9

Attractions Overview

Ice / Snow Bar

We know from studying the population demographics for Brighton and Hove that there are a significant number of adults between 24 and 60 years old.

The snow that we are making on site is expensive to make and if we were to run a slide and / or Mini Air Bag Jump alone in year 1, the ticket price would perhaps be seen as expensive.

We are therefore going to create either a snow or Ice bar for over 18's of which pre-bookable tickets will be sold throughout the pre-event marketing and ticketing campaign.

A snow bar has never been made in the UK before and is our first option due to the availability of the snow we will have on site. We are currently working with our cooling supplier ICS Energy, who provide the cooling systems for the Brighton Ice Rink on a suitable casing in which we can accommodate the construction of a snow bar and will make a decision on the route over the next 2 months. after thoughtful planning and considering.



Tubing Slide

Adult and youth customers will be able to pre-book a ride on a 2 lane 30 m slide that will be approximately 5m high. The slide will be ridden on a stable inflatable rubber ring and at the bottom of the slide will be a landing area made from either real snow, or soft matting.

The slide will be flanked by soft padding and provide a fun experience for adults and children alike in a safe environment. will be able to take smaller children with them on the slide and smaller children under 5 will be able to ride the smaller (2m) child's slide that will be adjacent to the main adult slide.

The slide will be made from real snow, with each session lasting around 10 minutes to enable at least 3 rides down the slide for the ticket price.

During the off-peak sessions, we will allow further rides if capacity allow.



Mini Air Bag Jump

If demand for Snow Wonder is high during the promotional period prior to opening, we will be installing a Mini Air Bag Jump which is becoming popular in city centres around the World.

Guests will launch themselves from a 2m (max) platform, travel along the snow path and launch off a small ramp and onto a big inflatable air bag.

It will provide young people and adults the thrill of flying through the air onto a landing pad. It will also enable friends and colleagues to capture great photos and video of each other and ensure they have an exceptional experience.

For this attraction customers will wear helmets which provide extra protection when vacating the Big Air Bag.

It is very safe for all ages and - Controlled, safe and loads of fun.



Grotto and Snowman Making

We know from experience running Grottos that they often become over-crowded and families often have to queue for up to 1.5hrs before seeing Santa which can be stressful for the kids and parents.

The snowman building experience will be part of a queue management plan that gives the kids something to do while they wait which we hope will add magic to their day out and ensure the ticket price is value for money.

Parents with children who have pre-booked the Snow Grotto experience will be greeted by elves or snowman characters and taken into the snow man building area to make a snow man. They will be given a box of snow and a mould in which to make a snow man that's approximately 45cm in height by 30cm in diameter.

They will be invited to bring a few props with them to dress the snow man with their favourite jacket, hat, glasses and beard, give him / her a name and present to Santa in the Grotto for a photo.

We are considering running a snow man building competition whereby each day Santa judges the snowmen that are made. The winners of the snow man competition will be notified each day and will win free entry onto the kids slide on another day or a free smoothie or hot chocolate in the food court / café area on the same day.



Snowball Targets, Snowball Tennis & Igloo Making.

Once children vacate the grotto there will be a snowball throwing area for kids to throw soft Cryogenic snow at specific targets, which could include Reindeer, Elves, or even Santa.

We are also considering installing an igloo building area during the off-peak sessions to add to the fun and especially during off peak times when numbers are lower and more manageable. As well as this, we are also considering installing a real snow fall making machine in either the queue or the snowball / igloo area.

Parents who have booked a ride on the slide as part of the Grotto experience will be able to use the slide and during peak times their children will have 3 rides per person on the 2m slide. During the off-peak sessions there will be flexibility on this and we will allow further rides should we have the capacity to do so.

Snow Ball Tennis

Everyone loves a good snow ball fight and we are looking at creating a small area approximately 6m x 10m where groups of 8 (2 teams of 4) can purchase ready made snowballs to throw at each other across a net or barrier.

