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# Reimagining the future of Parks **MONETISING YOUR OUTDOOR SPACES**

#TransformingLeisure

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- ◆ **Develops facilities on behalf of leisure operators that want to improve or expand the leisure products and services they offer**
- ◆ **Developed 160 leisure developments and invested over £175m in the UK leisure market**
- ◆ **Range from large-scale multi-million pound developments to smaller local projects**
- **Creative agency specializing in the creation, design and production of customer experiences**
- **Formed in 2014 but the team have been working in the Leisure and Themed Attraction industries for over 25 years.**
- **Award-winning projects span heritage sites, theme parks, city centre attractions, country and municipal parks as well as food and beverage spaces, themed accommodation and brand led experiences.**

# Background

- ◆ Alliance Leisure and T3 have been developing the *Monetising of Outdoor Space* and other projects for the past two years
- ◆ T3 have been working with Merlin Entertainments as one of their design partners since conception
- ◆ T3 have been responsible for several large scale development projects that prove the case
- ◆ We are currently working with several local authorities and others to help them develop their outdoor spaces.
- ◆ What follows is a commercial & creative take on Reimagining the future of Parks



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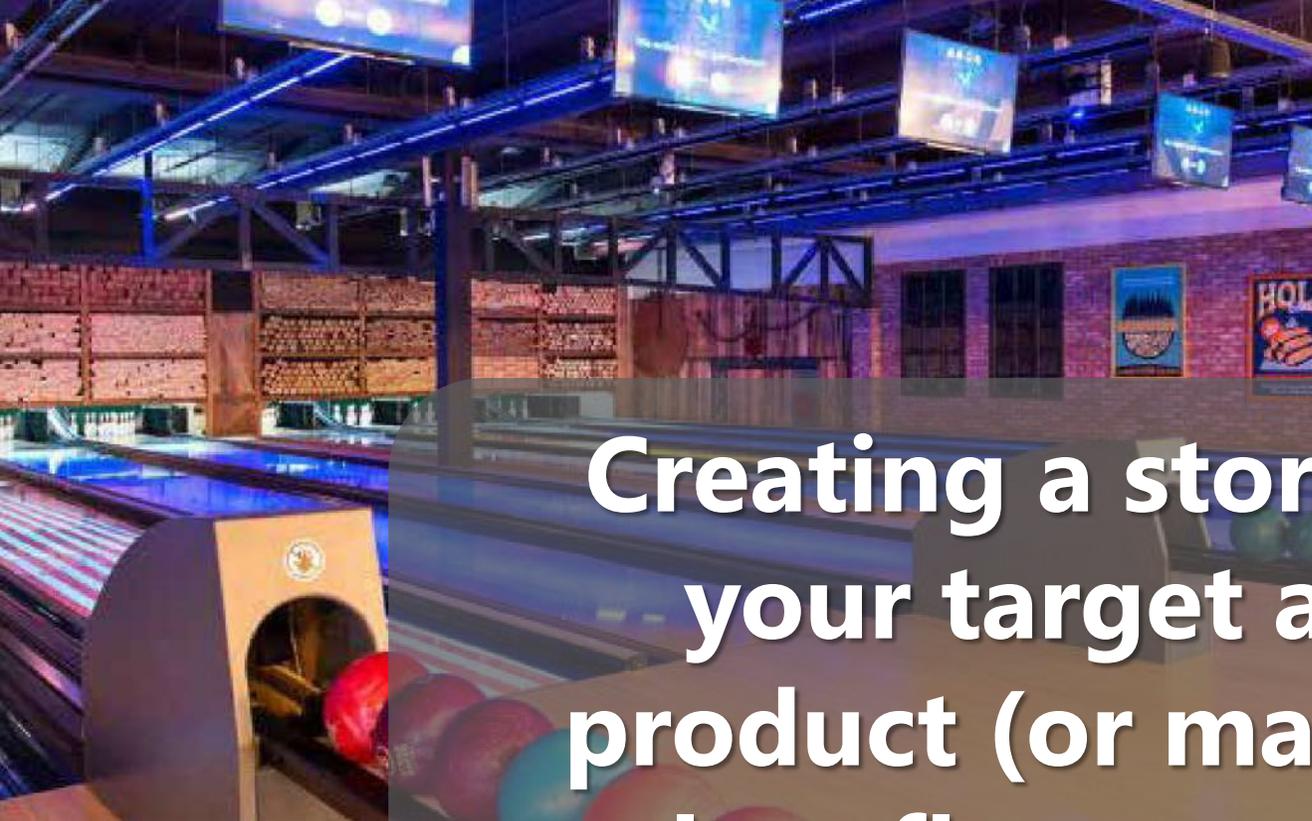
# Creating Amazing Spaces



