



Huntingdonshire



- Commercial Opportunities

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**Specialising in
the development,
creation & design
of commercially
successful visitor
experiences.**

Intro to T3

Our Mission

- ■ **To always bring a fresh perspective to the creation of memorable experiences so we pro-actively challenge, are true to our client's brand, connect positively with visitors and are commercially successful.**

Established in 2014, T3 Creative Agency specialises in the strategic development, creative design, and commercialisation of successful guest experiences. We work across the entertainment, leisure, hospitality, and public sectors, helping clients unlock the full potential of their spaces.

Our Commercial Experience Department has become a trusted partner for public sector organisations, private landowners, and local authorities seeking to introduce or enhance commercial elements within their parks, green spaces, and outdoor attraction portfolios. With a strong track record across the UK, we have delivered commercial strategies and creative interventions for clients including Manchester City Council, Lancashire County Council, Warwickshire Council, South Derbyshire District Council, and Alliance Leisure (on the Bristol Parks initiative), as well as a number of privately managed parks, forests, heritage sites and attractions.

We approach every project with a deep sensitivity to place, people, and purpose—ensuring that any commercial development enhances public value whilst aligning with local priorities. Our work is rooted in creating engaging, sustainable experiences that balance commercial viability with community benefit...and fun!



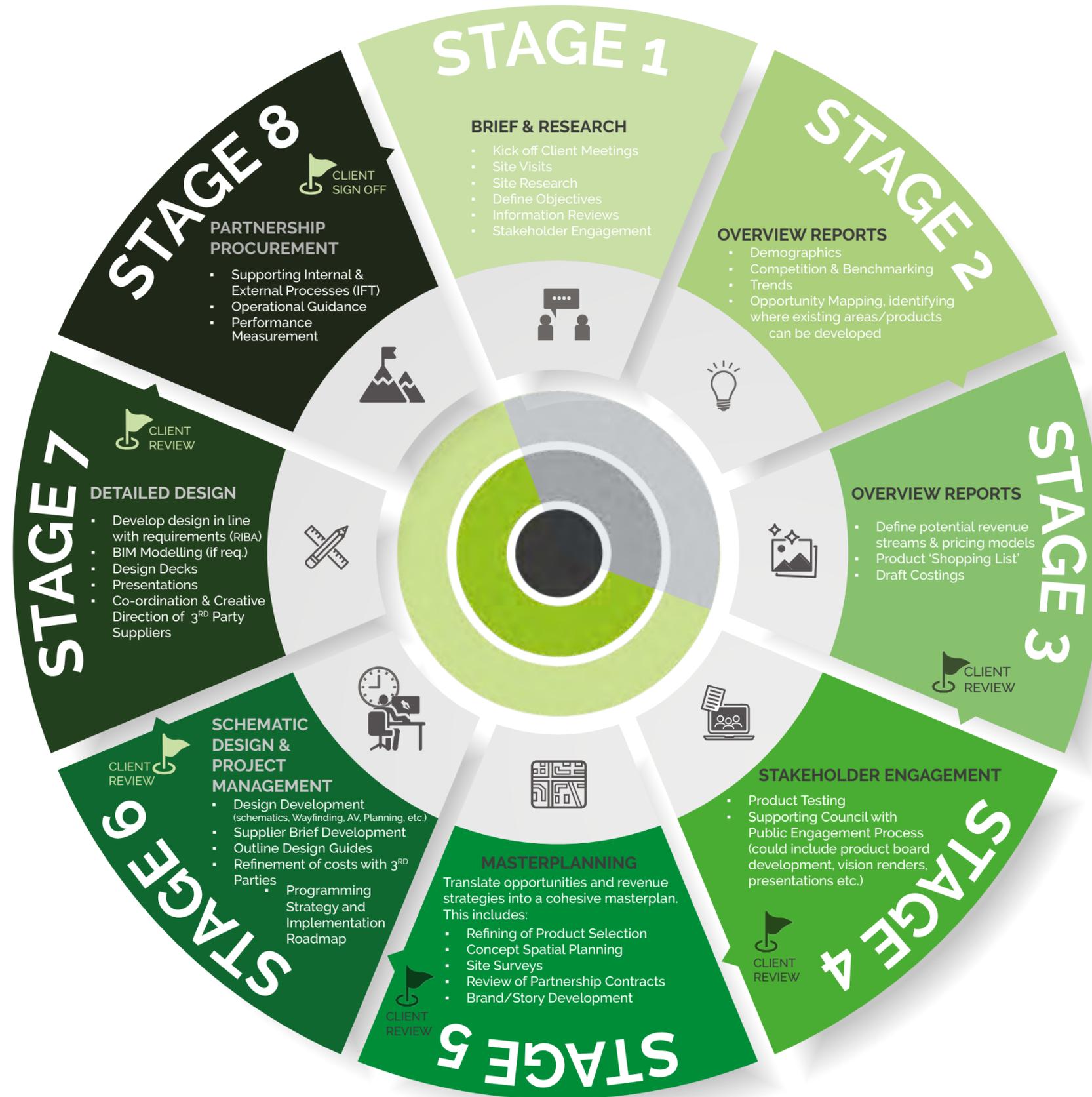


1.

Intro, Approach & Summaries

1.

Process Overview



Stages 1-3 Complete

1.

What You Have Told Us

■ Brief

To create a fully costed investment plan with a creative overview of 'commercial opportunities' - for a total of 5 sites:

Hinchingsbrooke Country Park

Paxton Pits

Riverside Park, St. Neots

Riverside Park, Huntington

Priory Park, St. Neots



■ **The goal is to develop a fully costed investment plan**, which will enable an additional income of **700,000** per annum into the service by 27/28, across Parks and Countryside portfolio through to 2030.

Plan to be delivered by **September 2025**, aimed at transforming a **£1.1m deficit into a break-even position**.

£450k in employment cost savings and re-association.

£650k through new commercial opportunities by FY27/28.

Ensure organisational and community buy-in, whilst maintaining service excellence.

The commercial investment plan must consider:

Ensure financial sustainability over a long-term period, by **reducing operating costs** and **increasing net contribution**, whilst providing a good quality, high value for money and service.

Continue to create beautiful green spaces for the benefit of wildlife, residents, communities, climate resilience, enhancing biodiversity across the parks portfolio; improving quality of life & creating a better Huntingdonshire for future generations.

To enhance opportunities for the council to engage with a broader, diverse range of audiences.

1.

Our Approach

T3 have been selected to help define a new commercial vision for HDCC parks.

- Our scope is to review and propose initial ideas for sustainable commercial development for Rosliston Forestry Centre.
- We have focused on traditionally the highest commercial gain products of F&B, Play, Events, and Accommodation, as well as smaller 'quick wins' and experiences that will excite and drive visits to the more commercial product.
- We have taken into account the sensitivity of environmental factors, however at this stage are showing options that may challenge these!
- We have considered desirability in terms of local demographics - new and existing. As well as taking into account the Huntingdonshire public space brand ("Pride of Place").

- We have extensive experience with working with IP's to generate higher interest and footfall, therefore we have included some IP branded ideas, as these can often be 'game changers'.
- We have categorised the product ideas in to **4 categories**, which are explained in the product section (see sections 3-5). This helps to plan, balance the portfolio and prioritise selection.

FINANCIAL APPROACH:

Figures are based on assumptions, exclude central and infrastructure costs, use a **6% interest rate over 10 years**, and remain subject to detailed design. Items must be used as examples and no responsibility or liability is taken for them.



1.

Executive Summary



■ ■ This document outlines a range of commercial opportunities designed to generate new revenue streams and provide stakeholders with clear options for review. Our analysis focuses on the commercialisation potential of the five selected sites, presenting strategies that balance both short-term gains and long-term sustainability.

We believe that, by pursuing these opportunities, you will be well positioned to achieve your financial goals over the coming years. Based on our research and experience, the options identified not only create immediate benefits but also establish resilient and sustainable revenue streams for the future.

We also recognize the importance of community engagement as a critical next step in the process. Ensuring alignment with community needs will be key to the success of these initiatives.

To support decision-making, this report includes a 'Commercial Star Rating' framework. This highlights which sites offer the strongest potential for commercial development, alongside those that may require a softer approach, ensuring a well-rounded and strategic pathway forward.

1.

Pathway

As per your request please see in the following pages a pathway of potential investment. However;

Disclaimer: The following investment plan is indicative and assumes a prior stage of comprehensive masterplanning. This process should include cluster planning, consideration of brand and vision, economies of scale, and alignment with local demographics. Final investment decisions should be made only after this masterplanning stage is complete.

TOTAL SUGGESTED INVESTMENT LEVELS

As a guide the following figures show a total of suggested spend and return based on our 4 sections of investment

No of Suggestions	Investment	Contribution Per Anum after									
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
7 Game Changers	3,530,000	646,780	795,038	817,897	841,084	864,597	888,435	912,596	937,077	961,873	986,983
21 Destination Products	2,815,000	605,418	647,839	680,731	715,948	753,744	729,812	838,237	885,608	936,911	992,595
15 Imagination Products	760,000	130,712	136,126	140,657	144,935	149,275	153,675	158,136	162,657	167,238	171,877
6 Quick Wins	425,000	115,914	120,646	123,846	127,096	130,396	133,746	137,145	140,595	144,094	147,643

AVERAGE SUGGESTED INVESTMENTS

As a guide the following figures show the averages of spend and return based on our 4 sections of investment.

	AVERAGE - Investment	AVERAGE - Contribution Per Anum after									
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Game Changers	504,286	92,397	113,577	116,842	120,155	123,514	126,919	130,371	133,868	137,410	140,998
Destination Products	134,048	28,829	30,849	32,416	34,093	35,893	34,753	39,916	42,172	44,615	47,266
Imagination Products	50,667	8,714	9,075	9,377	9,662	9,952	10,245	10,542	10,844	11,149	11,458
Quick Wins	70,833	19,319	20,108	20,641	21,183	21,733	22,291	22,858	23,432	24,016	24,607

1.

Pathway

As per your request please see in the following pages a pathway of potential investment. However;

Disclaimer: The following investment plan is indicative and assumes a prior stage of comprehensive masterplanning. This process should include cluster planning, consideration of brand and vision, economies of scale, and alignment with local demographics. Final investment decisions should be made only after this masterplanning stage is complete.

POTENTIAL PATHWAY

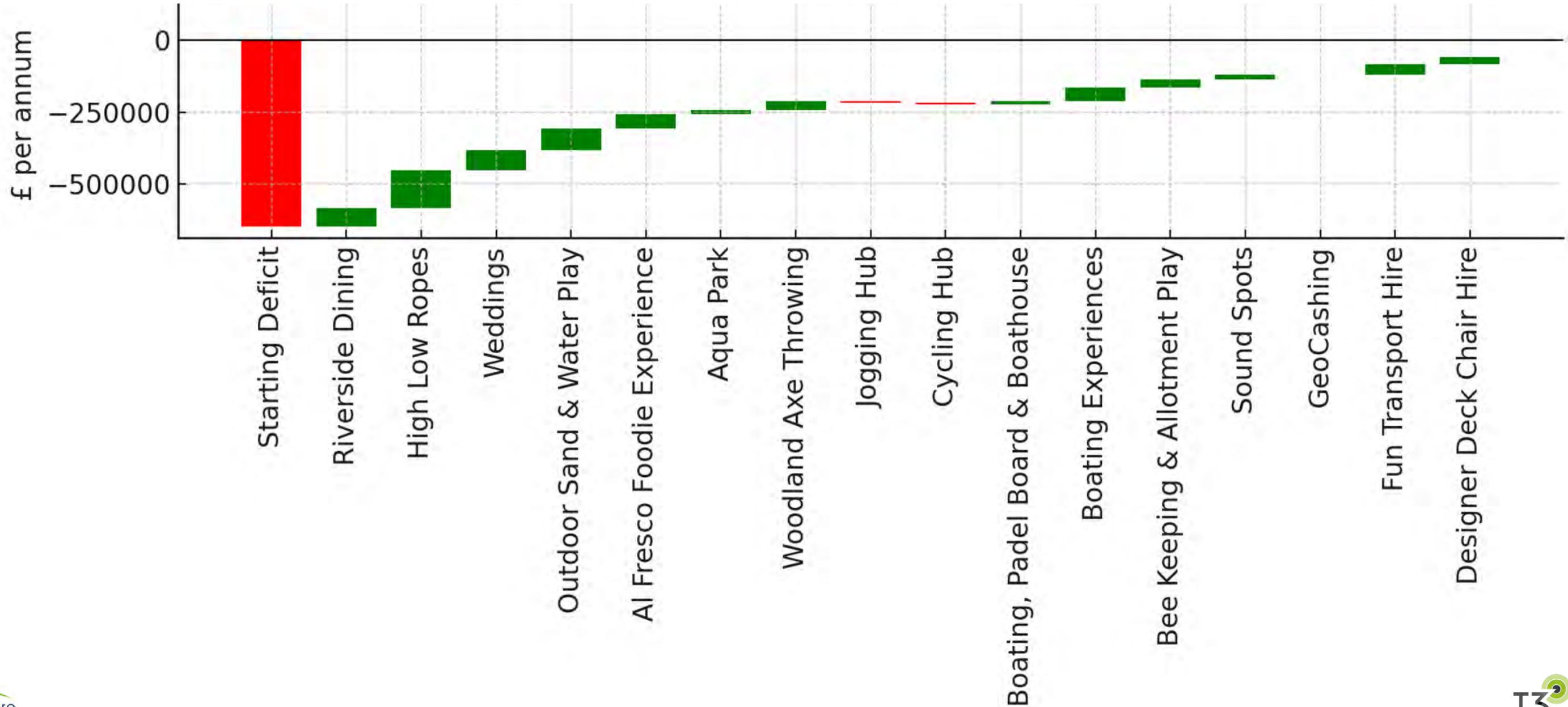
As stated in the above disclaimer below is a potential pathway of how we would spend the suggested investment of £2m spread over 2 years and the returns. All subject to masterplanning.

Year	T3 SUGGESTED - Investment		SUGGESTED - Contribution Per Anum after										
	Year 0		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
1 Game Changer	Riverside Dining	500,000	66,593	96,158	98,892	101,663	104,470	107,312	110,189	113,100	116,046	119,024	Riverside St. Neots
2 Destination Products	High Low Ropes	500,000	130,660	135,316	138,833	142,403	146,024	149,697	153,422	157,198	161,026	164,903	Hinchingbrooke Country Park
1 Destination Products	Weddings	150,000	68,860	73,085	74,802	76,547	78,321	80,125	81,958	83,821	85,713	87,636	Hinchingbrooke Country Park
2 Destination Products	Outdoor Sand & Water Play	250,000	77,703	81,357	84,488	87,730	91,087	94,566	98,172	101,911	105,789	109,814	Hinchingbrooke Country Park
2 Destination Products	Al Fresco Foodie Experience	100,000	48,803	50,479	51,663	52,868	54,093	55,338	56,604	57,891	59,198	60,527	Riverside Huntingdon
1 Destination Products	Aqua Park	100,000	13,501	14,228	14,687	15,153	15,623	16,099	16,581	17,067	17,558	18,053	Hinchingbrooke Country Park
2 Destination Products	Woodland Axe Throwing	50,000	33,109	34,315	35,097	35,893	36,703	37,526	38,365	39,217	40,085	40,967	Hinchingbrooke Country Park
2 Destination Products	Jogging Hub	25,000	-6,416	-5,729	-5,788	-5,849	-5,912	-5,977	-6,045	-6,115	-6,187	-6,263	Priory Park
2 Destination Products	Cycling Hub	25,000	-6,416	-5,729	-5,788	-5,849	-5,912	-5,977	-6,045	-6,115	-6,187	-6,263	Hinchingbrooke Country Park
2 Destination Products	Boating, Padel Board & Boathouse	100,000	11,655	12,296	12,717	13,143	13,573	14,008	14,448	14,891	15,338	15,790	Riverside St. Neots
2 Destination Products	Boating Experiences	25,000	46,678	48,015	49,031	50,067	51,122	52,198	53,294	54,410	55,548	56,707	Hinchingbrooke Country Park
1 Imagination Products	Bee Keeping & Allotment Play	100,000	28,768	29,869	30,641	31,426	32,222	33,030	33,850	34,681	35,524	36,379	Hinchingbrooke Country Park
2 Imagination Products	Sound Spots	25,000	16,906	17,202	17,602	18,009	18,423	18,845	19,274	19,710	20,154	20,605	Paxton Pitts
2 Imagination Products	GeoCashing	15,000	-1,476	-1,455	-1,444	-1,434	-1,424	-1,414	-1,404	-1,396	-1,387	-1,380	Paxton Pitts
2 Quick Wins	Fun Transport Hire	25,000	38,715	39,902	40,766	41,648	42,547	43,464	44,400	45,354	46,327	47,320	Hinchingbrooke Country Park
1 Quick Wins	Designer Deck Chair Hire	15,000	24,339	25,089	25,631	26,183	26,746	27,319	27,903	28,498	29,104	29,722	Riverside St. Neots
		2,005,000	484,730	533,790	548,635	563,768	579,193	594,916	610,943	627,277	643,926	660,895	

1.

Pathway

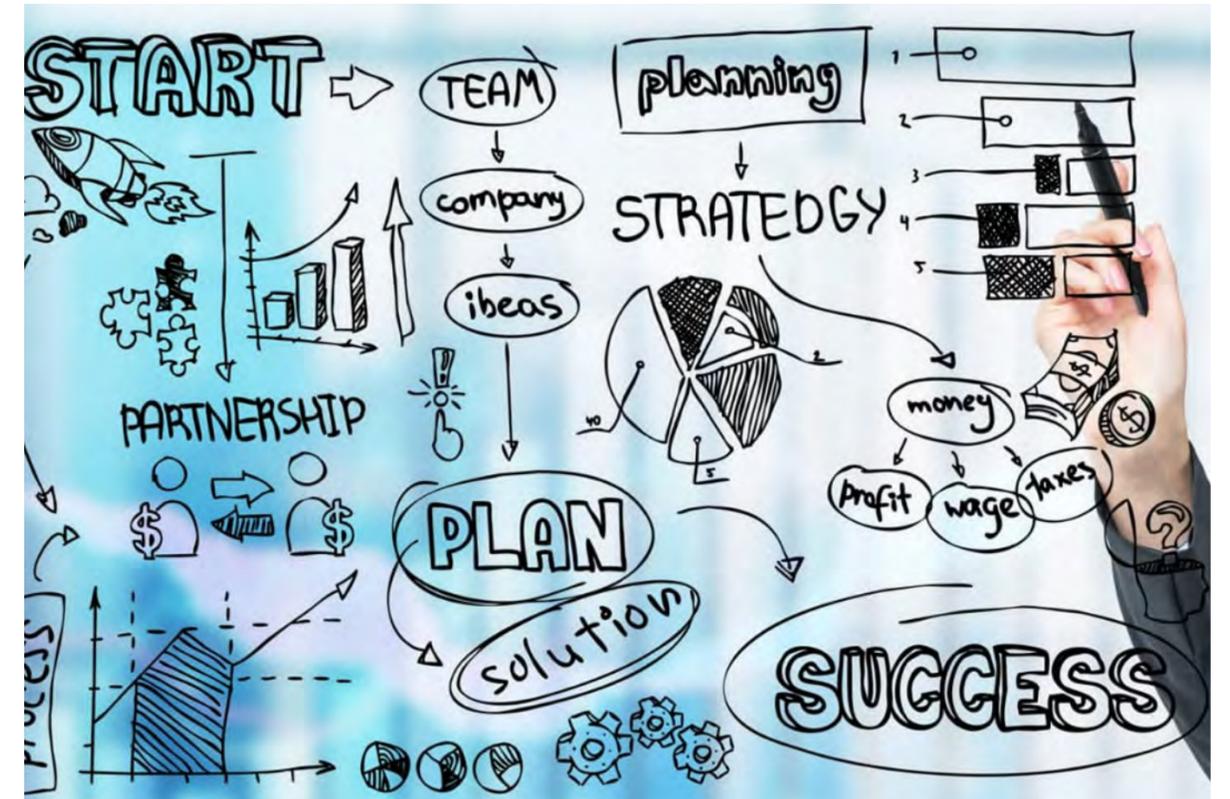
DEFICIT REDUCTION WATERFALL
(Year 1 Contribution)



1. Overall Commercial Strategy

ENHANCE VISITOR EXPERIENCE BY...

- **Creating quality food, play and events offerings**, that meet modern demographic expectations and prolong dwell time.
- **Involve experienced operators** to maximise potential.
- **Create product that has high marketing potential** (to generate interest and higher usage of space.)
- **Clustered product** to facilitate easier use of multiple products and maximize staffing presence.
- **Appeal to wide variety of users**, so family groups for example with different preferences can be entertained at one destination.
- **Building it's brand and recognition**, by strengthening and introducing suitable offerings at each, in line with the parks individual characteristics, therefore meeting and excelling people's expectations of their visit.