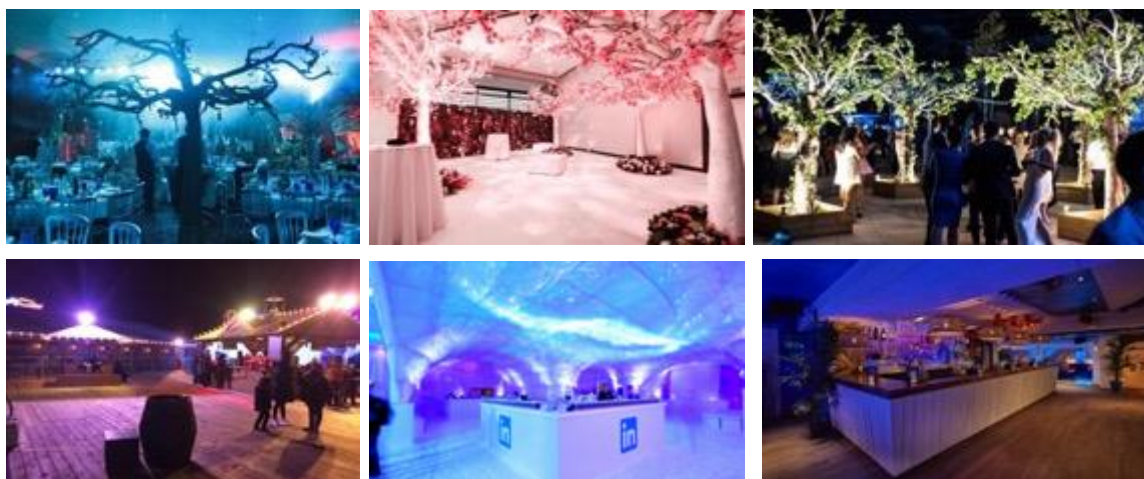
The activity will be included in the Christmas party packages and open to groups of friends who book the ice bar or slide sessions. The snow will be very soft and doesn't turn to ice when moulded but participants will be given protective glasses to prevent snow hitting their eyes and ruining their experience.



Arctic Lodge Bar and Food Area

Our production partner Area 51 are very experienced creating beautiful hospitality areas for events including Arctic Lodge style bars and tree lined environments through their sister company Event Trees.

The bar and catering area will be designed to complement the internal style of the attraction and will enable our guests to eat and drink responsibly while having a go on the slide, or Mini Air Bag Jump, as well as warming up after experiencing the Ice / Snow Bar.



The bar / café will also provide a cosy sociable winter haven for friends and family to celebrate together. It will be accompanied by low level electro acoustic music from local acts, DJ's and entertainers to ensure the tone is set for then festive period and generates atmosphere for our guests while they take part in the activities.

Snow Wonder will have locally sourced Christmas themed street food and a bar serving mulled wine, alcoholic and non-alcoholic cocktails, hot drinks and beer, which will be ancillary to the activities that the public have come to experience.

Christmas Dining

During the first 2 weeks of December, we will be offering local businesses the opportunity to celebrate and treat their staff to a Christmas lunch menu throughout the day for between 80n and 120 persons over a 2-3-hour period.

This will enable private guests the chance to eat and drink responsibly for a suitable period while they enjoy the activities. Our bar and catering partner Hels Angels who operate out of Brighton and London, will be providing a set Christmas menu to cater for all palettes and will be responsible for this side of the operation. **Entertainment** from local talent such as stand-up comedians and magicians to local singers, bands and DJ's will be provided to ensure local businesses have a Christmas celebration to remember.

NB: We will be operating a strict **Challenge 25** policy on site and anyone booking a ticket for the Ice Bar or looking to buy an alcoholic drink will be required to show ID when requested. We will be working with a local security company to ensure we uphold the conditions of the licence. Our SIA security team will also be monitoring guests at all times and anyone who becomes drunk and who we feel are unsuitable to take part in the activities safely, will not be allowed to use the slide

or Mini Air Bag Jump and this will be made clear in the Terms and Conditions when tickets are booked.

Summary Statement

We are looking forward to the opportunity of providing the residents of Brighton and Hove with an exciting new winter attraction this year as well as with creating national interest for the event in the city.

Although the information provided in this document illustrates what we are currently planning, the scale of Snow Wonder 2018 will be dependent on the interest we generate in the coming months.

The feedback we have had from friends, colleagues, suppliers and our network has been very positive, and we know the time is right for Snow Wonder Brighton to launch this year.

I know the decision to allow us the venue will be made on 22nd June, but if we are able to have feed-back prior to this date, we can ensure we are ready to launch to the corporate market mid-July.

If you have any questions, or concerns or just want to find out more, please contact me for further information.

Regards

Russell Crouch
Founder and Director of Operations

