

BRIGHTON ZIP

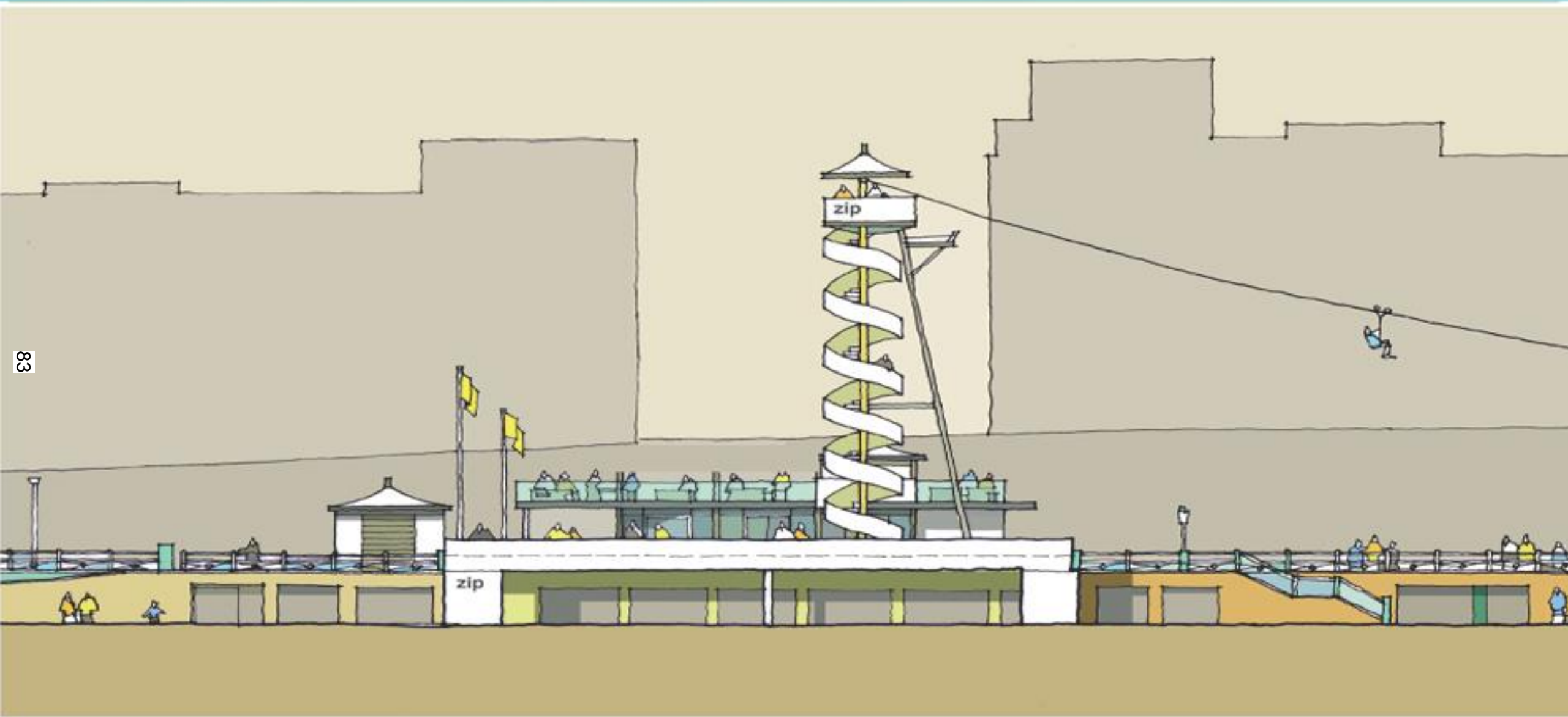
Proposal for Brighton Seafront



- ▶ Zip Wire Family Attraction (20m high, 300m long) to beach landing platform
- ▶ Ancillary café accommodating riders family, friends and passers-by
- ▶ Dropzone (Fan descender/vertical cable drop) from the launch platform
- ▶ An attraction to watch and admire as well as to experience
- ▶ A private investment totalling £1.7m
- ▶ Largest zip in Sussex – first for Brighton



WHAT IS IT?