GENERATE SUSTAINABLE INCOME

Sustainable revenue will be generated by strategically commercialising the selected sites, balancing short-term income opportunities with long-term initiatives that create resilient and diversified revenue streams.

ALIGN WITH HDCC'S CORPORATE PLAN

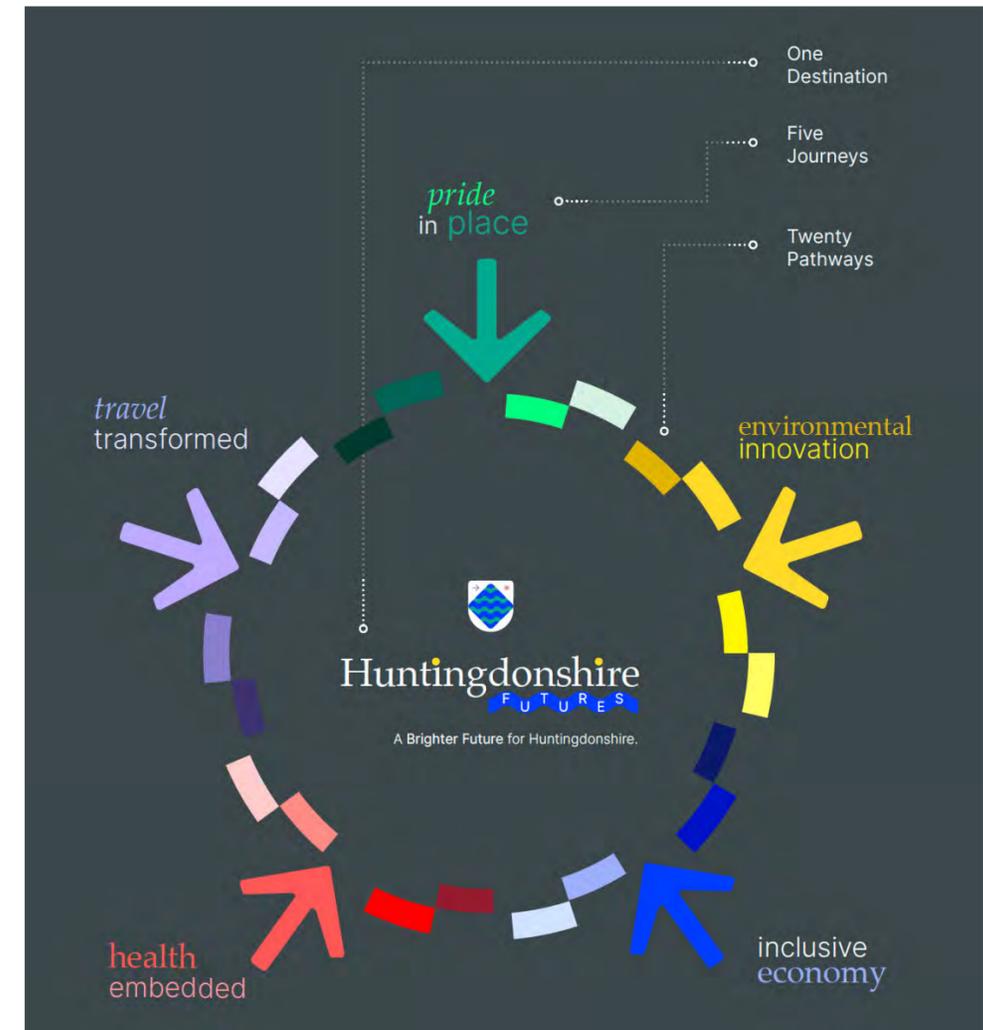
This presentation aligns with your corporate plan by providing commercially viable options that support long-term financial sustainability, strengthen community engagement, and advance your strategic growth objectives.

1.

A Shared Vision for Huntingdonshire Parks

In line with **A Shared Vision for Huntingdonshire Parks**, this strategy demonstrates how carefully targeted, high-quality offerings can monetise a small proportion of green space while respecting and harmonising with the parks and lakes.

By commercialising just 1% of the assets, we can generate sustainable revenue to safeguard the other 99%, ensuring these spaces remain gardens, gathering places, wellness zones, and wildlife sanctuaries rather than being forced into large-scale development.



We envision parks that offer:

- Inclusive access for all
- Health and wellbeing benefits
- Safe and engaging spaces for families
- Opportunities to celebrate nature, heritage, and community



2.

Benchmarking & Commercial Insights

- Outdoor Leisure Trends 2025
- Brand Comparison Best In Class

2.

Benchmarking & Commercial Insights

EXAMPLE OF WHERE IT'S GONE RIGHT (COUNCIL-OWNED, UK):

■ ■ Coombe Abbey, Coventry

Catering Cafés & Kiosks (record over £1million revenue!) and new Paid for Play.

Note - Free entry but charged car park.



There are few that have excellent 'all round - year round' commercial offerings!

UK councils have struggled to achieve what global parks (for example US, Canada, Singapore, & Australia) have, this isn't all about the weather!

Underfunding, inexperience of councils to own-and-operate and the public assumption 'it should be free' all create challenges.

As highlighted in your report, challenging and changing this will require engagement, bravery and imagination!

2.

Benchmarking & Commercial Insights

■ ■ Commercial Market Trends In Outdoor Leisure

In the UK, as in Europe, we have seen a notable growth in the following:



1. Growth in Adventure and Experience-Based Leisure

Experiential leisure is booming: think outdoor escape rooms, axe-throwing, forest high-ropes, and open-air adventure golf. Many operators are expanding from indoor-only concepts into **hybrid indoor-outdoor formats**.

Examples: Go Ape continues to expand; Puttshack are exploring outdoor activations.

Opportunity: Branded outdoor venues, pop-up activity zones, or licensing existing **I.P.s** for outdoor settings.



2. High Demand for Staycations and Accommodation

UK holiday park operators (e.g. Parkdean Resorts, Haven, Center Parcs) are investing in upgraded facilities, often **incorporating outdoor gyms, nature trails, splash parks, and adventure play**.

Parkdean Resorts is reportedly raising £250 million to expand its sites to meet staycation demand.

Commercial angle: Strong ROI in offering high-frequency outdoor experiences—like paddle boarding rentals, mobile catering, or guided wildlife walks.



3. Profitable Park Cafés and Concessions

Public parks with high footfall (e.g. Coombe Abbey, Hyde Park) are generating catering turnovers exceeding £500,000 per site, with private operators and councils viewing cafés and kiosks as critical revenue streams.

Flexible formats like mobile coffee carts, seasonal ice cream stands, and themed pop-up cafés are outperforming static formats in smaller parks.

Trend: Turn-key food and drink concessions in high footfall green spaces are in demand.

2.

Benchmarking & Commercial Insights

■ ■ Commercial Market Trends In Outdoor Leisure Continued



4. Rise of Outdoor Fitness as a Business Model

Outdoor boot camps (e.g. **British Military Fitness/Be Military Fit**), running clubs, and personal trainer-led fitness in parks are commercially thriving. Councils are increasingly open to licensed commercial use of public space for fitness, with some charging per hour for trainers.

Market niche: Offering scalable outdoor fitness franchises, app-based instructor platforms, or branded group wellness events.



5. Eco-Conscious Consumer Spending

Outdoor brands and venues with sustainability credentials (compost toilets, solar-powered equipment, or zero-waste cafés) command loyalty and **higher spend-per-head**.

Businesses like **Canopy & Stars** and **Kip Hideaways** leverage nature-focused, eco-luxury experiences for urban consumers.

Opportunity: Eco-education trails, solar-powered cafés, green glamping add-ons, or low-impact outdoor activities like foraging tours.



6. Events & 'Festivalisation' of Green Spaces

Themed outdoor events (e.g. light trails, open-air cinema, wellness festivals, food & drink festivals) are turning parks into **multi-revenue seasonal hubs**.

Councils are increasingly licensing out event space for high-return weekend activations.

Commercial growth: Pop-up experiences (e.g. yoga brunches, wild swimming meets, artisan food fests) generate **3-5x more revenue per sqm** than passive green use.

2. Benchmarking & Commercial Insights



Commercial Market Trends In Outdoor Leisure Continued

7. Artificial Intelligence in Terms of Park Commercial Use

A.I. is pushing the boundaries of what it means to experience public spaces. It is transforming how parks are planned, maintained and monetized.

1. Planning & Development

- **Predictive Design:** AI models can analyze demographic, climate, and mobility data to forecast how different user groups would use the park. This helps guide commercial zoning within the park (cafés, kiosks, bike rentals, pop-up retail).
- **Investment Justification:** AI-driven impact assessments can help councils & private investors justify funding.
- **Design Optimization:** Generative AI tools can help to masterplan - balancing commercial functions with open green space.

2. Operations & Maintenance

- **Smart Infrastructure:** AI can control lighting, irrigation, and waste management, reducing operational costs and allowing reallocation of funds toward commercial activities.
- **Safety & Security:** Computer vision can monitor crowd density, prevent vandalism, & detect emergencies. This increases visitor confidence and thus commercial viability (vendors, events, rentals).
- **Predictive Maintenance:** Sensors + AI predict wear-and-tear, preventing closures that disrupt revenue streams.

3. Visitor Experience & Commercial Use

- **Personalized Engagement:** AI-powered apps can suggest trails, events, or F&B spots inside the park, driving traffic toward concessions and ticketed experiences.
- **Dynamic Pricing:** optimize rental pricing (bikes, sports courts, event spaces) based on demand, weather, and time of day.
- **Augmented Experiences:** AI-enabled AR tours, interactive art installations, or "smart playgrounds" can attract new audiences, increase dwell time, boosting commercial revenues.
- **Targeted Retail & Food Offerings:** AI analyzing visitor flows & preferences can guide placement & product selection.

4. Revenue & Partnerships

- **Data Monetization:** Aggregated, anonymized visitor data could be sold.
- **Corporate Partnerships:** Tech firms may sponsor AI-driven "smart zones" or digital experiences.
- **Event Optimization:** forecast attendance and optimize logistics for concerts, food festivals, or fitness events.

5. Risks & Public Concerns

- Commercial Overreach, Surveillance & Privacy, Equity Issues.

Looking ahead, AI promises further innovations that personalize fitness, enhance nature experiences, and deepen social connections, thus reshaping parks into dynamic, sustainable, and inclusive community hubs that respond to diverse needs.

2.

Benchmarking & Commercial Insights



8. Digital Integration & Booking Platforms

Consumers now expect frictionless booking & payment for everything, from paddle boards to pitch-and-putt to guided forest hikes.

Companies offering integrated digital solutions (like booking apps for adventure parks) are advancing into the public sector.

Trend: White-label platforms for councils to manage bookings, memberships, events, F&B Payment and loyalty schemes.

Commercial Market Trends In Outdoor Leisure continued

SUMMARY

- 1. Adventure & Experiential** High-margin, replicable activity concepts.
- 2. Staycations & Holiday Parks** Investment in multi-use outdoor infrastructure.
- 3. Park Cafés & Concessions** Growing turnover, low overhead, strong council demand.
- 4. Outdoor Fitness** Franchise/licensed instructor models flourishing.
- 5. Eco/outdoor Lifestyle** Premium-priced sustainable options with strong branding appeal.
- 6. Events & Pop-ups** Park-based events creating seasonal high-yield opportunities.
- 7. A.I.** Biggest opportunities are in smart infrastructure cost savings, visitor personalization, and dynamic monetization of park assets.
- 8. Digital Integration** Seamless booking & digital payments driving user spend.

2.

Benchmarking & Commercial Insights

Best-in-class Examples Of Public Parks - UK

As a proof of trend, we have selected a few public parks that have been providing commercial products successfully, All of which have become a destination in their own right.

1. ROUNDHAY PARK LEEDS, ENGLAND

Size: 700 acres

Annual Visitor: 1 million

Type: Public Park

Operator/ Structure: Local Authority with civic enterprise projects

Approx. Annual Revenue: £400,000 from licensed activity and £220,000 from sponsorship.

Income Streams: Parking, F&B, Paid for attractions, Sports & Leisure hire, Events and Sponsorship.

2. HEATON PARK, ENGLAND

Size: 600 acres

Annual Visitor: 2-3 million

Type: Public Park

Operator/ Structure: Local Authority with Private Operators

Approx. Annual Revenue: £462,000 +

Income Streams: Weddings, Parking, Events, Paid Attractions (Tramway, Boating Lake, Golf, Animal Centre, Riding.) Concessions, cafes & Lakeside Dining Domes!

3. PEMBREY COUNTRY PARK, WALES

Size: 550 acres

Annual Visitor: 520,000 (2018)

Type: Country Park (woodland & shoreline)

Operator/ Structure: Local Authority with Private Operators (campsite, adventure sports, events etc.)

Approx. Annual Revenue: £2.8million

Income Streams: F&B, Ski slope, Campsite Accomodation, Paid Activities, Venue Hire for Functions and Weddings (with Catering and Campsite Packages.)

4. THE HELIX (THE KELPIES) SCOTLAND

Size: 865 acres

Annual Visitor: Over 1 million

Type: Pulic Sculpture & Adventure Park

Operator/ Structure: Local Authority and Scottish Canals

Approx. Annual Revenue: £1.5 million

Income Streams: Visitor Centre (cafe, gift shop, exhibitions), Tours, Parking fees, Events & Activities (Bungee Jumps, Ziplines, Luminarium.) Lagoon-based Activities, Weddings (with Revenue from Venue Hire and Photography Permits.)



Note: Precise revenue and visitor numbers may not be available so these are to be considered estimates only.

2.

Benchmarking & Commercial Insights

Best-in-class Examples Of Public Parks - Europe

As a proof of trend, we have selected a few public parks that have been providing commercial products successfully, All of which have become a destination in their own right.

5. VONDELPARK, NETHERLANDS

Size: 120 acres

Annual Visitor: 10 million

Type: Public Park

Operator/ Structure: Local Authority with Private Partnerships.

Approx. Annual Revenue: £2-5 million

Income Streams: Parking, F&B (including Cafes, Restaurants and Taproom), Paid-for Attractions, Sports & Leisure hire, Events and Sponsorship. Weddings - Revenue is from Venue Rental. Open Air Theatre. Sponsorships.



6. ENGLISHER GARTEN, GERMANY

Size: 900 acres (but commercial model is concentrated in midsize concession zones or clusters.)

Annual Visitor: 2-3 million

Type: Public Park

Operator/ Structure: State of Bavaria

Approx. Annual Revenue: £462,000 +

Income Streams: Beer Gardens and Restaurants - Lease Revenues from Multiple High-turnover F&B. Event Permits.



7. PARC DE LA VILLETTE, FRANCE

Size: 135 acres

Annual Visitor: 10-12 million

Type: Public Park and Institutions

Operator/ Structure: Institution

Approx. Annual Revenue: £8.6 million

Income Streams: Venue Hire (Concert Halls and Open Spaces), Ticketed Cultural Programming (Festivals and Exhibitions). Concessions and Catering Partnerships. Weddings - revenue is from venue rental.

They receive substantial public subsidies.



8. TEMPELHOFFER FELD GERMANY

Size: 950 acres (most is an open field but the commercial offering is concentrated in a small number of hubs.)

Annual Visitor: 2 million

Type: Public Park

Operator/ Structure: Government, via State-owned Companies.

Approx. Annual Revenue: £2.6 million

Income Streams: F&B. Food Vendors pay Concession Fees and/or Rental Contracts. Focuses on street food culture, rotating pop-ups, and craft beer-style offers rather than trad kiosks. Events & Festivals.



Note: Precise revenue and visitor numbers may not be available so these are to be considered estimates only.

2.

Benchmarking & Commercial Insights

Best-in-class Examples Of Public Parks - Global

As a proof of trend, we have selected a few public parks that have been providing commercial products successfully, All of which have become a destination in their own right.

9. BRYANT PARK, NYC, USA

Size: 9.6-acre, Midtown Manhattan

Annual Visitor: 12 million

Type: Public Park

Operator/ Structure: Bryant Park Corporation, no direct public funding relying on concessions, sponsorships & events.

Approx. Annual Revenue: £21.75 million

Income Streams: Seasonal community events, markets, fitness and F&B, offers free reading room which attracts consistent footfall & drives concession spending.



10. DAXING NEW TOWN GREEN HUB & PARK, CHINA

Size: 800 meters long

Annual Visitor: Unknown but popular!

Type: Urban Park with Innovative Design

Operator/ Structure: Local Authorities

Approx. Annual Revenue: Unknown

Income Streams: Retail and Dining. Events (Ticket Sales and Sponsorship.)

Free Playgrounds, Sports Facilities and Rest & Wellbeing Areas.

Unlike most parks, Daxing Park seamlessly integrates with the surrounding buildings. The parking, stations, restaurants, homes, and commercial spaces all plug directly into the fabric of the park. In this context the design of the park does not call for the broadly planted zones or grand spaces of the larger world parks. **Rather it calls for a scattering of outdoor rooms, useable park spaces that fill this territory between the architecture.**



11. SOUTH BANK PARKLANDS, BRISBANE, AU

Size: 103 acres

Annual Visitor: 14 million

Type: Public Parklands on Riverfront

Operator/ Structure: City Authority & Private Ops

Approx. Annual Revenue: £26.5-37.1 million.

Income Streams: Multiple F&B, Retail Rent. Paid-for attractions (Wheel). Events & Venue Hire, Sponsorships & Concessions.



Note: Precise revenue and visitor numbers may not be available so these are to be considered estimates only.

2.

Benchmarking & Commercial Insights



Key Commercial Success Levers Across Benchmarks

- **Concessions - Food and Beverage** - High Quality F&B attracts high volumes and long dwell times, as well as curated high-quality food and beverage offerings (e.g. Shake Shack, local cafés, market stalls)
- **Concessions - Retail** - Markets and Branded Opportunities
- **Events and Programming** - Destination programming significantly amplify high footfall and concession spending revenue streams
- **Seasonal events** (outdoor cinema, festivals, markets) drive engagement, support concession sales, and justify premium sponsorships.
- **Lease & ticket models** - Either entry based (Paid for play) or concession / event-focused.
- **In-house commercial schemes** - Paid for attractions at parks e.g Leeds Urban Bike Park and Tropical World Zoo & Cafe
- **Footfall & Surrounding Development** - Often surrounded by dense urban cores—support commercial cafés and concessions
- **Public-private partnerships** or dedicated non-profits enable flexible, commercially driven operations.

2. Accessibility



Accessibility is central to ensuring that Huntingdonshire's parks are welcoming, inclusive spaces for all residents and visitors. Beyond being a legal and moral responsibility, improving access also carries significant social and economic value.

By actively designing experiences that meet the needs of visitors with disabilities or additional needs, Huntingdonshire can broaden its audience, enhance visitor satisfaction, and generate measurable economic and community benefit.

Why Accessibility Matters:

■ Population need:

Around 1 in 5 people in the UK have a disability. In Huntingdonshire, this represents tens of thousands of residents, plus visitors from the wider Cambridge, Peterborough, and Bedfordshire catchments.

■ Social value:

Accessible parks reduce isolation, promote wellbeing, and create shared community spaces where all residents, children, older adults, carers, and those with SEND can participate.



The "Purple Pound" is estimated at over **£14 billion** annually in the UK leisure and tourism sector alone.

■ Economic opportunity:

Capturing even a small share of the Purple Pound through improved accessibility could significantly increase revenue for events, and park-based businesses.

2. Accessibility

Practical Opportunities for Huntingdonshire's Parks

■ Accessibility Guides

- Provide clear, easy-to-find online and on-site guides outlining paths, gradients, facilities, toilets, and parking.
- Use images, icons, and plain language so visitors know what to expect before arrival.

■ SEND-friendly Sessions and Events

- Introduce quiet hours, smaller group activities, or dedicated sessions for children and families with SEND.
- Train staff and volunteers in SEND awareness and inclusive engagement.

■ Sensory Trails and Experiences

- Develop trails using tactile markers, sound features, and planting schemes with varied textures and scents.
- These not only benefit neurodiverse visitors, but also enhance the experience for families with young children and older adults.

■ Infrastructure Improvements

- Continue investment in step-free access, wide paths, accessible play equipment, and Changing Places toilets.
- Ensure signage is high-contrast and easy to read.



Note: Where products are particularly SEND-friendly, we have identified them in this report using this symbol.



Conclusion

By embedding accessibility into both the physical environment and the visitor journey, Huntingdonshire's parks can position themselves as inclusive, future-ready destinations. This strengthens community wellbeing, attracts new visitors, and unlocks a meaningful share of the Purple Pound—benefiting residents, businesses, and the district as a whole.