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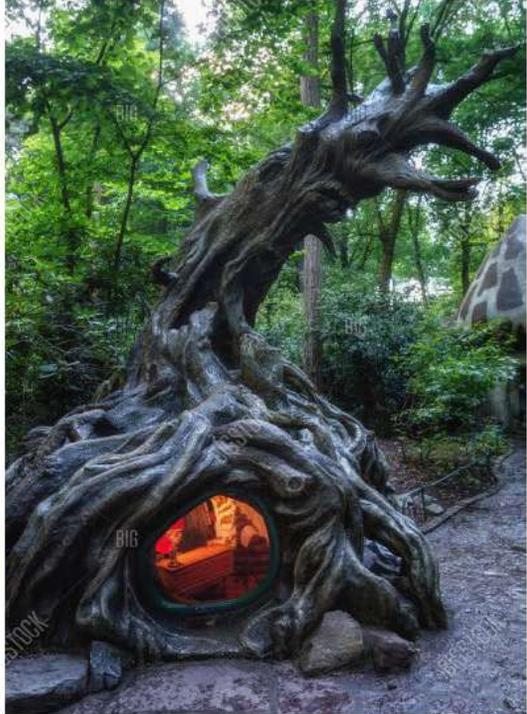
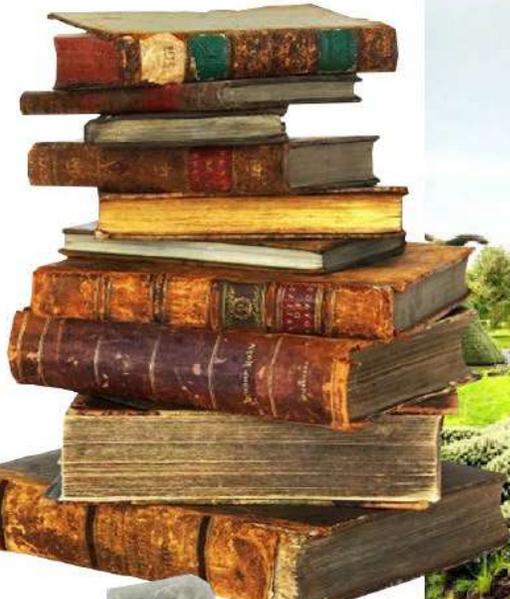




**Creating a story that appeals to your target audience with a product (or many products) that truly reflects and builds that story**



# Creating Themed Experiences



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# Creating Themed Experiences



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**THEME 3**  
DESIGN BUILD CONSULT



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# Creative Commerciality



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# Creative Commerciality

We often hear...

*"We've seen this great X product and we're going to get one. We don't need a story or brand because it's proven to be popular."*

- 1. Nothing is truly neutral – every product reflects your brand**
- 2. The numbers may mislead you**
- 3. Is it future-proofed?**
- 4. Remember, a brand is more than just a logo**



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# A successful product has a **BRAND** or **STORY** that...

- 1. Exists! – a new product alone, no matter the quality, will always get some visitors, might even get happy visitors - but an authentic and compelling brand or story is essential to keep up with what's seen as standard in other industries!**
- 2. Is original enough to stimulate an interest and natural marketing appeal? Having a USP - saves on marketing costs, creates word-of-mouth interest, feels like an authentic experience!**
- 3. Is consistently applied across the product/area/site/marketing - this builds a quality experience that literally adds value.**
- 4. Is suitable to the primary target market (you know your visitors but don't get excited about providing them the basics)**





**Is it possible to take an existing product and retrospectively add brand?**



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**YES absolutely, we do this more times than not!**

**But it's cheaper to do this *before* the product is developed so every choice of specification, location, signage, etc. is a choice that builds the brand.**

**It's possible to integrate a product and a concept but our process follows the same sort of path, to create solid cornerstones.**





# Case Examples



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# Case Example

## ICE CREAM FARM

- ◆ Commercial success and breaking the traditional theme park mould of entrance fees
- ◆ Brand development from backstory and characters to taking existing 'off-the-shelf' product and sensitively overall the brand story
- ◆ Supporting the site owner being tougher on products that will never achieve the magic or quality of the brand!
- ◆ Importance of knowing your target market
- ◆ Also not forgetting the USP of an ice cream attraction!



# Case Example

## MARGAM COUNTRY PARK

- ◆ Increase revenue and participation
- ◆ Introduce new features such as a zip wire safari and outdoor adventure park
- ◆ Refurbish existing park building to create a café, seating area and splash pad
- ◆ Create a visitor destination with a WOW factor!



# Case Example

## KING GEORGE'S PLAYING FIELDS

- Create New Park Centre housing an indoor adventure play area and café
- Install new Adventure Sky Walk
- Creation of outdoor Splash Pad





**Why choose us?**



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# Why choose us?

- ◆ **Leisure Expertise**
- ◆ **Turnkey Relationship**
- ◆ **Links with Trusted Partners**
- ◆ **Experienced Project Management**
- ◆ **Launch and Operational Support**



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**Thank you for your time**

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