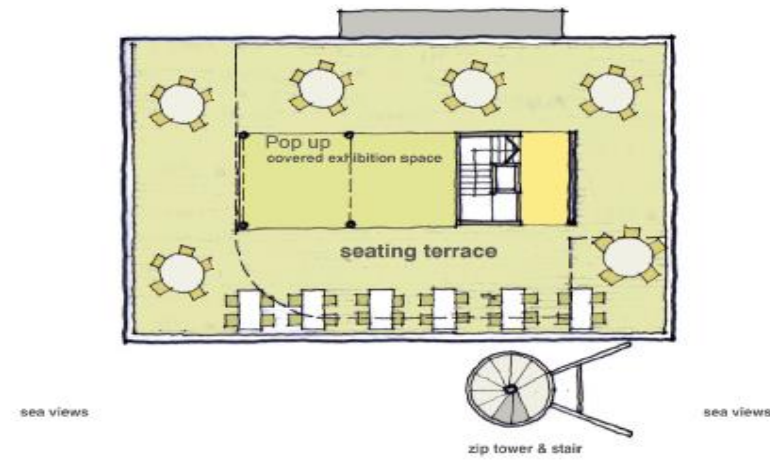


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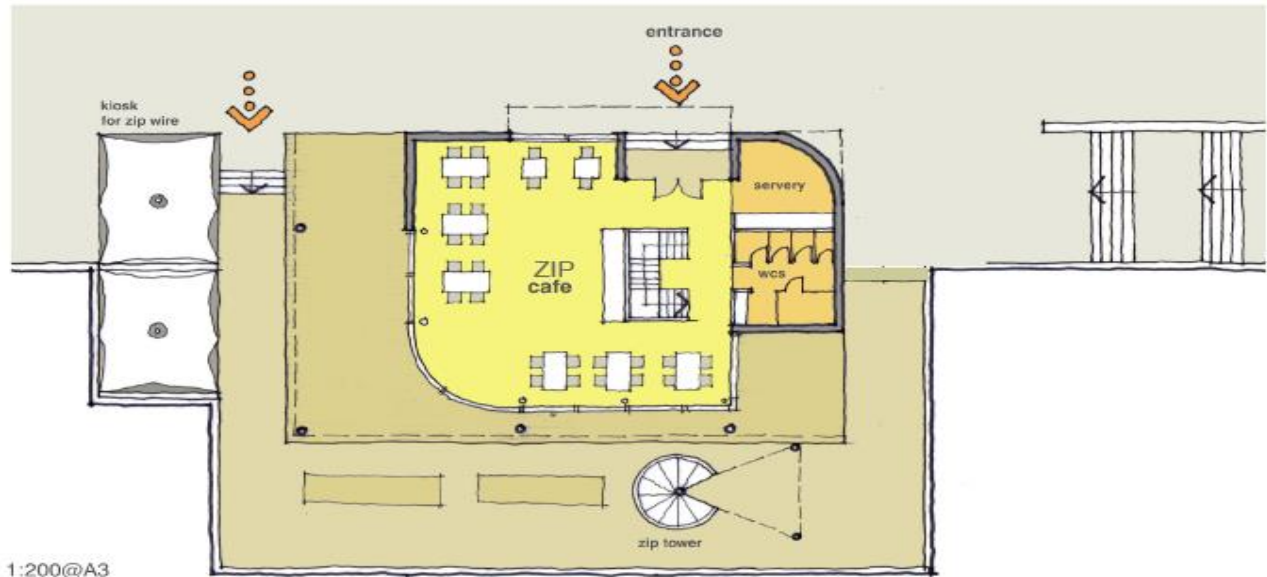
Sketch seaside elevation to Esplanade 1:200@A3