Infrastructure Enhancements

Key Opportunities Include:

- **Relocation and expansion of car parks** to reduce pedestrian-vehicle conflict, improve safety, and create a more welcoming arrival experience.
- **Development of cycling infrastructure** including dedicated cycle routes, secure bike parking, bike hire services, and e-bike charging stations to encourage sustainable travel, as well as commercial opportunities.
- **Enhanced wayfinding and park signage** with inclusive design principles, ensuring easier navigation for all visitors, including those with accessibility needs.
- **Improved waste management** facilities with well-placed bins, recycling points, and clear messaging to promote responsible disposal and support a cleaner, greener park environment, therefore encouraging spend and partnerships.
- **Accessible pathways and entry points** to ensure that people of all ages and abilities can enjoy the parks, lakes, and amenities without barriers.
- **Upgraded visitor amenities** such as rest areas, seating, water refill stations, and family-friendly facilities to encourage longer stays and repeat visits.

2. Promoting Health & Wellbeing

Key opportunities include:

- **Expand walking and cycling routes** to create safe, scenic, and accessible pathways that encourage everyday activity for all ages.
- **Introduce outdoor fitness zones** equipped with inclusive exercise stations to support both individual and group training.
- **Create flexible spaces for community wellness events** such as Parkrun, yoga sessions, mindfulness workshops, and fitness bootcamps.
- **Develop dedicated dog play and agility areas** to promote active lifestyles for owners and pets while enhancing responsible dog ownership.
- **Incorporate quiet reflection areas and wellness gardens** to support mental health, relaxation, and stress reduction.
- **Provide accessible seating, hydration points, and shaded rest areas** to make wellbeing activities inclusive and enjoyable for all visitors.

Strong social connections, regular exercise, sufficient sleep, & practicing gratitude are all scientifically proven to boost well-being & happiness.

People who use the natural environment for physical activity at least once per week have about half the risk of poor mental health compared with those who do not do so; and each extra weekly use of the natural environment for physical activity reduces the risk of poor mental health by a further **6%**

2.

Family-Friendly Play and Recreation



Re-imagine parks with centralised family zones that combine play, leisure and revenue opportunities.

- **Destination play areas** with facilities for children aged 2-12, offering inclusive and engaging experiences.
- **Central hubs** with eco-toilets, café access, and family seating areas to encourage longer dwell time.
- **Adventure zones** such as treetop trails, mini climbing walls, or balance bike tracks to appeal to a wider age range.
- **Commercial models to support sustainability:**
 - Combi-tickets (e.g., play + café bundle, play + adventure trail).
 - Family stamp/loyalty cards to encourage repeat visits.
 - Season passes or memberships for unlimited play access.
 - Pay-to-play premium zones (e.g., treetop trails, hireable adventure equipment).
 - Birthday party and group booking packages linked to play areas and cafés.
 - Partnership pop-ups (ice cream stalls, healthy snack vendors, toy hire) that complement family use.

2.

Expanding Food & Beverage Opportunities



- **Leverage commercial partnerships with established F&B operators** to enhance the quality, variety, and consistency of food services across all parks.
- **Benefit from larger supply chain networks** – ensuring reliability, cost efficiencies, and access to sustainable/ethical sourcing.
- **Stronger staffing solutions** through professional operators who can recruit, train, and manage teams more effectively than smaller independent vendors.
- **Deliver higher service standards and customer experience** by aligning with trusted brands known for consistency and quality.
- **Maximise commercial leverage** by negotiating a single, larger-scale contract across all five parks, creating stronger financial returns and reduced procurement complexity.
- **Unlock brand partnerships and co-marketing opportunities** that drive footfall, loyalty, and repeat visits to the parks.
- **Ensure long-term sustainability** with partners capable of investing in infrastructure, innovation, and seasonal programming.

2.

Activating Parks with Events

Employing a qualified Events Manager across all sites ensures professional oversight and maximises commercial potential by coordinating a diverse calendar of events, securing high-quality bookings, managing compliance and safety requirements, building community engagement, and creating consistent visitor experiences.

Centralised management allows for economies of scale, stronger supplier and promoter relationships, and the ability to package events across multiple parks, ultimately driving higher revenues, stronger brand recognition, and long-term sustainability.

1. SEASONAL FESTIVALS & FAIRS

Attract high footfall and can be ticket led or generate revenue via F&B or Sponsorship.

- Christmas Markets and Fairs
- Winter Light Trails
- Flower Festivals (e.g.. Tulley's Farm Tulip Festival)
- Makers Fairs



2. MUSIC & LIVE PERFORMANCE

Parks are increasingly being used as open-air venues for festivals, concerts and performances. High ticket value, merchandise, fees and F&B.

- British Summer Time (London)
- Jazz in the Park (Global)
- Park Life (Heaton Park)



3. OUTDOOR CINEMA NIGHTS

Accessible & scalable. Revenue from ticket sales, F&B, additional merchandise (hampers, chairs, etc.)

- Luna Cinema (UK)



2.

Activating Parks with Events

4. FOOD & DRINK

Popular with all demographics, low infrastructure. Vendor fees, branded zones optional ticketed event.

- Food Festivals
- World Foods - Thai Festival
- Gin & Beer Festivals
- Good Food & Wine Show



5. FITNESS & WELLNESS EVENTS

Regular programming keeps parks busy & repeat footfall. Revenue from Fees & partner activations as well as F&B.

- HIIT in the Park
- Yoga in the Park
- Hyrox
- Triathlons & Runs

2.

Welcoming Entrances and Interpretation



THE IMPORTANCE OF FEATURE ENTRANCES

- **Create a Strong First Impression** – a welcoming, high-quality entrance sets the tone for the visit, encouraging visitors to stay longer and engage more fully with the park's facilities.
- **Enhance Perceived Value for Money (VFM)** – when visitors feel they are entering a premium, well-managed space, they are more willing to spend on food, activities, and experiences.
- **Strengthen Brand Recognition & Identity** – consistent, memorable entrances across the park network reinforce the overall brand, making the parks more marketable to external investors & partners.
- **Support Commercial Leverage** – iconic entrances can be used as platforms for sponsorship, naming rights, or integration of partner branding.
- **Improve Visitor Flow & Orientation** – clear, well-designed entrances with integrated wayfinding reduce confusion and pedestrian congestion, creating smoother access to commercial zones.
- **Boost Community Pride & External Perception** – feature entrances demonstrate investment in the parks, making them attractive for outside funding, IP investment, and corporate partnerships.

2.

Biodiversity, Clean & Green Commitment

- **Integrate biodiversity into design** - embedding ecological features into all commercial projects, with a special focus on Paxton Pits as a flagship example.
- **Implement clean, green practices** - ensuring operators and partners adopt sustainable approaches such as renewable energy, waste reduction, and eco-friendly materials.
- **Balance development with ecological protection** - zoning commercial activity to safeguard habitats, leaving the majority of green space untouched while enhancing conservation.
- **Reinvest commercial revenue into biodiversity** - funding habitat restoration, rewilding, and educational initiatives that directly benefit the parks' ecosystems.

- **Promote eco-conscious partnerships** - selecting food, beverage, and event partners who share sustainability values and support the parks' environmental goals.



3.

Sites Overview



3.

Overview Map

Our Key

INDIVIDUAL PARKS

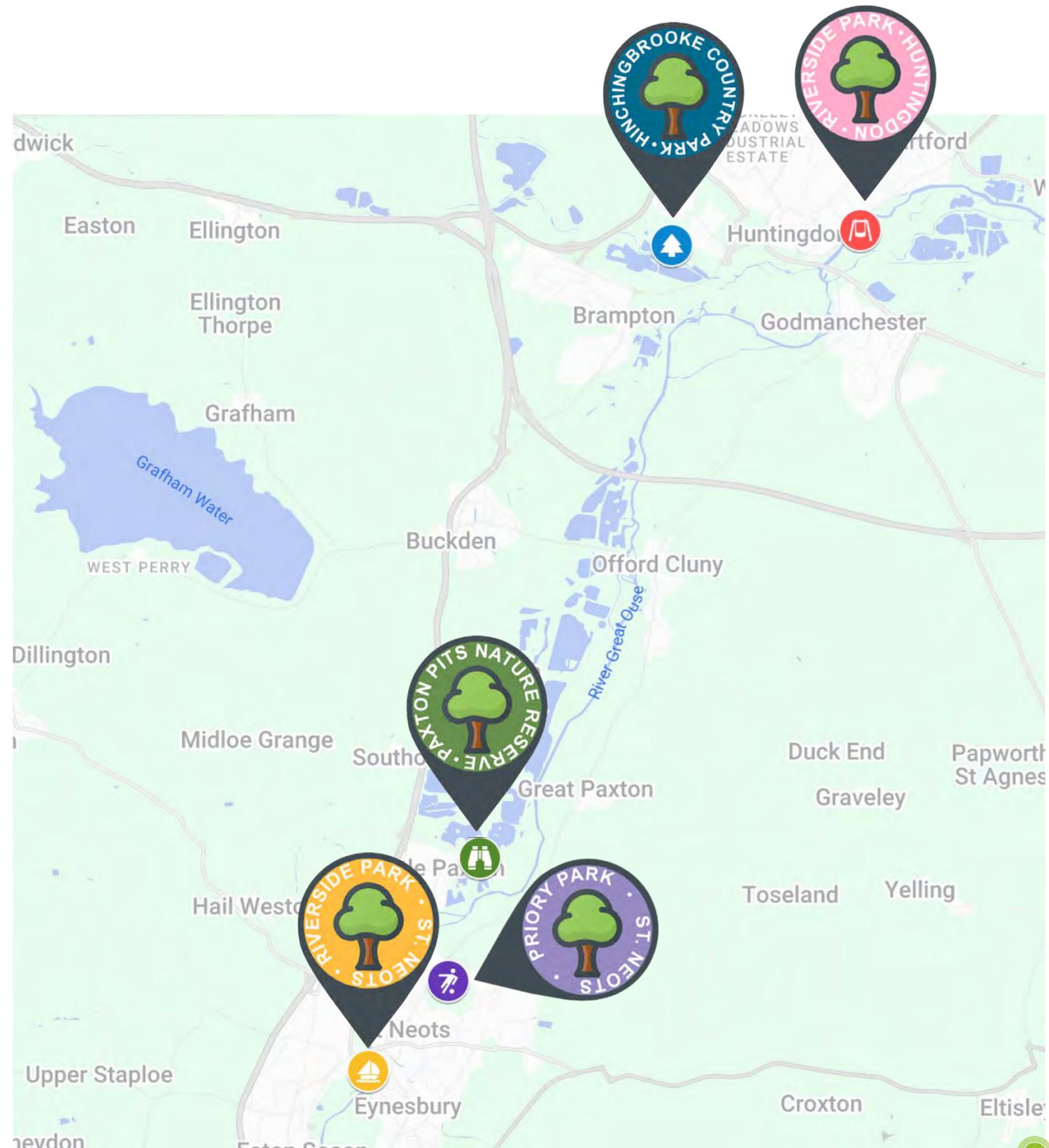
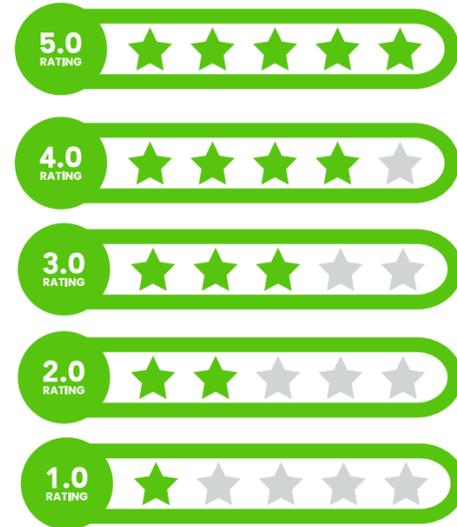
(so product can be earmarked for more than one site.)



POTENTIAL COMMERCIALITY

RATING

Some sites are more suitable than others, owing to sensitivity of environment, population density, and topography.



3.

Hinchingbrooke Country Park

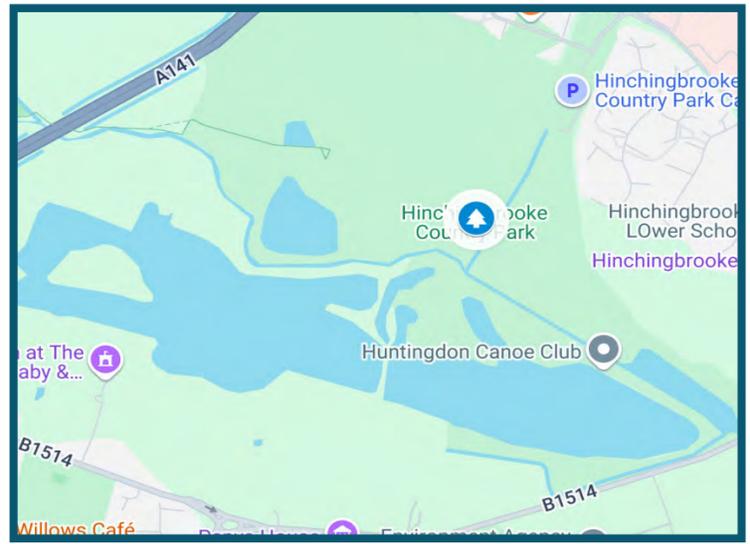


3.



Overview

Footprint Location



VISITOR NUMBERS: Estimated 200,000 annually

SIZE: 70 ha mixed habitat site

DEMOGRAPHIC: Families, Nature Spotters & Dog Walkers

TYPE: Country Park

DURATION PER VISIT: 2-3hrs

COMMERCIALITY RATING: 5



Strengths

- Strong visitor base
- Recognition of brand
- Green flag award status since 2018
- Diverse infrastructure
- Event friendly space
- On site retail
- Diverse natural environment
- Accessibility
- Family friendly
- Community

Weaknesses

- Limited public transport
- Seasonal limitations
- Basic digital infrastructure
- Revenue reliant on café and parking
- Limited shelter options
- No overnight facilities

Opportunities

- Event and venue hire
- Enhanced café and retail
- Membership / loyalty scheme
- Eco tourism & education
- Glamping
- Licensing & franchising
- More indoor attractions
- Community events / markets

Threats

- Weather
- Competition
- Public ownership constraints
- Environmental restrictions
- Over commercial risk - pushing it could affect reputation of a natural peaceful retreat



Overview

Why Visit

- Ideal for family outings, nature walks, or dog friendly exploration
- Natural beauty combined with community amenities
- Rich biodiversity



Summary

Hinchingsbrooke Country Park is a 69-hectare green space on the edge of Huntingdon, combining woodland, open grassland, and lakes to create a diverse environment for recreation and wildlife. It is already a popular destination for families, walkers, runners, dog-walkers, and nature enthusiasts, with regular community activities such as parkrun and canoeing adding to its appeal. The park also features a café, children's play areas, and well-maintained paths, making it accessible for both everyday use and special visits.

Looking ahead, there is strong potential to further enhance the visitor experience.

Opportunities include:

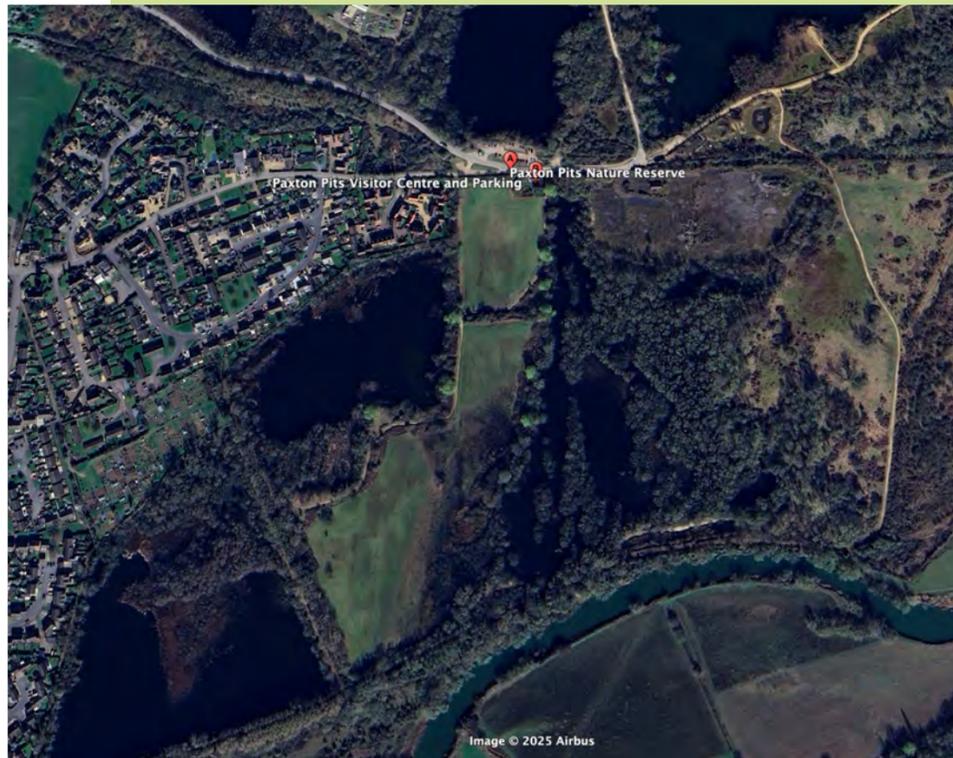
- **Improved facilities** such as upgraded toilets, better wayfinding, & enhanced accessibility.
- **Expanded food and beverage provision**, with more varied menus, healthier options, and extended opening hours to encourage longer stays.
- **Enhanced play facilities**, including adventure play equipment, natural play features, and inclusive design to cater for a wider age range and abilities.
- **Additional shelters**, seating, and picnic areas to support families and groups.

By building on its existing strengths, Hinchingsbrooke Country Park could grow as both a much-loved local green space and a regional attraction, encouraging repeat visits and longer dwell times.

3.

Paxton Pits

Nature Reserve

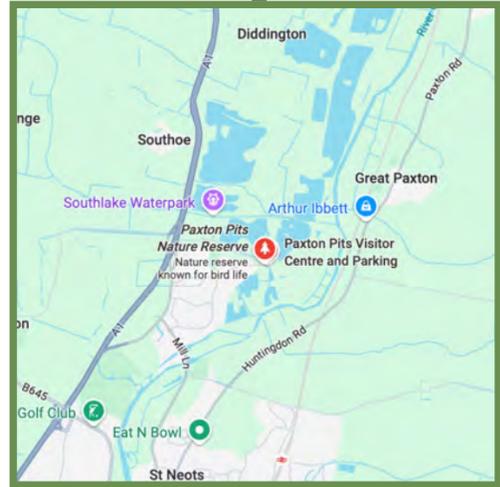


3.



Overview

Footprint Location



VISITOR NUMBERS: Estimated 100000 annually

SIZE: 80 ha mixed habitat site

DEMOGRAPHIC: Walkers, Nature Lovers, School Groups, Artists and Photographers

TYPE: Nature Reserve, Conservation Status

DURATION PER VISIT: x3 Trails (1-2 hour walks)

COMMERCIALITY RATING: 3



Strengths

- Strong visitor base
- Recognition of brand
- Green flag award status since 2018
- Diverse infrastructure
- Event friendly space
- On site retail
- Diverse natural environment
- Accessibility
- Family friendly
- Community

Weaknesses

- Limited public transport
- Seasonal limitations
- Basic digital infrastructure
- Revenue reliant on café and parking
- Limited shelter options
- No overnight facilities
- Some revenue schemes not controlled by HDCC. Friends of Paxton Pits have some control
- Site is heavily restricted due to designation

Opportunities

- Event and venue hire
- Enhanced café and retail
- Membership / loyalty scheme
- Eco tourism & education
- Glamping
- Licensing & franchising
- More indoor attractions
- Community events / markets

Threats

- Weather
- Competition
- Public ownership constraints
- Environmental restrictions
- Over commercial risk - pushing it could affect reputation of a natural peaceful retreat



Overview

Why Visit

- Peaceful escape and biodiversity hotspot
- Great for nature photography, bird watching, family outings and dog walks
- Different trail options



Summary

Paxton Pits Nature Reserve is a 78-hectare Site of Special Scientific Interest (SSSI) near St. Neots, made up of former gravel pits, lakes, meadows, and woodlands along the River Great Ouse. It is nationally recognised for its biodiversity, with birdlife such as nightingales, kingfishers, and wintering wildfowl attracting visitors from across the region. The reserve is also valued by local families, walkers, and community groups, with a visitor centre, café, hides, and well-established trail network supporting year-round use. Volunteers are central to its ethos, helping to maintain habitats, run events, and welcome visitors.

Looking ahead, Paxton Pits has strong potential for growth in eco-tourism, education, and light-touch event programming, provided this is carefully balanced with its conservation priorities and community role.

Opportunities include:

- **Improved facilities** such as upgraded toilets, better signage, & more accessible paths.
- **Expanded food and beverage provision**, including seasonal offers & healthier choices to encourage longer stays.
- **Enhanced play and discovery facilities**, from nature-themed play equipment to family-friendly activity trails.
- **Additional seating**, picnic areas, and shelters to support groups and year-round visits.

Any development must remain low-impact, sustainable, and aligned with the reserve's environmental mission. By building on its strengths as both a wildlife haven and a volunteer-driven community space, Paxton Pits can continue to thrive as a conservation-led destination with a growing role in education and eco-tourism.

3.

Riverside Park

St. Neots

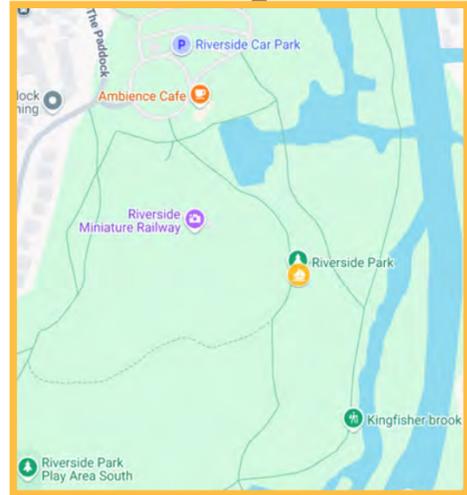


3.



Overview

Footprint Location



VISITOR NUMBERS: Estimated 75000 annually

SIZE: 29 ha flood plain of St. Neots

DEMOGRAPHIC: Walkers, Families & Event Attendees

TYPE: Town Centre Park

DURATION PER VISIT: 1.5 Hours

COMMERCIALITY RATING: 4



Strengths

- Prime town centre location
- Diverse amenities
- Established events area
- On site café
- Parking approx. 250
- Community attachment
- Skate park - largest outdoor vertical ramp

Weaknesses

- Limited indoor space
- No overnight stays
- Seasonal use
- F&B privately owned

Opportunities

- Expand Events programme
- More pop up vendors / licensing
- Water based activity
- Creative youth engagement (skate park)
- Digital infrastructure

Threats

- Flood risk
- Competition
- Resident backlash if diminishing community feel with payed-for activities



Overview

Why Visit

- Centrally located ideal access for all for an outdoor experience
- Offer a range of recreational activities
- Local events



Summary

Riverside Park is a large green space at the heart of St Neots, set alongside the River Great Ouse. It combines wide open grassland, mature trees, and riverside walks with play areas, a café, and facilities that support both everyday recreation and community events. The park is well-used by families, walkers, runners, and local groups, and is a focal point for town festivals and activities. It is also home to a popular skate park, which features England's largest drop, making it a significant draw for young people and skate enthusiasts.

Looking ahead, there are clear opportunities to further enhance Riverside Park's role as both a community hub and a visitor destination. These include:

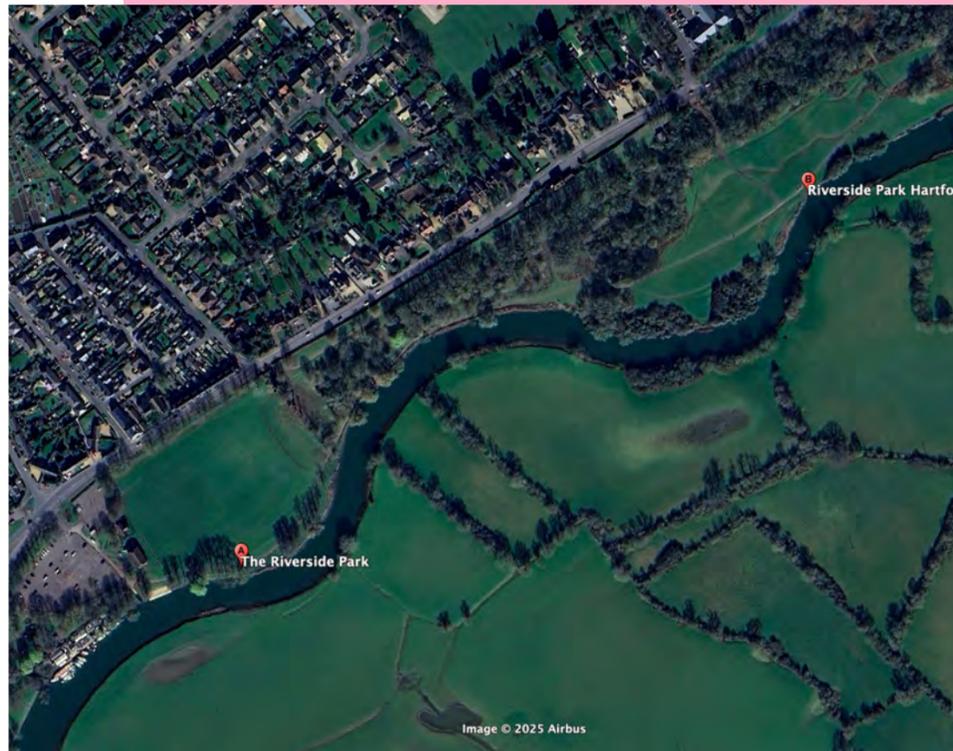
- **Improved facilities** such as upgraded toilets, better signage, & enhanced accessibility.
- **Expanded food and beverage options**, from a more varied café offer to seasonal pop-up catering during events.
- **Enhanced play provision**, including more adventurous and inclusive play equipment to serve a wider age range.
- **Additional shelters**, seating, and picnic areas to support families and encourage longer stays.

By building on its central location, riverside character, and distinctive skate park, Riverside Park has the potential to strengthen its role as a vibrant community space, hosting leisure, play, and cultural activity while offering a welcoming destination for both local residents and visitors.

3.

Riverside Park

Huntingdon



3.



Overview

Footprint Location



VISITOR NUMBERS: Estimated 50000 annually

SIZE: 34 ha with 2km River-front

DEMOGRAPHIC: Walkers, Sports & Play

TYPE: Sports & Country Park

DURATION PER VISIT: 1.5 HOURS

COMMERCIALITY RATING: 4



Strengths

- Prime town river front location
- Ample parking
- Children's play
- Football pitches
- Access to river
- Established events venue
- Large flat green space for flexible use
- Established events area

Weaknesses

- Lack of commercial facilities on site, no perm café, VC or stalls
- Dwell time is low
- No accommodation
- No indoor attractions
- Limited identity

Opportunities

- Expand Events programme
- More pop up vendors / licensing
- Water based activity
- Commercial sponsorship
- Collaborative packages, bundle events with town cafés
- Development of existing pavilion

Threats

- Flood risk
- Environmental restrictions
- Competition



Overview

Why Visit

- Family outings, gentle riverside walks & occasional water sports
- Well located open space with parking & play
- Hosts outdoor events & concerts



Summary

Riverside Park, Huntingdon is a much-loved green space set along the River Great Ouse, within easy reach of the town centre. It offers wide open grassland, mature trees, and riverside walks, creating an attractive setting for everyday recreation and community gatherings. The park provides space for walking, running, picnics, and informal play, and is used by local families, dog-walkers, and visitors seeking a riverside escape. Its proximity to the historic town and river-front makes it a natural extension of Huntingdon's cultural and leisure offer.

Looking ahead, Riverside Park has clear potential to develop further as a central community and visitor destination.

Opportunities include:

- **Improved facilities**, such as upgraded toilets, better wayfinding, and enhanced accessibility.
- **Expanded food and beverage provision**, including seasonal kiosks or pop-up catering to serve visitors during busy periods and events.
- **Enhanced play facilities**, with more adventurous and inclusive equipment for a wider age range.
- **More seating, picnic areas**, and shelters to encourage longer stays and make the park more resilient to year-round use.

With its riverside location and strong community use, Riverside Park is well placed to grow as both a daily green space and a setting for light-touch events and festivals, helping to strengthen Huntingdon's identity as a riverside town while maintaining the park's open, natural feel.

3.

Priory Park

St. Neots

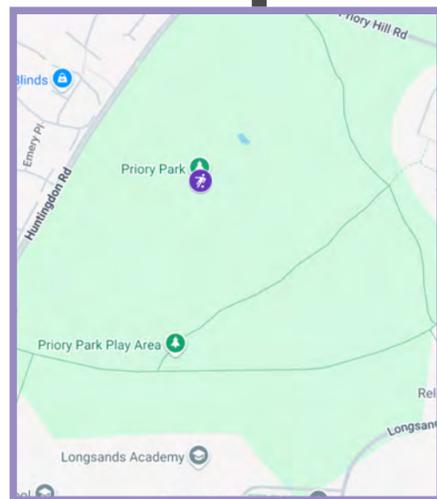


3.



Overview

Footprint Location



VISITOR NUMBERS: Estimated 50000 annually

SIZE: 32 ha

DEMOGRAPHIC: Dog Walkers, Families & Sports Teams

TYPE: Suburban Park

DURATION PER VISIT: 1.5 Hours

COMMERCIALITY RATING: 3



Strengths

- Prime location
- Sports facilities
- Children's play
- Woodland and green space
- Community engagement

Weaknesses

- Lack of commercial infrastructure
- Weather dependency
- No F&B

Opportunities

- Pop up retail and food stalls
- Event hosting
- Partnerships
- Educational programmes
- Infrastructure development

Threats

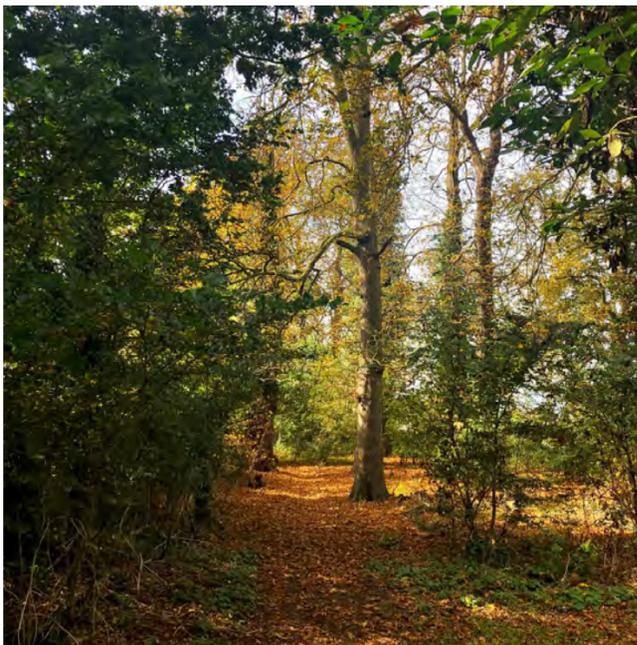
- Environmental restrictions
- Competition



Overview

Why Visit

- Recreational sports
- Children's play
- Woodland walks



Summary

Priory Park, St. Neots is a well-used green space close to the town centre, combining open grassland, mature trees, and sports facilities with a strong community focus. It is home to several football pitches for hire with supporting pavilion and changing facilities, making it a key base for local clubs and organised sport. The park is also valued by families, walkers, and residents as an accessible and welcoming space for everyday recreation.

Looking ahead, Priory Park has clear potential to grow both as a community hub and as a venue for light-touch event programming, complementing its sporting role with broader leisure and cultural uses.

Opportunities include:

- **Improved facilities**, such as upgraded toilets, refreshed pavilions, better signage, and enhanced accessibility.
- **Expanded food and beverage provision**, for example through a small café offer, vending, or seasonal catering during matches and events.
- **Enhanced play and recreation facilities**, adding more adventurous and inclusive equipment to serve a wider age range.
- **More seating**, picnic areas, and shelters to encourage longer dwell time and year-round use.

By balancing its established sporting identity with investment in leisure, play, and community programming, Priory Park can strengthen its role as both a neighbourhood green space and a multi-purpose destination serving St. Neots' growing population.

3.

Commercial Selection

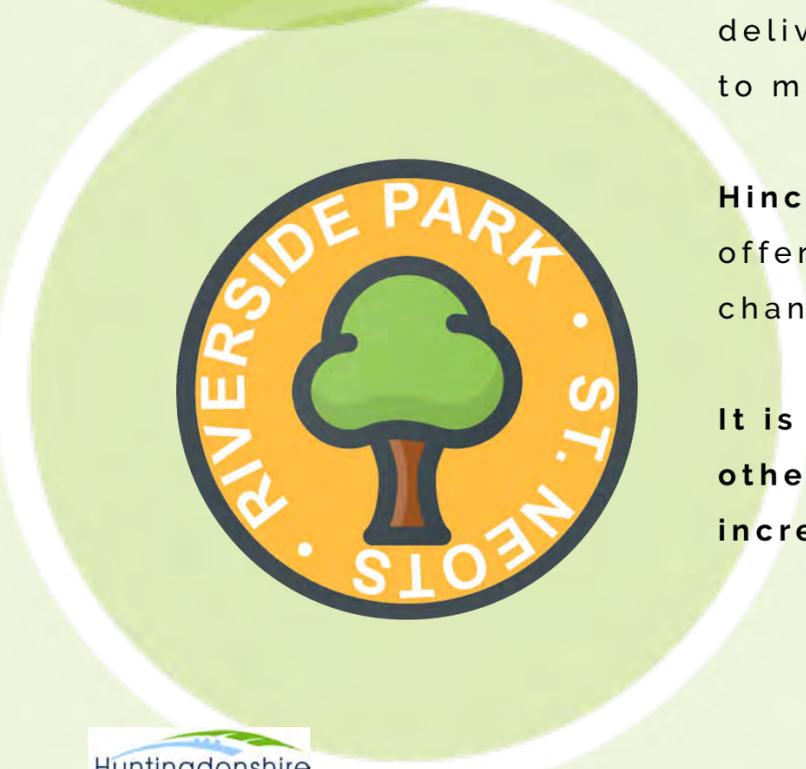


These five parks have been selected as the initial focus for investment because they represent the most significant commercial and community opportunities within the Huntingdonshire portfolio.

Their strong visitor bases, central locations, and existing facilities make them well-placed to deliver early returns on investment and to demonstrate the value of a more ambitious approach to managing parks and open spaces.

Hinchingbrooke, Paxton Pits, the two Riverside Parks, and Priory Park together provide a diverse offer – from flagship country park to urban leisure destination and nature reserve – giving us the chance to pilot a range of income-generating models and engagement strategies.

It is anticipated that the success of these projects will set a precedent for future work across other parks and open spaces in the district, ensuring that the benefits of improved facilities, increased visitation, and financial sustainability are rolled out more widely in the coming years.





4. Demographics

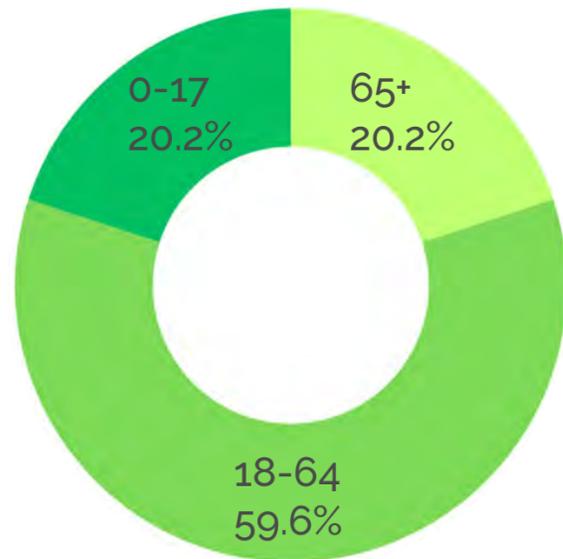
- Local demographics
- Top 4 target demographics

4. Overview of Primary Catchment Demographic

Huntingdonshire Population

Population & Age

Approximate only - based on 2021 Census.



180,800 residents

20.2% - 0-17yrs
59.6% - 18 - 64 yrs
20.2% - 65+ yrs

Median Age 40 yrs

The **50-64** age group is the single largest age band (20.8%), followed by 35-49 (19.8%) and then a cluster in the 25-35 (12.6%) and 65-74 (11.0%) ranges.

A balanced working-age core (60-61%) and a growing 65+ segment (20-21%)
useful for family & active-age programming plus healthy-ageing offers.

Households & Composition

Approx. 76,881 households
67.29% Single Family
28.05% One Person Units
4.66% Other (non family - multi person)

The vast majority are single-family households, followed by one-person units, and a small share of other household types.



Lifestyle & Leisure Preferences

Overall activity levels* :

60.8% active
13.9% fairly active
25.3% inactive among adults in Huntingdonshire.

Most popular activities locally:

Fitness activities and cycling (**27.6%**);
Participation cuts across age and gender.

Summary:

Lifestyle fit: High local appetite for fitness, cycling, swimming and general sport, good headroom for outdoor, educational and cultural add-ons tied to wellbeing.

Socio-economic Factors

Employment rate (16-64)*:
85.6% (year to Dec 2023).

Qualifications (16-64):
NVQ4+ **37.7%**;
no qualifications **5.6%**

Summary:

Spending power & stability:
Above-county average employment rate and solid full-time earnings support discretionary spend on leisure/culture.

4. Overview of Primary Catchment Demographic

THREE DEMOGRAPHICS OF HUNTINGDONSHIRE TO HIGHLIGHT:

A Young & Mid-Life Adults (20-49 years)



Represents a substantial potential audience for **active leisure** (running, cycling), **event based visits** (evening walks, pop-up markets), and **social media-friendly** experiences. Also the **primary decision-makers** for young family trips.

Households with YOUNGER Children: Family activity + learning

WHY IT MATTERS TO HUNTINGDONSHIRE LEISURE ATTRACTIONS:

- **Regular after-school 60-minute activities** (mini-ranger, bushcraft basics), weekend "nature + STEM" sessions, and **birthday/party packages** to monetise high-demand slots.
- **More covered outdoor** classrooms, pop-up marquees, and micro-exhibits in the visitor centre to protect revenue when trails are less appealing. (A common gap across open-air sites.)
- **Events calendar** that matches local rhythms: **Target** term-time Fridays (under-5s), after-school mid-week, and school-holiday festival days. Pull in local cultural partners for cross-over events (music/storytelling in the woods etc.).

THEY VALUE: a wide range of activities - Engaging the natural world - Relaxation and family bonding - Inclusive and accessible design. Value for Money is also important. Recognisable IP's hit strongly and help perceived VFM.

B Mid-Life Adults (35-54 years)



Typically 25-30% of the local population - a mix of parents with older children, and adults without children who still seek active weekend leisure.

Households with OLDER Children & Adults :

WHY IT MATTERS TO HUNTINGDONSHIRE LEISURE ATTRACTIONS:

- They are the **core decision-makers** for family outings and often the most willing to spend on **extras** (cafe, craft activities, seasonal events).
- Many are balancing work and home life - short, **2-3 hour visit formats** work well.
- Also a prime market for **corporate volunteering days** and employer-sponsored wellbeing activities.

THEY VALUE: Special touches and a safe, clean and reliable product. They want the park to be somewhere they can recommend and visit regularly.

Commercial Product that targets A&B: F&B, Play, Weddings, Unique Accommodation, Events.

4. Overview of Primary Catchment Demographic

C Older-adult (55-64 years - "Active 50's")



Likely working or semi-retired, with good mobility (keen on active leisure) and spending power.

Excellent candidates for **early evening events**, **volunteer nature activities**, **weekend guided walks**, **small group experiences** (such as cookery classes, painting, music & food, etc.) Also wellbeing opportunities during weekdays. They serve as both **hands-on visit participants** and **influencers for multi-generational family outings**.

THEY VALUE: Accessibility and **quality**.

Commercial = cafe spend, events & accommodation.

SUMMARY NOTE:

Huntingdonshire **primary catchment is family-heavy and older-adult-rich** with stable employment and strong appetite for low-barrier, outdoor, learning-infused experiences.

Nearly one-third of Huntingdonshire residents are **aged 55 or over** - a substantial and growing market segment.

This is the **fastest growing segment**, with **predictable availability** outside school holidays and weekday peaks - ideal for season smoothing.

4. Why Defined Demographic Groups are ESSENTIAL for COMMERCIALISM

The products chosen within this report have been carefully selected to represent a commercially diverse audience, offering multiple opportunities for revenue generation. Each park is a park for ALL, but defined groups allow product selection to align with specific needs, preferences and behaviours of your target demographics which is essential for making commercial ventures effective and sustainable.