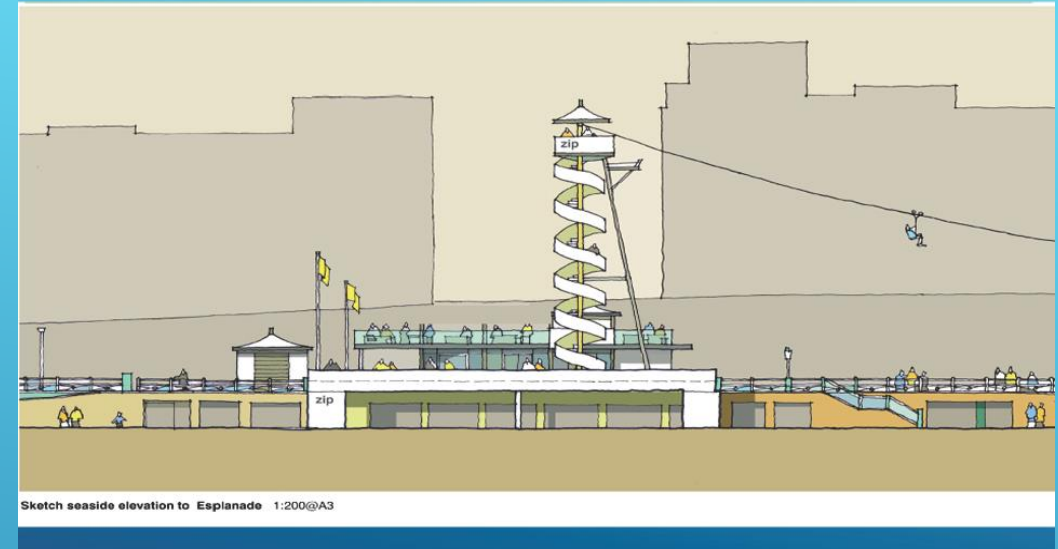
proposed terrace level plan 1:200@A3



proposed ground floor sketch plan 1:200@A3



- ▶ Twin cables – one rider per time per 300m cable
- ▶ 30 minute experience (briefing, equipment, photos, safety demonstration and ride)
- ▶ Certificates and official photos for participants
- ▶ A 'boastable' family experience (not as scary as a bungee jump)
- ▶ Permanent charity fundraising opportunity



THE RIDER EXPERIENCE - ZIP

Family Adventure Fun

- ▶ Café to serve good quality, locally sourced food with seasonal menus and seafood to reflect the location
- ▶ Suitable for private hire of café space for small events and to support Madeira Drive Events
- ▶ Ticketing, Retail (souvenirs of the ride) and photography sales
- ▶ Proposed opening 10am-11pm (subject to seasons, days of the week)
- ▶ Dropzone as well as zip for those looking to do a 20m jump to add to the thrill



WIDER EXPERIENCE

- ▶ Groups, leisure visitors, charitable challenges, adventure groups (scouts, cadets, schools), language school students
- ▶ Bournemouth – Pier to Beach – 200m, 30 second journey
- ▶ Snowdonia – Zipworld – 1 mile long, up to 100mph
- ▶ Eden Project, Cornwall – 600m long, up to 60mph



IS THERE A MARKET?

- ▶ New attraction for Brighton & Hove that fits the site, has visual appeal, complements other attractions, is privately funded and can be delivered quickly.
- ▶ Limited visual impact for residents of Kemp Town (half the height and less mass/width than the Wheel) and makes a positive investment that tackles dereliction of seafront infrastructure.
- ▶ Operators Track Record in delivering a safe, high quality attraction and direct income to the council in rent as well as support for indirect income such as parking fees.
- ▶ Economic Benefits: Direct employment of between 35-40 FTE can be sustained (Zip, Dropzone, Cashier, Catering, Aladdins, Admin, Retail/Photography, Security). No loss of Wheel jobs.
- ▶ Makes use of existing Aladdins Arcade (food prep and kitchen) and reduces claim on public highway compared to Wheel.
- ▶ Continued Community Support – £50k of charitable giving via Wheel can be continued as well as gallery space for local artists
- ▶ Commitment to sign up to Living Wage Brighton & Hove