1. INCREASE RELEVANCE AND SALES

When products are tailored they resonate more

2. MAXIMISES MARKETING EFFICIENCY

Target markets with precision, instead of one size fits all

3. ENCOURAGE REPEAT BUSINESS

Meeting lifestyle & interests of groups establishes loyalty.

4. ENHANCE CUSTOMER EXPERIENCE

Groups are more satisfied when a park provides for their lifestyle.

5. REDUCES COMMERCIAL RISK

Understand the needs reduces adding products that wont sell.

6. SUPPORTS COMMUNITY INCLUSION

A variety of products for different groups, shows inclusivity & all are valued.



4.

Target Demographics - Families

This includes local families as well as those from surrounding area. All ages should be thought of, there is a large percentage of retirees in Huntingdonshire as well as starter families looking for new experiences to do.

The family demographic covers a range of ages, who will attend the park for different activities. E.g. Parents would be attracted to a wine festival and teens an aqua adventure with a group of friends, Families are in the highest bracket for potential commercial spending.

WHAT'S IMPORTANT TO THEM?

- Family Togetherness
- Betterment
- Empowering
- Healthy Lifestyle
- Staying Young
- Curiosity
- Community Spirit
- A Sense of Purpose
- Exposure to Nature
- Popular (low risk)

CHARACTERISTICS

- Parents (27 - 45yrs old)
- Visits for play, walks, meet ups, events, things to do and fresh air
- Local residents
- Often come multiple times per week



4.

Events Targeted to Families Demographics

WHAT'S IMPORTANT TO THEM?

- Fun!
- Socialising
- Staying Young
- Curiosity
- New Experiences
- A Sense of Purpose
- Explorers
- Quality Experiences
- Travel
- Social Media
- Active

CHARACTERISTICS

- Affordable local activities to entertain
- Fun & bonding
- Community engagement
- Social, Music, Food,
- Leisure, Fitness & Wellness
- Unique & memorable
- Cultural
- Educational
- Dog friendly
- Novelty

The amount families spend at an event in a park can vary based on event type, available attractions, pricing, and family size. Below is an estimate average spend per family (2 adults 2 children, based on typical expenditure.

Family 2 adults / 2 children

Category	Low (£)	Medium (£)	High (£)
Entry (if applicable)	Free	£5-15	£20+
Car Parking	Free	£5	£10
Food & Drink	£20	£25 - 35	£40+
Kids activities (crafts / rides)	£10	£15 - 20	£25+
Merchandise / souvenirs	£10	£15 - 20	£25+
TOTAL	£40	£65 - 95	£120



Typical Event Examples

Type	Average Family Spend
Free Community Event (Art in the park)	£10 - £25 mostly food / activities
Outdoor Cinema Evenings	£30 - £50 tickets, f&b / picnics
Seasonal Festival (Christmas etc)	£40 - £70 (rides, attractions, f&b & shopping
Craft / Artisan Market	£20 - £40 gifts, f&b, produce
Dogfriendly Event	£20 - £35 tickets, merchandise, f&b
Music Festival	£25 - £60 tickets, f&b & merch



4. Target Demographics - Education & Community Groups

Educational experiences for schools and groups can be highly commercial for public parks. Commercials can come in the form of, direct income from group bookings for an allocated time period, add-on services; park ranger, activity packs, f&b provisions and seasonal / themed programmes which will attract repeat visits to the parks.

As well as providing direct revenue to the parks, educational sessions allow the park to be known for its positive links into community life, creating future paying customers for alternative reasons to visit the parks.

By creating packages for different educational and community needs (schools, scouts, adult learners, corporate teams), parks can ensure steady, year-round income streams alongside their other offerings.



WHAT'S IMPORTANT TO THEM?

- New Experiences
- Developing Skills
- Outdoors
- Curiosity
- Personal Development
- Fun
- Adventure
- Practical facilities and cost
- Ease

CHARACTERISTICS

- Organised & Time conscious
- Curriculum linked
- Large numbers
- Supervision needs
- Repeat visits
- Community groups - flexible scheduling
- Socially driven
- Cause orientated



Typical School Group Revenue

Group size: 30 pupils x £5 = £150 per session
 3 visits / week x 8 months (32 weeks) = 96 visits/year
 96 visits x £150 = £14,400/year

4.

Target Demographics - Weddings



Weddings held in parks can range widely in cost depending on the level of formality, services included, and infrastructure needed. Below are current pricing trends and examples of weddings held in public parks within the UK.

Hinchingbrooke Country Park is well positioned to host weddings, with its beautiful, natural setting, large open spaces which also offer tranquillity and privacy, accessible location and on-site facilities with the correct commercial packages and permissions it could be a sought-after local wedding location.

WHAT'S IMPORTANT TO THEM?

- Family Togetherness
- Quality
- Uniqueness
- Ease of 'all in one place'
- Scale
- Cost
- Special 'extras'

CHARACTERISTICS

- Nature loving
- Outdoors orientated
- Budget conscious
- Experience focused
- Creative / Non traditional
- Local
- Environmentally conscious

General Cost Trends for Public Park Weddings

Component	Typical Cost (£)
Permit / Venue fee	£200 - £3,000
Marquee hire	2,000 - £10,000
Catering (100 guests)	£4,000 - £8,000
Toilets, power, staff	£1,000 - £3,000
Total estimate (mid-range)	£10,000 - £18,000

Clissold Park (Hackney, London)	Markeaton Park, Derby	Wandsworth Parks. (Battersea Parks)
Location: Clissold House (within Clissold Park, a public park)	Registry office partnership in the Organgery	Venue hire (Pump House Gallery or park grounds): £1,000-£3,000
Ceremony only: From £600-£1,000	Cermonies from: £400	Marquee permitted: Setup costs range £5,000-£10,000
Reception hire: Up to £4,000	Reception extras: Outdoor space can be hired with council permission	Total cost estimate: £10,000-£20,000
Full wedding (with F&B): £7,000-£15,000	DIY Weddings: £5,000 - £10,000 depending on guest no. & services	





5. Product Ideas

- Game Changers
- Destination
- Imagination
- Quick Wins

5.



Product Selection Principles

All products have been considered in order to:

■ DRIVE FOOTFALL & INCREASE DWELL TIME

- To the under-used parks, to create 'destinations' that maximise opportunity for revenue potential. Value for money activities balanced with higher cost treats.

■ GENERATE SUSTAINABLE INCOME STREAMS

- Certain products will have separate costs to enter, others offer more reasons to visit and spend on F&B and Retail.

■ APPEAL TO MULTIPLE USERS

- offer a balanced variety so that everyone can have new experiences at the parks

■ WOW! CURB APPEAL & PESTER POWER

- create a level of visual appeal that translates into marketing and commercial returns.
- CHANGE PEOPLES OPINIONS! Important to give people a new reason to visit and show them the parks have changed! (and by extension, stay and pay) with the addition of quality projects.

5.

Our Key

Investment



Demographics



Game Changers



FOR FAMILIES WITH YOUNG CHILDREN AND EXTENDED FAMILY UNITS

HIGHER INITIAL INVESTMENT

MULTIPLE COMMERCIAL OPPORTUNITIES FROM PAID FOR PLAY, F&B & RETAIL

A VERY COMPELLING REASON TO VISIT!

Product Suggestions ■

5. Product Suggestion

Adventure Play

Adventure Play is a dynamic, commercial play space within the park, featuring imaginative, challenging, and inclusive equipment designed to encourage active play for children of all ages.

Chunky natural materials create tactile and hard-wearing play structures over multiple levels, with integrated net walkways and slides.

Operated on a paid-entry basis, it offers families a high-quality experience that complements the park's free facilities while generating sustainable income.



Demographic

Most Suitable Parks



Investment



5. Product Suggestion

IP Adventure Play

IP Adventure Play is a paid-entry attraction featuring imaginative and inclusive equipment that encourages active play for all ages.

Complementing the park's free facilities, it provides a high-quality family experience while generating income, enhanced by a unique IP theme that creates a distinctive branded draw.

Many popular children's books/films/TV series or even retail brands could be explored for the best fit for demographic and site.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

IP Maze/Non IP Maze

A Maze (whether IP Branded or not) is a paid-entry attraction within the park, offering a fun, themed experience for all ages.

It adds a distinctive draw to the free facilities while generating sustainable income and encouraging repeat visits.

Demographic



Most Suitable Parks



Investment

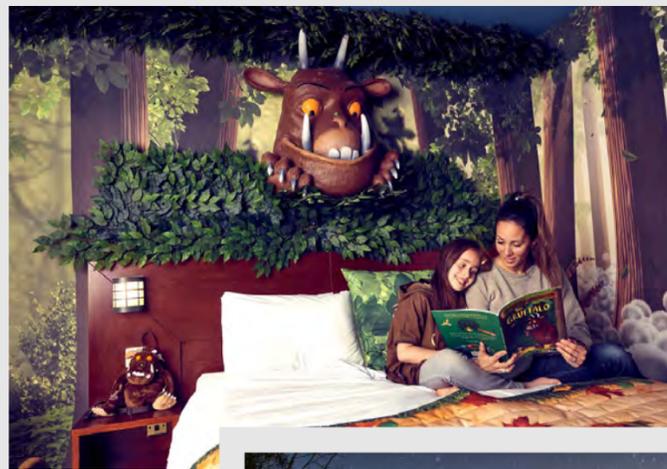


5. Product Suggestion

Nature Accommodation / Spa/ Sauna

Nature-Styled Accommodation offers eco-friendly, characterful stays within the park, blending comfort with the natural setting.

Pods or lodges can have creative themes, from generic 'Enchanted Forest' to IP-led experiences. Additional features such as dark skies star-watching, private saunas or hot tubs, outdoor kitchens, and luxury hampers would elevate the visitor experience. Accommodation attracts new audiences, encourages longer stays, and generates strong income.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Flotels / Spa/ Sauna

Spa is a wellbeing-focused facility offering relaxation & treatments in a tranquil park setting. Operated commercially, it enhances the visitor offer while creating a sustainable revenue stream.

Saunas provide a unique outdoor wellness experience, complementing the park's natural surroundings. As a paid-entry feature, they add a memorable, health-focused attraction that broadens appeal & supports income generation.

Flotels are floating hotel units that offer unique waterside stays directly within the park's river setting. As a commercial accommodation offer, they create a distinctive visitor experience, extend dwell time, & generate sustainable income while making the most of the natural waterfront.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Riverside Dining

Riverside Dining Café offers a paid, high-quality food and drink experience in a scenic riverside setting.

It complements the park's free facilities, encourages longer visits, and provides a sustainable income stream while enhancing the overall visitor offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Padelball / Pickelball

Padel & Pickleball Courts provide a modern, paid-entry sports offer that appeals to a wide range of ages and abilities.

As a fast-growing leisure activity, they attract new audiences, encourage repeat use, and generate sustainable income while adding diversity to the park's facilities.

IP or celebrity involvement helps take this from a "Destination Product" to a unique "Game Changer"!

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Adventure Golf

Adventure Golf is a themed, paid-entry attraction that combines fun, challenge, and creativity for all ages, with materials & landscaping suitable to the sensitive nature of the sites.

It offers a distinctive leisure experience that complements the park's free facilities, encourages repeat visits, and provides a reliable source of income.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

IP. Adventure Trail

IP Adventure Trails are branded, paid-entry routes that weave storytelling and themed challenges into the park's landscape.

They create an immersive family experience that encourages exploration, repeat visits, and income generation while offering a distinctive draw beyond standard walking trails.

Classic brand I.P.s with longevity of appeal, such as The Very Hungry Caterpillar, Zog or Peter Rabbit, focus on the younger family demographic.

Demographic



Most Suitable Parks



Investment



Destination



FOR KEY DEMOGRAPHICS;
CORE USERS & REPEAT VISITS

MID RANGE INVESTMENT

MULTIPLE COMMERCIAL OPPORTUNITIES

INCREASING DWELL TIME

DRIVE FOOTFALL TO ALL PARTS
OF THE PARK

Product Suggestions ■

5. Product Suggestion

High & Low Ropes

High & Low Ropes Course is a paid-entry adventure attraction that offers exciting, skill-building challenges for a wide range of ages and abilities.

It provides a distinctive, active experience that complements the park's free facilities, encourages repeat visits, and generates sustainable income.

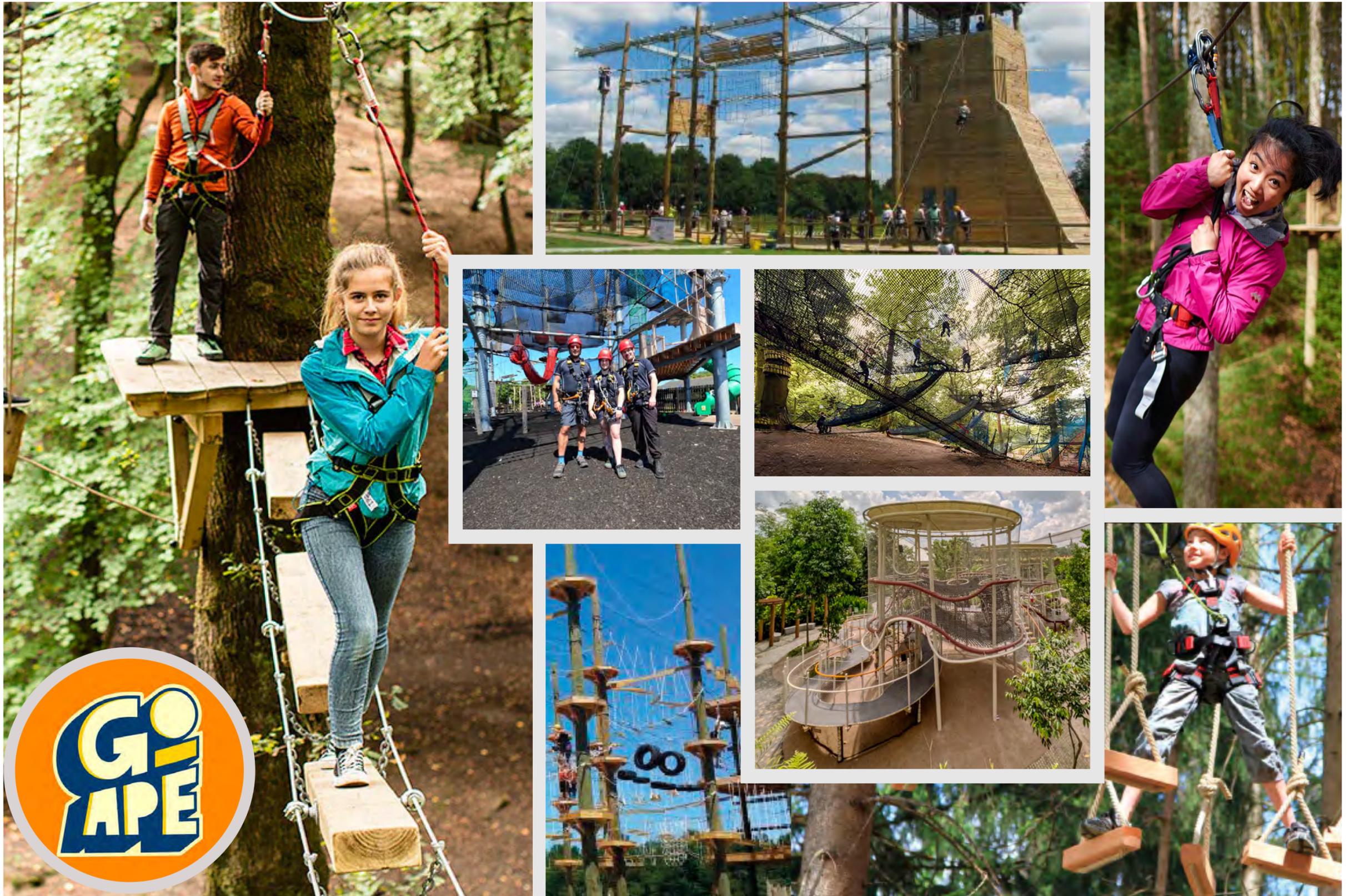
Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Sky Trail

Sky Trail Course is a paid-entry aerial adventure set on elevated platforms and rope bridges, offering a thrilling challenge in a safe, supervised environment. It delivers a distinctive, active experience that attracts families and groups, extends dwell time, and generates sustainable income for the park.

Sky trails are suitable for a much broader age and energy level than might be using high ropes courses for example. They provide exciting and new perspectives of the area and can also drive visitors to underused parts of the park.

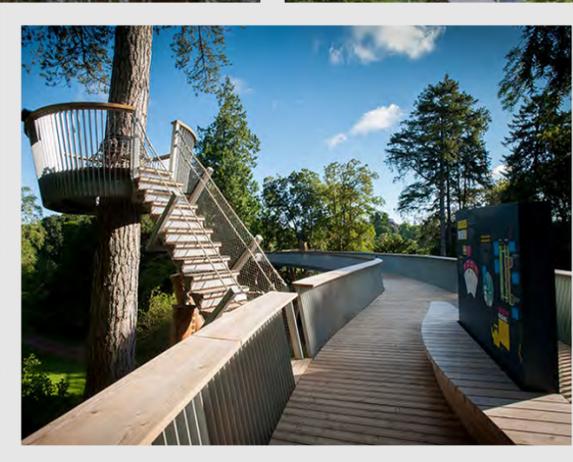
Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Outdoor Sand & Water Play

Outdoor Sand & Water Play is a paid-entry, nature-inspired play space that encourages creative, hands-on fun & learning development for children of all ages.

It complements the park's free facilities, provides a high-quality family experience, and generates sustainable income while encouraging repeat visits.

Popular year round, awnings can make this activity more weather-proof.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Weddings

Weddings in the Parks offer a paid, premium experience that makes the most of the park's natural setting as a unique backdrop for ceremonies and receptions.

This creates a distinctive destination offer, attracts new audiences, & generates sustainable income while celebrating the park's character and beauty.

Commercials come predominantly from site hire.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Adventure Splash/Aqua Parks

Adventure Splash & Aqua Parks are paid-entry water attractions that combine fun, challenge, and active play through pools, inflatables, and splash zones.

They provide a distinctive family experience, attract both younger kids and adults, and generate sustainable income while encouraging longer stays in the park.

Good potential associated F&B spend by spectators.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Interactive Balance Bike Track Integrated With Physical Play

Balance Bike Track is a paid-entry cycling space designed for younger children to develop confidence, coordination, and riding skills in a safe, fun environment. A special combination of physical obstacle-based play and hardy interactives that can be done with push bikes, peddle bikes and scooters.

It complements the park's free facilities, offers a distinctive family attraction, and generates sustainable income while encouraging repeat visits.

Great sponsorship opportunities.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Boating / Paddle Board / Boat House

Boating & Paddleboarding are paid-entry, on-river experiences that bring adventure and relaxation to the parks waterfronts.

An all year-round activity, attracts families, tourists, couples and schools, as well as various sports, scouting and community clubs.

From casual boat hire to paddleboard sessions, they extend dwell time, and generate sustainable income while showcasing the river setting.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Boating Experiences

Enhanced Boating Experiences build on standard boat hire by offering paid add-ons, such as onboard picnics, guided tours, or floating cinema events.

These premium options create a distinctive leisure offer, attract new audiences, & generate additional income while maximising the park's riverside appeal.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Quad Bikes

Quad Bike Rental is a paid-entry adventure activity offering safe, supervised rides on dedicated trails.

It provides a thrilling outdoor experience for a wide age range, attracts new audiences, and generates sustainable income while adding variety to the park's leisure offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Jogging & Running Hubs

Jogging & Running Hubs provide dedicated routes and gathering spaces that support health and wellbeing, attracting regular use from local runners and fitness groups.

Their commercial potential comes from integrated food and beverage offers - such as cafés, juice bars, or pop-up kiosks - that serve as social meeting points, encourage longer stays, and generate sustainable income.