BENEFITS OF THE PROPOSAL

- ▶ Makes use of the operators previous investment in the platform which would otherwise need to be removed rendering the site redundant for an attraction.
- ▶ Current site is just 17m by 20m – very few attractions will fit on it
- ▶ Madeira Drive has a number of challenges in terms of dilapidated infrastructure. This provides a positive investment at a difficult time and when the site would otherwise become vacant.
- ▶ Fits well with operations in Aladdins (beneath the site)
- ▶ Seafront suitability for visitor attractions, fit with seafront strategy and proximity to other attractions including Volks Railway, Sealife and Pier.
- ▶ Supports independent traders to east of pier with further attraction to drive footfall from spectators as well as riders



WHY HERE?

- ▶ Paramount Entertainments have experience of this area and know the difficulties of trading here. They have invested £1/2m in the base and turned a redundant plot of land into an area identified in the seafront strategy for leisure use.
- ▶ Alleviate the challenges faced by the area to the east of the pier and provides a positive investment during the protective works to the Terraces. Gives visitors a further reason to venture east of the Pier.
- ▶ Track record of providing substantial rental payment and delivering an attraction which supports other sources of council income such as parking.
- ▶ JM Adventure have constructed high rope and zip attractions throughout the UK and Europe for over 14 years and clients include local authorities, the MOD, and leading private sector attraction operators.
- ▶ John Turner Architects are a local, highly regarded firm who understand the specific requirements for a high profile site such as this



WHY US AND OUR SUPPLIERS?

- ▶ Why just 300m? An ideal length combining a thrill ride but without a long walk back from the landing site to the base.
- ▶ Is it safe? All of the equipment is designed and inspected to EN15567-1 2015 standards. Staff are trained to the highest standards and safety remains the number one priority.
- ▶ Is it just a summer experience? No, we believe that for groups as well as individuals the Zip can operate year round.
- ▶ Why does it need a landing stage? Keeping the landing area above the beach level allows for unimpeded pedestrian access under the entire length of the Zip.
- ▶ Danger to users under the zip ride? All riders are required to leave all items from their pockets in provided lockers to avoid items falling.
- ▶ Attempts to scale when closed? Gating of the platform, on-site security, lighting and cctv will be used to secure the attraction.
- ▶ Why does it need a café? The zip wire as an attraction has high operating costs and limited margins with those costs supported by a profitable café operation.

FAQS

- ▶ Will other food outlets object? The benefits of the attraction in drawing footfall to the area are intended to outweigh any food/drink business lost to existing operations.
- ▶ How quickly can the zip be operating? Subject to the granting of permissions (Landlords and Planning) the attractions can be operating by the end of July 2016.
- ▶ Does the attraction generate noise? It produces little noise apart from the mechanical sound of the pulley across the steel cable.
- ▶ How will it be lit? Detail to be determined but LED lighting is intended to be used to allow for different lighting options. Lighting specifically required for the launch and landing site.
- ▶ Are there transport implications? There are no obvious transport implications over and above those already addressed through contributions made at the time The Wheel was installed and which include for example cycle railings.
- ▶ What about the seafront railings that were removed for the Wheel? We are keen to look with the Council how and exactly where the railings can be re-instated.

FAQS

- ▶ Pre-app discussions with planners Jan/Feb 16
- ▶ Community Consultation Feb-Mar 16
- ▶ Landlords Consent Mar 16
- ▶ Planning Submission Mar 16
- ▶ Stopping Up Order Submission Mar 16
- ▶ Planning Consent May 16
- ▶ Clearing Site June 16
- ▶ Off-site Construction June 16
- ▶ Installation July 16
- ▶ Zip Wire Opening e.o July 16
- ▶ Café Constructed Winter '16 - Opening e.o March 17

NEXT STEPS & TIMETABLE



BRIGHTON ZIP

Family Adventure Fun