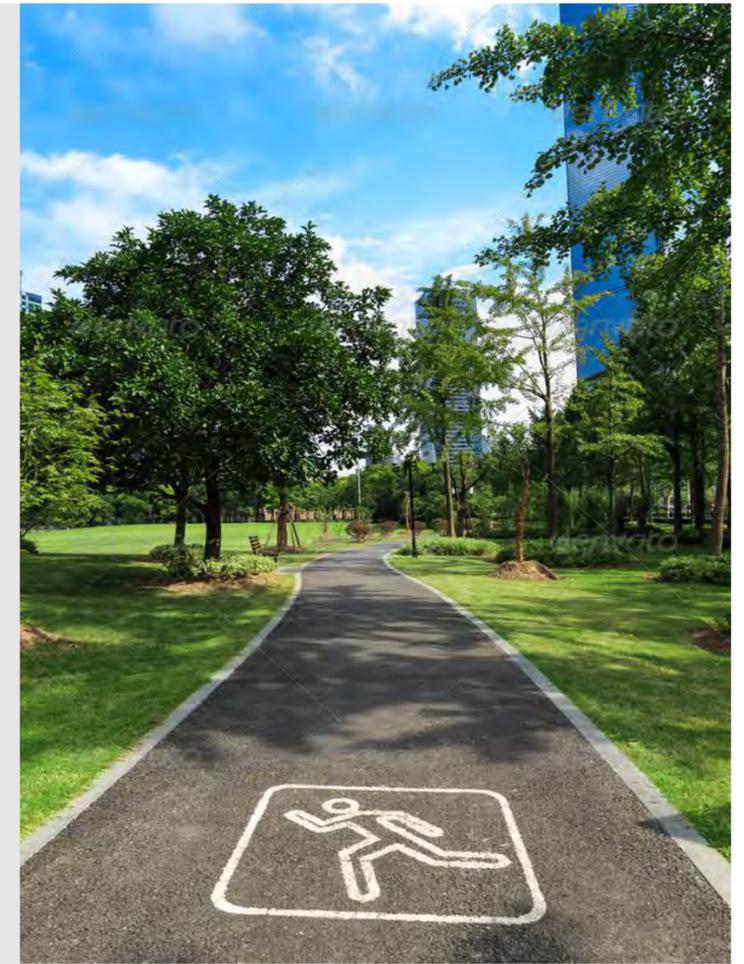
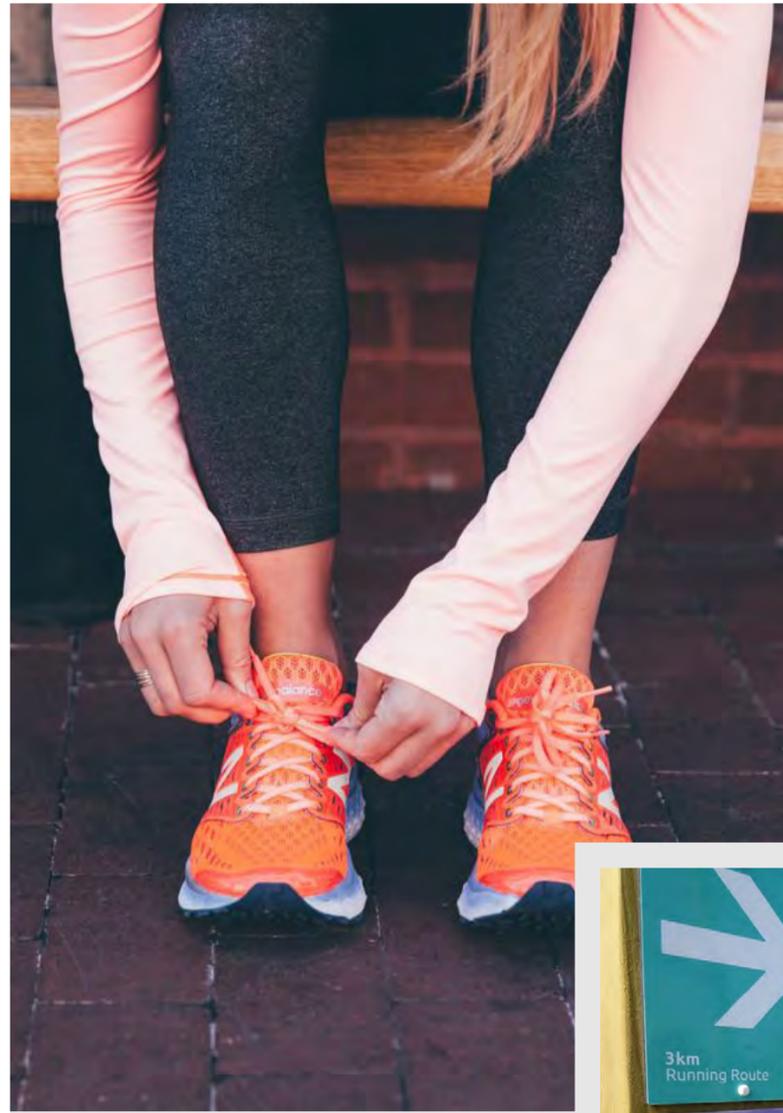
Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Cycling Hubs & Tracks

Cycling Hubs & Tracks provide safe routes, skills areas, and social spaces for cyclists of all ages and abilities.

Their commercial strength lies in integrated food & beverage offers—such as cafés, repair cafés, or pop-up kiosks—that become natural meeting points, encourage dwell time, and generate sustainable income while supporting the wider cycling community.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Woodland Axe Throwing

Woodland Axe Throwing is a paid-entry adventure activity set in a natural woodland environment, offering safe, supervised sessions that combine skill, challenge, & stress-busting fun!

It provides a distinctive leisure experience, attracts new audiences, generates sustainable income, while adding variety to the park's attractions.

The 'arenas' can be tailored to suit the shape and lay-of-the-land, to integrate with the natural landscape.

Demographic



Most Suitable Parks



Investment

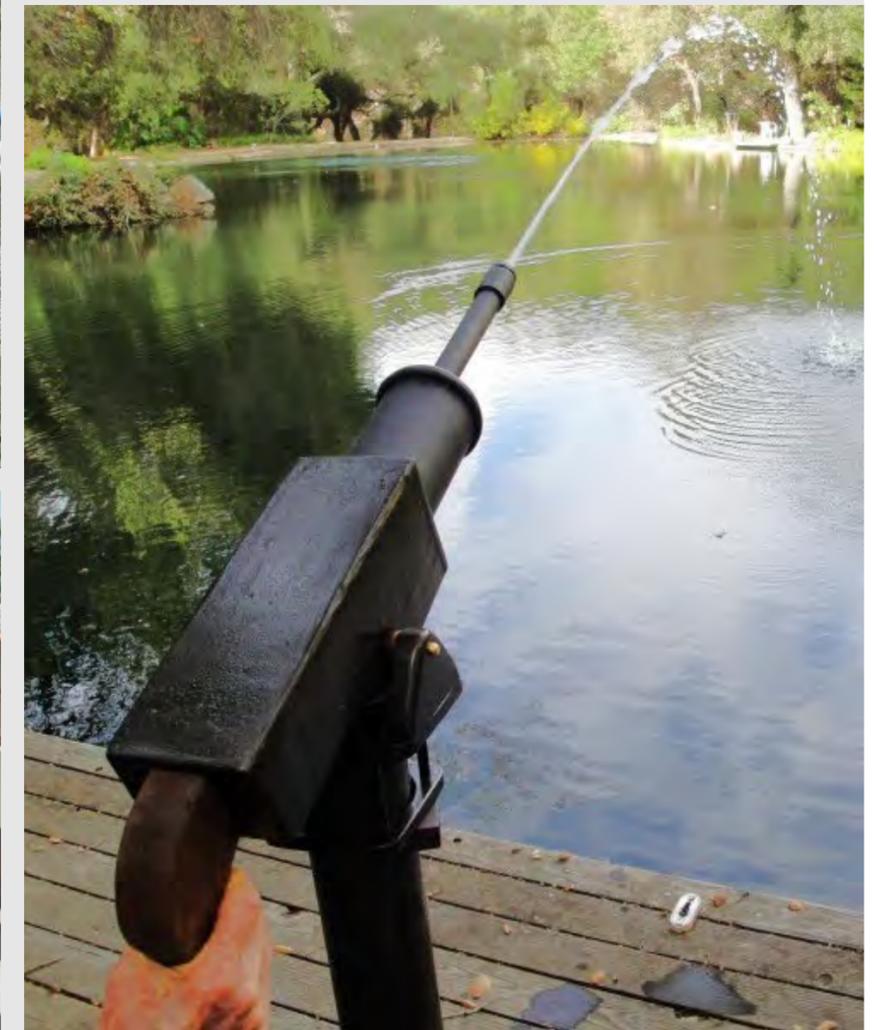


5. Product Suggestion

Remote Controlled Games & Mini Land

Remote-Controlled Mini Land is a paid-entry attraction where visitors can operate remote-controlled boats and other vehicles in a themed miniature landscape.

It offers interactive fun for all ages, creates a distinctive family experience, and generates sustainable income while adding playful variety to the park's leisure offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Trampolines & Bounce Pads

Trampolines & Bounce Pads are a paid-entry attraction offering active, high-energy fun for children and families.

They provide a distinctive play experience that complements the park's free facilities, encourage repeat visits, and generate sustainable income through their broad appeal.

Story, theming and music can elevate the bounce experience to make it even more unique.

They also offer additional fitness benefits.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Dog Agility

Dog Agility Areas provide dedicated, secure spaces where dogs can exercise and train on specialist equipment.

Pre-booked time slots paid online (and/or payment facility at entrance.)

While free-running and agility encourage regular use by dog owners, the main commercial opportunity lies in integrated food & beverage offers — such as cafés and kiosks designed to be dog-friendly — which create social hubs, extend dwell time, and generate sustainable income.



Demographic



Most Suitable Parks



Investment



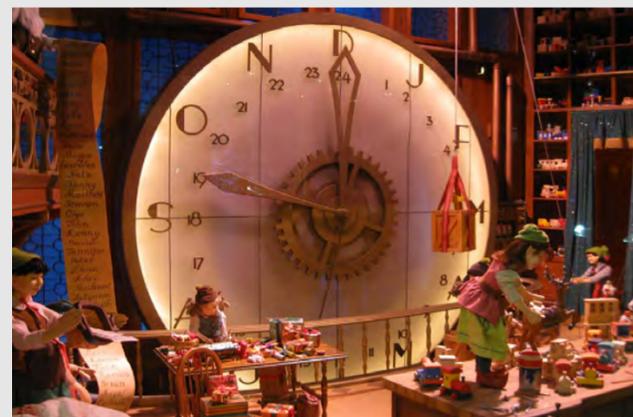
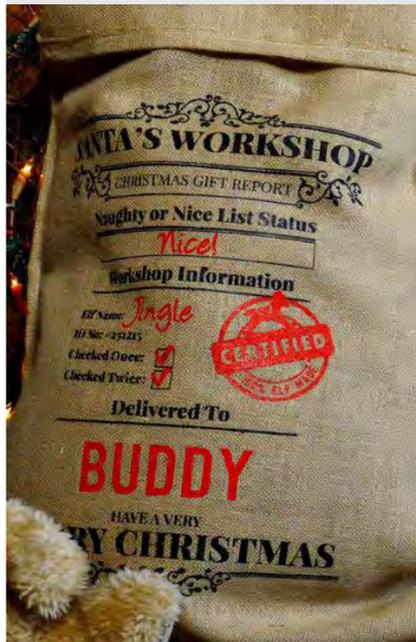
5. Product Suggestion

Immersive Experiences

Christmas Walk-through

Immersive Christmas Experience is a seasonal, paid-entry attraction that transforms the park into a festive destination with themed trails, lights, and interactive activities such as an Elves Workshop or ice skating.

It creates a memorable family experience, attracts new and repeat visitors, and generates significant seasonal income while enhancing the park's profile as a year-round destination.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Immersive Experiences

Winter Light Trail

Immersive Christmas Light Trail is a seasonal, paid-entry attraction that transforms the park into a magical early evening and night-time landscape of illuminated trails & festive displays.

It offers a memorable family & group experience, draws visitors from a wide catchment, and generates strong seasonal income while raising the park's profile as a destination.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Immersive Experiences Halloween Trail & Maze

Immersive Halloween Trail & Outdoor Maze is a seasonal, paid-entry attraction that combines themed walks, interactive scares, and a spooky maze.

Aimed at the younger family market during the day, with potential to make it slightly older early eve (or, alternatively, aim at a tween/teen/adult market.) Combine with food stands, shows, live music, storytelling, candle-lit tours, hale bale mazes, pumpkin carving, etc.

It delivers a unique, memorable experience for families, parties and groups, attracts visitors from a wide area, and generates strong seasonal income while broadening the park's year-round appeal.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Immersive Experiences Al fresco Foodie Exp.

Al fresco Food Experience is a paid, seasonal dining offer that brings high-quality food and drink into the open-air setting of the park. Temporary structures & seating house a gourmet pop-up food experience.

It creates a distinctive social experience, encourages longer visits, and generates sustainable income while making the most of the park's natural surroundings.

Possible sponsorship partners from local artisan brewery's or restaurants.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Immersive Experiences Pop-up Cinema Experiences

Pop-Up Cinema Experience is a seasonal, paid-entry attraction that transforms the park into an open-air theatre with big-screen films under the stars.

It offers a memorable social experience for families and groups, attracts repeat visits, and generates sustainable income while adding cultural variety to the park's offer.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Farm Shop

Farm Shop is a paid-entry retail offer within the park, showcasing local produce, artisanal goods, and seasonal treats.

It provides visitors with a high-quality shopping experience, supports local suppliers, & generates sustainable income while complementing the park's leisure and food offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

BBQ & Igloo Boat Hire

BBQ & Igloo Boat Experience is a premium, paid-entry attraction offering private hire boats equipped for dining, grilling, or cosy igloo-style gatherings on the water.

It creates a distinctive & very social media-friendly social experience, attracts families and groups, and generates strong commercial returns from lake or river locations.

Demographic



Most Suitable Parks



Investment



Imagination



Note - these are not considered particularly commercial ideas, but an essential ingredient in elevating the overall quality of the visitor experience, and brand. The social media will generate awareness of the interesting new things at the park, driving footfall to the more commercial ideas.

LOW TO MID RANGE INVESTMENT

USED TO HELP REPOSITION THE PARKS IN THE MINDS OF VISITORS

THOUGHTFUL & MEMORABLE

ENCOURAGES SOCIAL MEDIA SHARES & DWELL TIME TO DRIVE FOOTFALL TO THE MORE COMMERCIAL PRODUCTS

Product Suggestions

5. Product Suggestion

Bee-keeping & Allotment Play

Bee Keeping and Allotment Play is a paid, hands-on attraction where families can explore themed play spaces inspired by nature, food growing, and pollinators.

Blending education with fun, it encourages learning about sustainability and biodiversity while generating income and adding a distinctive eco-themed experience to the park.

Branded take-home allotment starter kits could be sold, as well as using the produce in the on-site F&B venues.



Demographic

- NEWBORNS / TODDLERS & PARENTS 0-3
- PRE-SCHOOL & PARENTS 4-7
- CHILDREN 8-12
- Special Education

Most Suitable Parks



Investment



5. Product Suggestion

Sound Spots

Sound Spots are interactive installations placed around the park that use soundscapes, music, or storytelling to create immersive moments along trails and open spaces.

They can bring to life authentic local history, or link directly to the nature you can find on-site. They engage a wide range of ages.

Free for visitors to enjoy, they are funded through sponsorship, offering brands a unique way to support culture and community while enhancing the visitor experience.



■ Demographic ■

■ Most Suitable Parks ■

■ Investment ■



5. Product Suggestion

Hedgehogs Experience

■ Creatures, Burrows & Tunnels,
■ Sand & Water Play

Hedgehog Attraction is a paid-entry experience that combines themed play, interactive features, and conservation learning, centred on one of Britain's most loved animals.

It offers families a distinctive, nature-focused attraction, encourages repeat visits, and generates sustainable income while promoting awareness of local wildlife.

■ Demographic ■



■ Most Suitable Parks ■



■ Investment ■



5. Product Suggestion

Dancing Fountains & Show Space

Dancing Fountains & Water Play is a paid-entry attraction featuring interactive jets, splash zones, and choreographed water displays.

It creates a playful, family-friendly experience that complements the park's free spaces, encourages repeat visits, and generates sustainable income while adding a visually striking feature to the park.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Pop-up Beer Garden

Seasonal Beer Garden is a paid-entry hospitality offer that transforms part of the park into a lively social space during peak months.

Serving drinks and light food in a beautiful outdoor setting, it attracts adults and groups, encourages longer visits, and generates strong seasonal income while adding a vibrant, festive atmosphere to the park.

Demographic



Most Suitable Parks



Investment

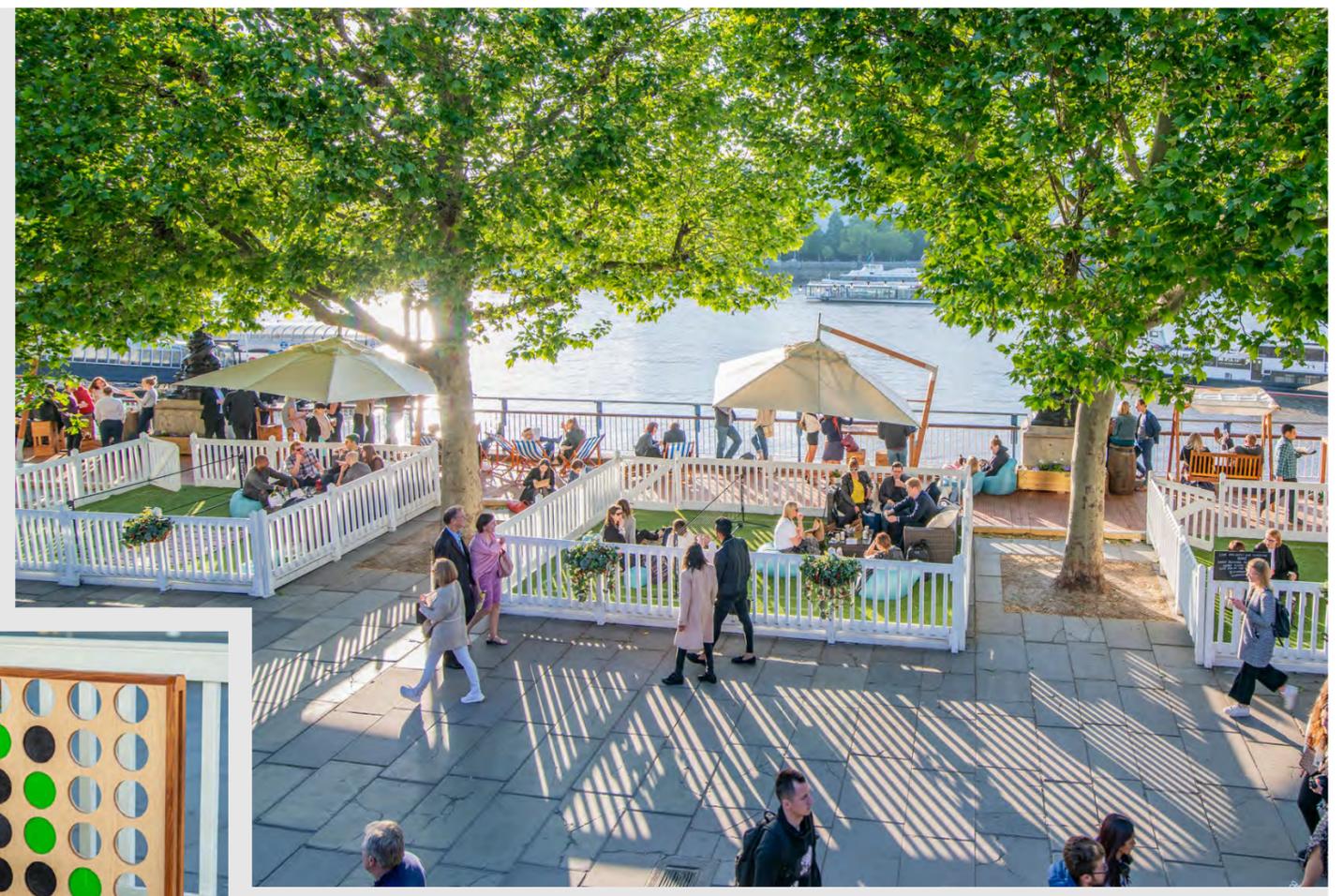


5. Product Suggestion

Exclusive Picnic Spots (Pre-booked)

Exclusive Picnic Spots are premium, pre-bookable areas within the park offering dedicated seating, scenic views, and optional food and beverage add-ons.

They provide visitors with a unique, private experience, encourage longer stays, & generate sustainable income while enhancing the park's leisure offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Ice Skating & Hot Chocolate

Ice Rink & Hot Chocolate Experience is a seasonal, paid-entry attraction combining the excitement of outdoor skating with a cosy food and drink offer.

It creates a festive, family-friendly destination, encourages repeat visits, and generates strong winter income while adding a very memorable highlight to the park's seasonal programme.



Demographic



Most Suitable Parks



Investment

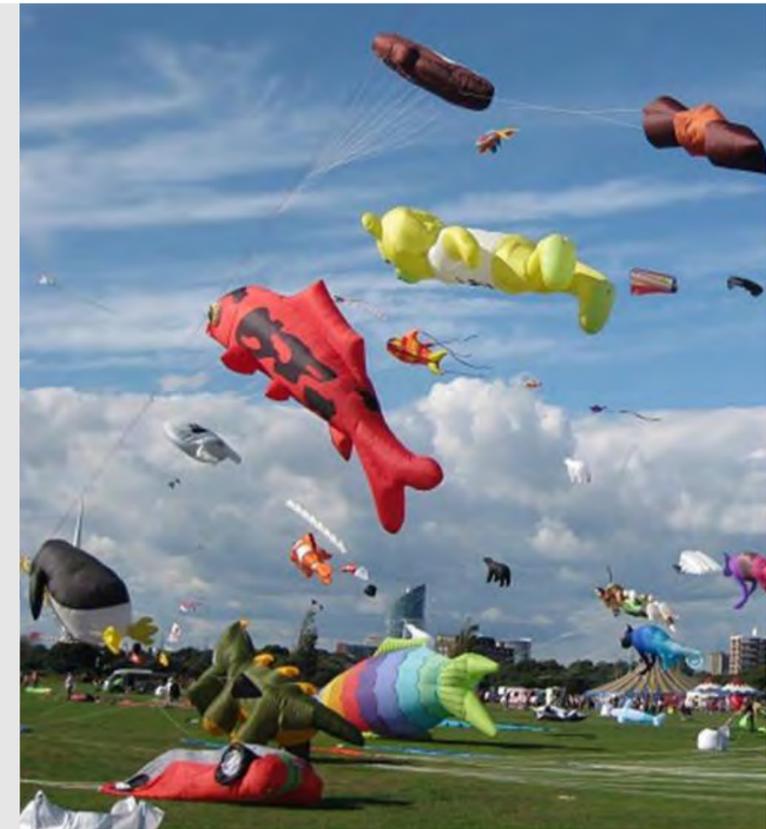


5. Product Suggestion

Kite Flying Festivals

Kite Flying Festival is a seasonal, paid-entry event that fills the park with colour, movement, and family-friendly activities.

It creates a vibrant community spectacle, attracts visitors of all ages, and generates income through ticketing, food and beverage sales, and sponsorship while celebrating the park's open spaces.



Demographic

- 0-3 (Newborns / Toddlers & Parents)
- 4-7 (Pre-School & Parents)
- 8-12 (Children)
- 13-15 (Early Teens)
- 16-20 (Youths)
- 21-29 (Young Professionals)
- 30-50 (Adults)
- 60+ (Retirees)
- Special Events

Most Suitable Parks

- Hinchbrook Country Park
- Paxton Pits Nature Reserve
- Riverside Park - St Neots
- Riverside Park - Huntingdon
- Priory Park - St Neots

Investment

£15-50k

5. Product Suggestion

Wildlife Discovery Backpacks "Lakeology"

Nature Backpacks are free-to-borrow activity kits filled with trails, games, and discovery tools that help families explore the park in fun and educational ways.

Funded through sponsorship, they enhance the visitor experience, encourage repeat visits, and give sponsors a visible role in supporting learning and engagement with nature.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Messy Play

Messy Play is a paid-entry attraction designed for young children to explore, create, and learn through hands-on activities with sand, water, mud, and art.

It offers a distinctive, family-friendly experience, encourages repeat visits, and generates sustainable income while complementing the park's wider play offer.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Interactive Sensory Garden

Interactive Sensory Garden is a free-to-enjoy attraction that engages visitors through touch, sound, scent, and sight.

Blending nature with interactive features, it creates a calming yet playful experience for families and individuals of all ages.

Funded through sponsorship, it enhances the park's wellbeing offer, encourages repeat visits, and provides sponsors with a visible way to support community health & engagement with nature.



Demographic

- 0-3 (Newborns / Toddlers & Parents)
- 4-7 (Pre-school & Parents)
- 8-12 (Children)
- Special Education

Most Suitable Parks

- Hitchingbrooke Country Park
- Paxton Pits Nature Reserve
- Riverside Park - St. Neots



Investment



5. Product Suggestion

Geocaching

Geocaching Experience is a free-to-enjoy digital treasure hunt that encourages visitors to explore the park using GPS-enabled devices.

Blending outdoor adventure with discovery, it appeals to families and groups of all ages.

Funded through sponsorship, it enhances engagement with the landscape, encourages repeat visits, and provides sponsors with a creative platform to connect with the community.

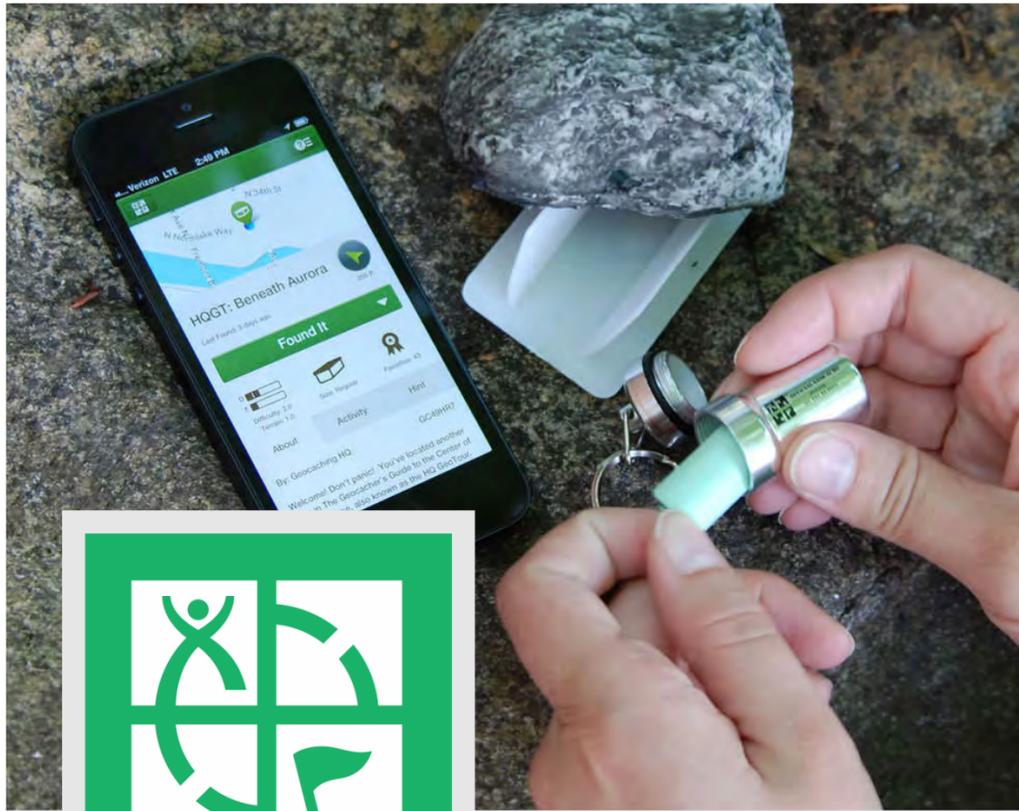
Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Forest School

Forest School is a nature-based learning programme delivered through structured, paid sessions in the park's woodland.

It attracts families and schools, offers curriculum-linked outdoor education. It also encourages appreciation of the park's creatures & habitats, supporting its future protection.

As a strong commercial win, it generates reliable income while strengthening the park's role as a centre for play and learning.



Demographic



Most Suitable Parks



Investment

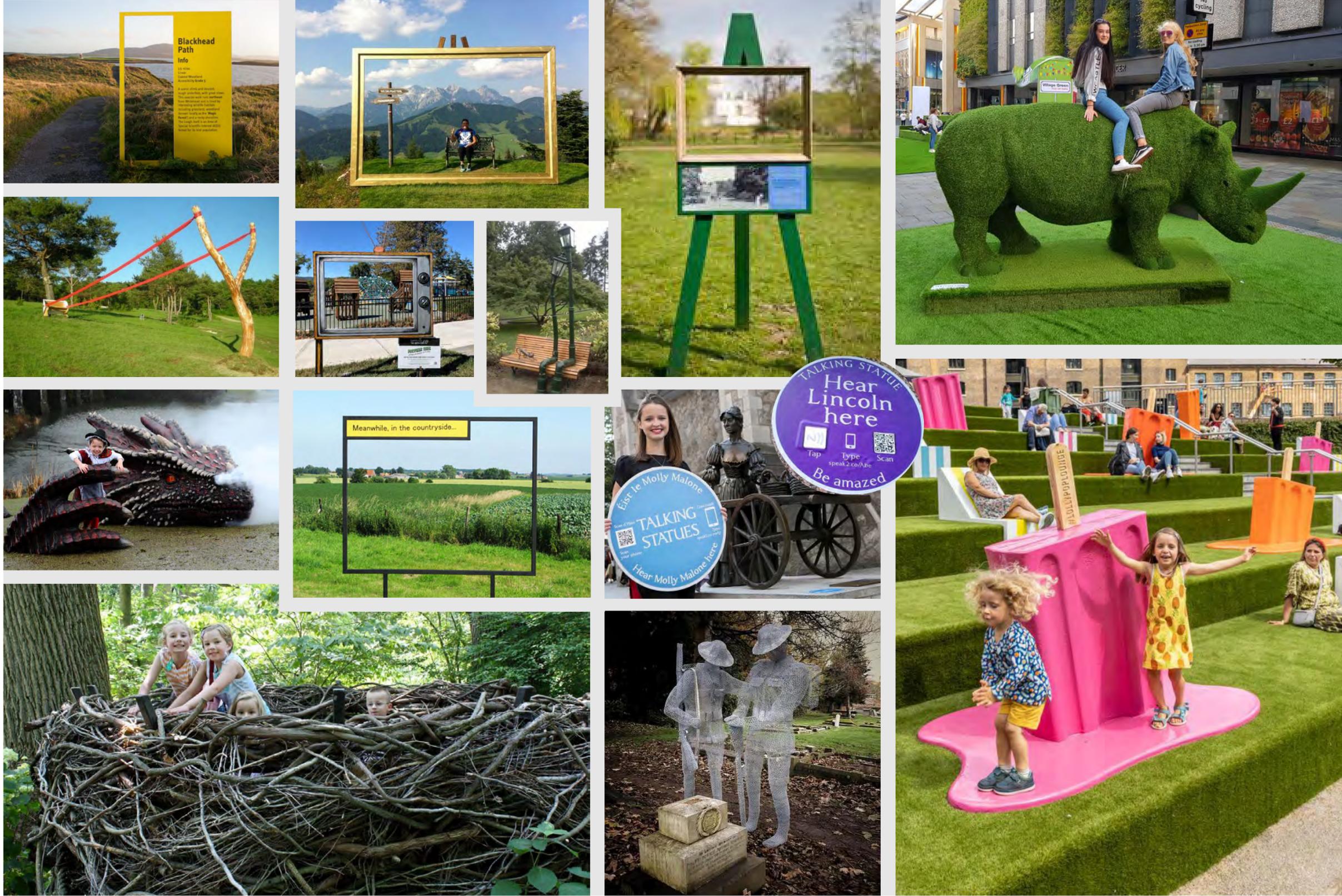


5. Product Suggestion

Public Art & Photo Ops. Premium Park Selfies

Public Art & Photo Ops are free-to-enjoy installations placed throughout the park, designed to create striking visual landmarks and engaging backdrops for visitor photos and interactive memorable moments.

Funded through sponsorship, they enhance the park's cultural appeal, encourage sharing on social media, and provide sponsors with high-visibility opportunities to connect with the community.



Demographic



Most Suitable Parks



Investment



Quick Wins



LOW TO MID RANGE INVESTMENT

USED TO HELP SHOW PARKS ARE CHANGING

THOUGHTFUL - GENERALLY MAKES VISIT BETTER

Product Suggestions ■

5. Product Suggestion

Pop-up Shakes/Juice Bar

Pop-Up Shakes & Juice Bar is a quick commercial win, offering refreshing drinks from a temporary kiosk or stall during peak visitor times.

It provides a simple, high-margin addition to the park, encourages dwell time, and generates immediate income with minimal set-up requirements.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Fun Transport Hire

Fun Transport Hire (offering scooters, tricycles, Segways, and similar options) is a quick commercial win that adds playful mobility around the park.

It attracts families and groups, encourages repeat use, and generates immediate income with flexible, easy-to-manage hire operations.

Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Fitness Indoor/Outdoor Studio

Fitness Hubs are outdoor gym-style zones offering strength, cardio, and mobility equipment in a park setting.

They can also provide space for mindfulness, meditation, fitness & Tai chi classes.

As a quick commercial win, they can operate on a membership or pay-per-use model, attracting regular users, supporting community health, and generating sustainable, recurring income.



Demographic



Most Suitable Parks



Investment



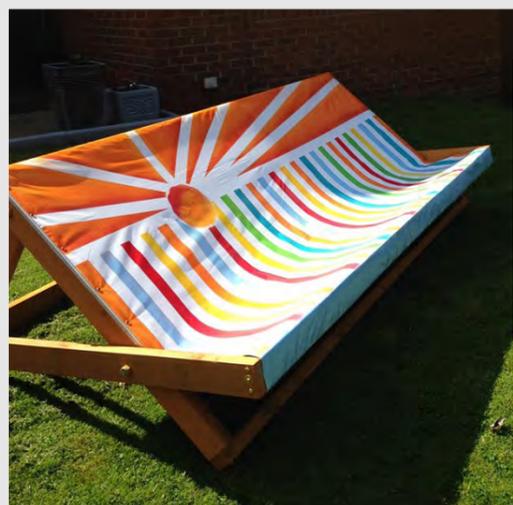
5. Product Suggestion

Designer Deck Chair Hire

Designer Deck Chair Hire is a quick commercial win that offers stylish, comfortable seating for visitors to enjoy the park's open spaces.

They are also social-media friendly photo ops contributing positively to increased park awareness.

Easy to manage and highly visible, it encourages dwell time, adds a touch of character, and generates immediate income through simple hire fees.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Farmers/Makers Market

Farmers & Makers Market is a quick commercial win that brings local food, drink, and crafts into the park through seasonal stalls and events.

It supports local producers, attracts a broad audience, encourages repeat visits, and generates income through pitch fees and increased food and beverage sales.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Bookable Party Gazebo

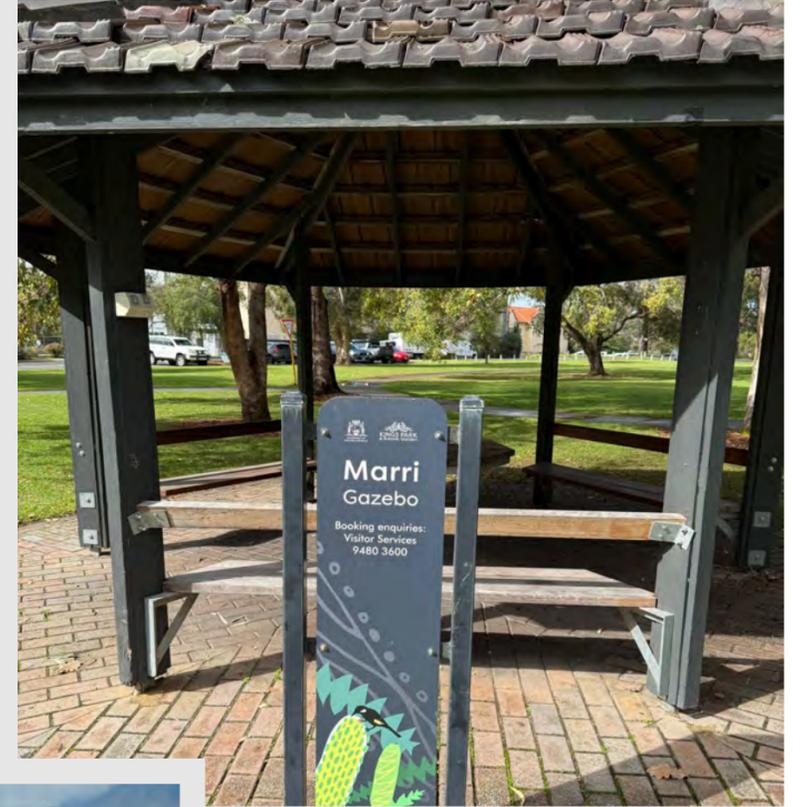
Bookable Party Gazebos are a quick commercial win, offering sheltered, private spaces for birthdays, celebrations, and group gatherings in the park.

Easy to manage and highly flexible, they generate steady income through hire fees while encouraging longer visits and repeat use.

■ Demographic ■

■ Most Suitable Parks ■

■ Investment ■



5. Product Suggestion

A Few Extras

These ideas could add variety and fresh appeal to the park, creating both commercial and sponsorship opportunities.

These might include Net Chill-Out Zones, offering playful relaxation spaces for all ages; EV Charging Points, providing practical infrastructure with strong sponsorship potential; and Ninja Courses, delivering paid-entry, high-energy challenges for families and teens.

Each idea brings a distinctive experience or service, encouraging repeat visits while generating income or brand visibility.



net chill out zones
(to enhance F&B)



Motorhome Hook-ups

■ Demographic ■

- 0-3 (Newborns / Toddlers & Parents)
- 4-7 (Pre-School & Parents)
- 8-12 (Children)
- 13-15 (Early Teens)
- 16-20 (Youths)
- 21-29 (Young Professionals)
- 30-50 (Adults)
- 60+ (Retirees)

■ Most Suitable Parks ■

- Hinchbrook Country Park
- Pitts Nature Reserve
- Riverside Park
- Riverside Park
- Priory Park
- St. Neots

■ Investment ■

£10k



Sponsored BBQ



Outdoor Fitness Goes Ninja Course!



Rubbish Bin Way-finding

Cutting Room Floor



IDEAS THAT DON'T ADD UP
(COST, OPERATIONALLY,
THROUGHPUT, ETC.)

IDEAS THAT ARE DUPLICATES
AND CAN BE COVERED IN
SECTIONS ALREADY SHOWN

Product Suggestions ■

5. Product Suggestion

Skate & Scooter Park

Existing skate park at Riverside St. Neots and in the area to be considered.

Although a strong idea, it is not a very commercial opportunity. The more targeted "Balance Bikes & Play" for young families has stronger potential (see Destination Product section.)



Demographic



Most Suitable Parks

Investment

£100-500k

5. Product Suggestion

Parkour Training

Parkour is a training discipline using movement that developed from military obstacle course training. Freerunning evolved from Parkour as a form of acrobatics and self expression.

Some (normally urban) parks have developed Parkour areas as a way to encourage exercise for the tricky tween to teen market.

Not a very commercial proposition although could be a sponsorship opportunity.



Demographic



Most Suitable Parks

Investment



5. Product Suggestion

Ice Cream Farm Exp.

Ice Cream Farm Experience - is recognised as the UK's most unique and successful 'free to enter' family attraction.

A mixture of Free Play, Food & Beverage and Pay To Enter indoor and outdoor play, the attraction predominately appeals to <7 year olds, families and parties.

Probably too commercial and theme park style for the marketplace.



Demographic



Most Suitable Parks



Investment



5. Product Suggestion

Large Indoor Play

Large Indoor Play - **Although very commercial, no suitable existing buildings exist.**

Couple this extra investment with local competition makes this non-viable.



Demographic



Most Suitable Parks

Investment



5. Product Suggestion

Outdoor Splash Pads & F&B Unit

Outdoor Water Play - **Environment, facilities, costs, safety, training and safeguarding all cause this to be un-viable.**



Demographic

- NEWBORNS / TODDLERS & PARENTS 0-3
- PRESCHOOL & PARENTS 4-7
- CHILDREN 8-12
- Special Education

Most Suitable Parks

Investment



5. Product Suggestion

Observation Wheels/Towers

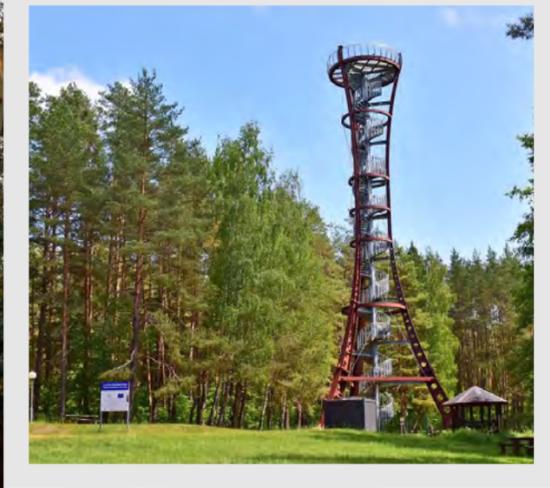
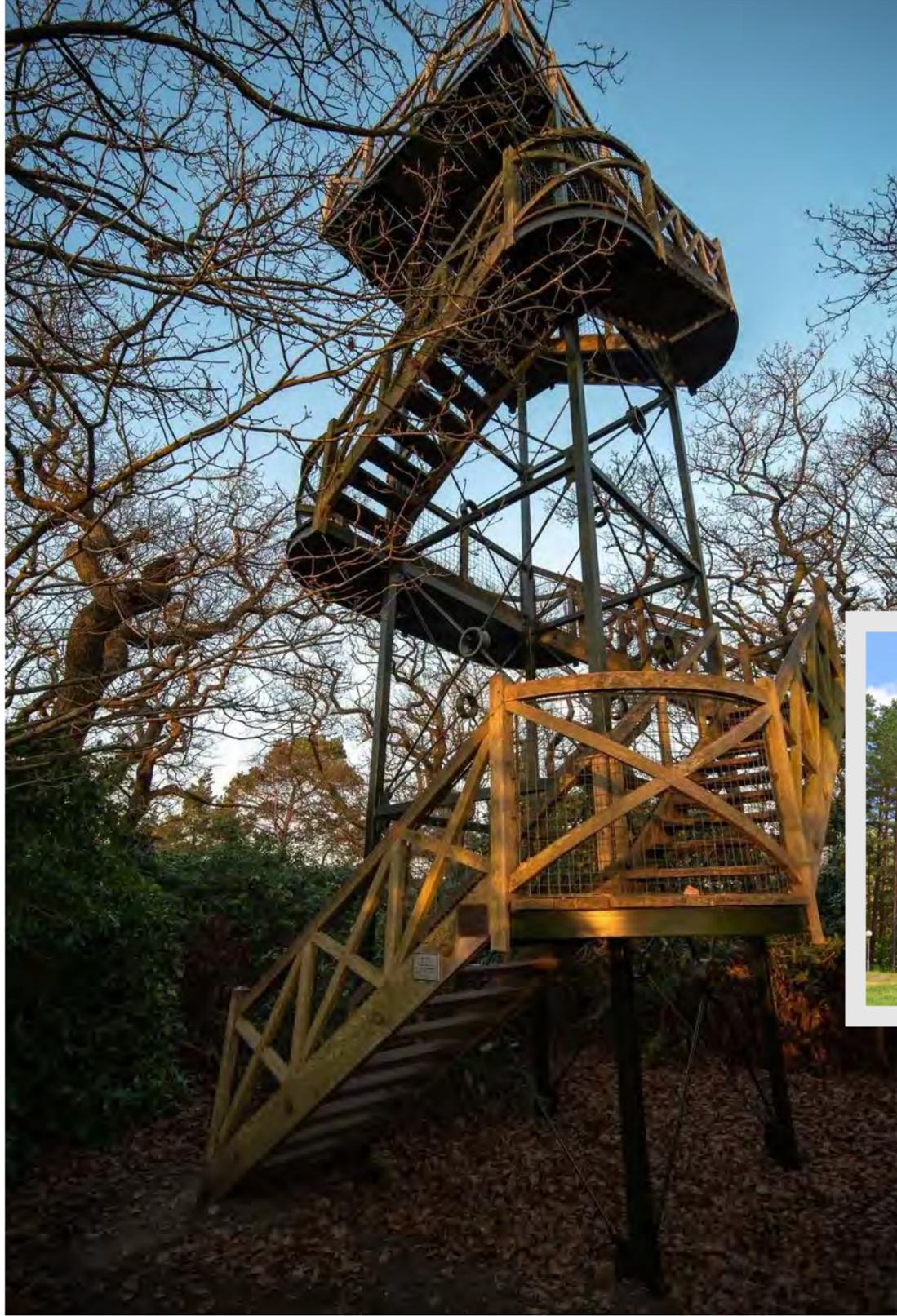
Observation Wheels & Towers - **Investment and lack of population makes these non-viable.**

Demographic



Most Suitable Parks

Investment



5. Product Suggestion

Experiential Theatrical Shows

Experiential Theatre Shows - Could be viable if a touring show is available.

Could be the task of an event manager but **one offs are non-viable.**



Demographic



Most Suitable Parks

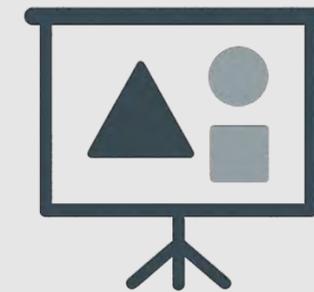
Investment





6. Financial Overview

■ ■ INVESTMENT PLAN DISCLAIMER



The following investment plan is indicative and assumes a prior stage of comprehensive masterplanning. This process should include cluster planning, consideration of the park brands and vision, economies of scale, and alignment with local demographics. Final investment decisions should be made only after this masterplanning stage is complete.



Number	Category	Item	Investment Year 0	Contribution Per Anum after										Occupancy Note
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
GAME CHANGERS														
1	Game Changer	Adventure Play	500,000	38,155	40,441	42,060	43,694	45,342	47,001	48,672	50,353	52,044	53,742	60 days @ 200 Pax per day, 60@100 PPD, 60@50PPD & 180 Zero £10.00
2	Game Changer	Maze	500,000	12,855	14,461	15,562	16,666	17,772	18,881	19,989	21,097	22,202	23,303	60 days @ 200 Pax per day, 60@100 PPD, 60@50PPD & 180 Zero £7.50
3	Game Changer	Accommodation (High Level Inv)	1,000,000	384,709	482,259	494,726	507,407	520,302	533,413	546,744	560,294	574,067	588,063	3 months 100% Occupancy, 3 @ 75%, 3 @ 50%, 3 @ 25% based on 60 rooms £300.00
3	Game Changer	Accommodation (Med Level Inv)	500,000	21,034	33,158	34,633	36,118	37,614	39,119	40,632	42,153	43,679	45,210	3 months 100% Occupancy, 3 @ 75%, 3 @ 50%, 3 @ 25% based on 60 rooms £150.00
4	Game Changer	Riverside Dining	500,000	66,593	96,158	98,892	101,663	104,470	107,312	110,189	113,100	116,046	119,024	6 months each table being turned 2x per day, 3 months being turned 1 per day and 3 months 1/4 of tables being used. Food - £15 ph & Drink £12 ph
5	Game Changer	Padel & Pickel	300,000	76,954	79,922	82,013	84,136	86,289	88,473	90,687	92,932	95,207	97,512	6 months all courts are used 50% of the time (8 hours per day), 3 months @ 25% and 3 months @ 10% £40 per court per hour / £5 ph F&B / £3 ph Retail
6	Game Changer	Adventure Golf	200,000	39,248	41,103	42,259	43,431	44,619	45,822	47,040	48,274	49,522	50,785	60 days @ 200 Pax per day, 60@100 PPD, 60@50PPD & 180 Zero £7.5 pp, £1 for ice cream, £1 for F&B, £1 for Parties
7	Game Changer	IP Adventure Trail	30,000	7,232	7,537	7,752	7,970	8,191	8,415	8,642	8,873	9,107	9,343	2 months @ 100 pd, 2 months @ 50 pd, 2 months @ 25 pd & Six months zero £2.5 entrance. £0.25p ice cream



Number	Category	Item	Investment Year 0	Contribution Per Anum after										Occupancy Note
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
Destination Products														
8	Destination Products	High Low Ropes	500,000	130,660	135,316	138,833	142,403	146,024	149,697	153,422	157,198	161,026	164,903	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £7.5 entrance £10 photo op, included
9	Destination Products	Sky Trail	150,000	31,464	32,735	33,644	34,566	35,501	36,448	37,408	38,380	39,364	40,359	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £5.5 entrance
10	Destination Products	Outdoor Sand & Water Play	250,000	77,703	81,357	84,488	87,730	91,087	94,566	98,172	101,911	105,789	109,814	60 days @ 200 Pax per day, 60@100 PPD, 60@50PPD & 180 Zero £7.50
11	Destination Products	Weddings	150,000	68,860	73,085	74,802	76,547	78,321	80,125	81,958	83,821	85,713	87,636	3 months with 2 weddings per month, 6 months with 4 per month and 3 months with 8 weddings per month. Total of 54 weddings which is extremely pessimistic. Average charge of £14500 per wedding
12	Destination Products	Aqua Park	100,000	13,501	14,228	14,687	15,153	15,623	16,099	16,581	17,067	17,558	18,053	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £4 entrance

6. Destination Products



Number	Category	Item	Investment Year 0	Contribution Per Annum after										Occupancy Note
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
13	Destination Products	Seasonal Lake Side F&B	250,000	5,588	6,434	6,977	7,521	8,066	8,612	9,158	9,703	10,247	10,788	Seasonal - 2 months 100 customers, 2 months 50, 2 months 25, 6 months Zero £9 ph spend
14	Destination Products	Interactive Balance Bike Track	100,000	7,116	7,560	7,870	8,182	8,498	8,815	9,134	9,455	9,778	10,101	Seasonal - 2 months 100 customers, 2 months 50, 2 months 25, 6 months Zero £4 ph spend
15	Destination Products	Boating, Padel Board & Boathouse	100,000	11,655	12,296	12,717	13,143	13,573	14,008	14,448	14,891	15,338	15,790	Very Low Occupancy Prediction; 2 months at 60 ppm, 2 months at 30 ppm and 2 months at 15 ppm. 6 months zero seasonal £9 spend ph and £2 Ice Cream spend average
16	Destination Products	Boating Experiences	25,000	46,678	48,015	49,031	50,067	51,122	52,198	53,294	54,410	55,548	56,707	Very Low Occupancy Prediction; 2 months at 100 ppm, 2 months at 50 ppm and 2 months at 25 ppm. 6 months zero seasonal £10 spend per boat hire
17	Destination Products	Quad Bikes	100,000	22,151	23,194	23,833	24,481	25,139	25,805	26,480	27,164	27,857	28,559	Extreme Low Occupancy Prediction; 2 months at 50 ppm, 2 months at 25 ppm and 2 months at 10 ppm. 6 months zero seasonal £25 spend per hire
18	Destination Products	Jogging Hub	25,000	-6,416	-5,729	-5,788	-5,849	-5,912	-5,977	-6,045	-6,115	-6,187	-6,263	6 months at 100 purchases per day & 6 months with 50 purchases per day average. £8.50 per head
19	Destination Products	Cycling Hub	25,000	-6,416	-5,729	-5,788	-5,849	-5,912	-5,977	-6,045	-6,115	-6,187	-6,263	6 months at 100 purchases per day & 6 months with 50 purchases per day average. £8.50 per head
20	Destination Products	Woodland Axe Throwing	50,000	33,109	34,315	35,097	35,893	36,703	37,526	38,365	39,217	40,085	40,967	3 months 50 per day, 3 months 25 per day, six months zero £15 per head plus £5 F&B
21	Destination Products	Remote Controlled Games & Mini Land	50,000	11,835	12,342	12,685	13,032	13,385	13,743	14,105	14,473	14,845	15,222	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £2.5 per play
22	Destination Products	Trampolines & Bounce Pads	50,000	11,835	12,342	12,685	13,032	13,385	13,743	14,105	14,473	14,845	15,222	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £2.5 per play
23	Destination Products	Dog Agility	25,000	-6,416	-5,729	-5,788	-5,849	-5,912	-5,977	-6,045	-6,115	-6,187	-6,263	6 months at 100 purchases per day & 6 months with 50 purchases per day average. £8.50 per head
24	Destination Products	Christmas Walk-through	100,000	13,773	17,257	20,899	24,990	29,587	34,751	40,551	47,067	54,385	62,604	Event. 5000 rising 10% pa. £15 per head.
25	Destination Products	Winter Light Trail	100,000	13,773	17,257	20,899	24,990	29,587	34,751	40,551	47,067	54,385	62,604	Same as above.
26	Destination Products	Halloween Lantern Walk & Maze	500,000	4,531	13,024	21,899	31,885	43,119	55,756	69,968	85,950	103,920	124,122	Event. 7500 rising 10% pa. £25 per head
27	Destination Products	Al Fresco Foodie Experience	100,000	48,803	50,479	51,663	52,868	54,093	55,338	56,604	57,891	59,198	60,527	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero £15 pp
28	Destination Products	Pop Up Cinema Experience	50,000	57,599	59,378	60,645	61,935	63,250	65,952	67,340	68,753	70,193	Event. 30 annual events with 200 people £20 ticket plus £7.50 F&B	
29	Destination Products	Farm Shop	15,000	14,032	14,413	14,741	15,076	15,416	15,763	16,116	16,475	16,841	17,213	Assumption of rental. £2k per month in year 1, growth by inflation £24k per annum
30	Destination Products	BBQ & Igloo Boat Hire	50,000	33,109	34,315	35,097	35,893	36,703	37,526	38,365	39,217	40,085	40,967	3 months average 50 people and 3 months average 25. 6 Months Zero £15 per head plus £5 F&B

6. Imagination Products

Number	Category	Item	Investment Year 0	Contribution Per Annum after										Occupancy Note	
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10		
				Imagination Products											
31	Imagination Products	Bee Keeping & Allotment Play	100,000	28,768	29,869	30,641	31,426	32,222	33,030	33,850	34,681	35,524	36,379	2 months @ 200 pd, 2 months @ 100 pd, 2 months @ 50 pd & Six months Zero	£5 pp. Assume school groups heavy
32	Imagination Products	Sound Spots	25,000	16,906	17,202	17,602	18,009	18,423	18,845	19,274	19,710	20,154	20,605	Assumption of Sponsorship	£30k per annum
33	Imagination Products	Hedgehogs Experience	25,000	9,016	9,373	9,616	9,863	10,115	10,370	10,629	10,893	11,160	11,431	4 months @ 40 ppd & 4 months @ 20 ppd. 4 months Zero	£5 pp. Assume school groups heavy
34	Imagination Products	Dancing Fountains & Show Space	100,000	531	658	888	1,122	1,360	1,604	1,852	2,105	2,364	2,627	Assumption of Sponsorship	£30k per annum
35	Imagination Products	Pop up Beer Garden	15,000	10,062	10,408	10,662	10,922	11,187	11,456	11,732	12,013	12,299	12,591	Event Rental. 3 months with 3 events per week, 3 months with 2 events per week. 6 months zero	£500 venue hire
36	Imagination Products	Exclusive Picnic Spots	50,000	-3,975	-3,926	-3,908	-3,893	-3,879	-3,866	-3,856	-3,848	-3,842	-3,838	Assumes 10 spots with 48 rentals each per annum.	£20 rental Fee of area
37	Imagination Products	Ice Skating & Hot Chocolate	200,000	38,974	40,652	41,800	42,963	44,141	45,334	46,543	47,767	49,005	50,258	Event. 3 months with average of 75 per day	£20 entrance & £5 F&B
38	Imagination Products	Kite Flying Festivals	15,000	1,242	1,367	1,434	1,503	1,572	1,641	1,712	1,783	1,855	1,927	Event. 1000 per day, weekend 2 days	£5 entrance, £1 Ice Cream, £3 F&B
39	Imagination Products	Lakeology Wildlife Discovery Backpacks	15,000	-1,000	-966	-939	-912	-884	-856	-826	-797	-767	-736	Assumes sponsorship annually	£3k per annum
40	Imagination Products	Messy Play	25,000	12,855	13,029	13,665	13,994	14,328	14,667	15,012	15,363	15,720	16,083	Very Low Occupancy Prediction; 2 months at 100 ppm, 2 months at 50 ppm and 2 months at 25 ppm. 6 months zero seasonal	£5 per child entrance
41	Imagination Products	Interactive Sensory Garden Nature Trail	100,000	24,585	25,603	26,290	26,987	27,694	28,412	29,139	29,877	30,624	31,381	Very Low Occupancy Prediction; 2 months at 100 ppm, 2 months at 50 ppm and 2 months at 25 ppm. 6 months zero seasonal	£10 per child entrance
42	Imagination Products	GeoCashing	15,000	-1,476	-1,455	-1,444	-1,434	-1,424	-1,414	-1,404	-1,396	-1,387	-1,380	Assumes sponsorship annually	£3k per annum
43	Imagination Products	Forest School	25,000	-1,921	-1,886	-1,867	-1,850	-1,833	-1,816	-1,801	-1,786	-1,772	-1,759	Assumes sponsorship annually	£5k per annum
44	Imagination Products	Public Art & Photo Ops	50,000	-3,855	-3,802	-3,782	-3,764	-3,747	-3,732	-3,719	-3,708	-3,699	-3,693	Assumes sponsorship annually	£10k per annum

6.



Number	Category	Item	Investment Year 0	Contribution Per Anum after										Occupancy Note
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
45	Quick Wins	Pop Up Shakes / Juice Bar	50,000	-4,398	-4,093	-4,079	-4,067	-4,057	-4,048	-4,041	-4,037	-4,034	-4,035	2 months of 175 sales per day £8.50 per sale
46	Quick Wins	Fun Transport Hire	25,000	38,715	39,902	40,766	41,648	42,547	43,464	44,400	45,354	46,327	47,320	Very Low Occupancy Prediction; 2 months at 100 ppm, 2 months at 50 ppm and 2 months at 25 ppm. 6 months zero seasonal £10 average hire
47	Quick Wins	Fitness Studio	300,000	48,482	50,583	52,088	53,612	55,154	56,716	58,295	59,892	61,506	63,137	200 members paying £75 per month plus £50 F&B Per anum Membership Model.
48	Quick Wins	Designer Deck Chair Hire	15,000	24,339	25,089	25,631	26,183	26,746	27,319	27,903	28,498	29,104	29,722	Seasonal Hire. Assumed 3 months at 50 hires per day £15 per hire
49	Quick Wins	Farmers Market	10,000	10,197	10,536	10,783	11,035	11,292	11,554	11,821	12,094	12,372	12,656	Hire of area. Assumes 30 pitches for 50 weekends £20 per pitch
50	Quick Wins	Bookable Party Gazebo	25,000	-1,420	-1,371	-1,343	-1,314	-1,287	-1,259	-1,233	-1,207	-1,181	-1,156	Assumes 5 Gazebos being rented 50% of the year 2x per week £25 per hire

Totals

Number	Category	Item	Investment Year 0	TOTALS SUMMARY - Contribution Per Anum after										
				Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
		NET CONTRIBUTION PER ANUM		1,531,934	1,733,965	1,798,228	1,864,957	1,934,714	1,943,195	2,084,479	2,165,153	2,250,201	2,340,064	
		Total Investment	7,580,000											

NOTES

Does not include cost of Brand Licence Fees, Operator Commission (if applicable), rent, waste, Stationary, marketing, legal costs & accountancy as all assumed to be central costs

Does not include any costs of infrastructure such as car parking, road additions, signage etc

Interest rate is set at 6% using PWLB rates over a 10 year term. Longer term is possible?

Investment assumptions are based on areas specified plus market knowledge

All above is conceptual and subject to detailed design. Design fees not included.

Contribution is after repayment of sinking fund, loan interest & capex and Corporation Tax



7. Summary

This report explores a comprehensive range of opportunities to enhance the park's visitor experience while generating sustainable income. It identifies potential quick wins - such as pop-up food offers, hireable gazebos, and designer deck chair hire - alongside larger, long-term investments like immersive light trails, indoor play facilities, and accommodation.

The proposals balance commerciality with community and conservation values, offering both paid-entry attractions and sponsored free experiences such as sound spots, nature backpacks, and public art installations. Ideas are designed to encourage longer dwell time, repeat visits, and wider audience appeal, from families and schools to adult leisure seekers.

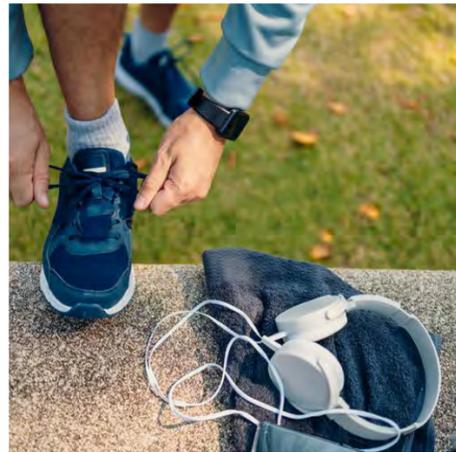
The report also highlights opportunities for F&B growth through café extensions, seasonal pop-ups, and premium dining experiences, as well as active and wellness attractions including running hubs, cycling hubs, padelball courts, and spa/sauna concepts.

Together, these recommendations provide a roadmap for driving revenue, increasing engagement, and positioning the park as a year-round destination, while remaining sensitive to its natural setting and community role.

8. Bibliography

Report Page Number	Source Reference
Page 6	Agency Brief Commercial Sustainability Strategy HDC May 25.doc Commercial Strategy Audit Report.doc
Page 12	Huntingdonshire District Council corportate-plan.pdf
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Thank You



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