

**COUNCIL SEMINAR**  
**13th July, 2016**

Present:- Councillor Lelliott (in the Chair); Councillors Allen, Atkin, Beck, Bird, Cusworth, Cutts, Elliot, Elliott, Jarvis, Marles, Marriott, Napper, Price, Reeder, Sansome, Sheppard, Walsh and Williams.

Apologies for absence were received from Councillors Allcock, Beaumont, Buckley, Mallinder, Roche, Whysall and Yasseen.

**GULLIVERS VALLEY RESORT**

Councillor Lelliott, Cabinet Member for Jobs and the Economy, welcomed Members to the Seminar and introduced Nick and Rebecca Phillips, Dean Kimberley and Richard Welby from Gullivers.

Dean provided some background information to the Members present: -

Gullivers Valley Resort

- A family resort designed and built by a family for local families and visitors
- Aimed at 2-13 year olds
- Environment considered to be safe and value for money (£15.95 entrance fee)
- 40 years of experience of turning greenfield sites into themed resorts;-  
Gullivers World – Warrington  
Gullivers Kingdom – Matlock  
Gullivers Land – Milton Keynes  
Gullivers Valley – Rother Valley Country Park

Core Elements of Gullivers Valley Resort

- Gullivers Valley Theme Park – seasonal and outdoor attractions
- Gullivers Adventure Theme Park – separate sections – more of an all year round indoor activity attraction surrounded by farm park
- Gullivers Ecology and Education Centre – community centre and events field
- Gullivers Dream Village – family hotels and themed accommodation
- Camp Gullys – service academy and support areas

Masterplan

- 250 acres on the southern site
- Feedback from previous consultation events had led to a re-working of the Masterplan taking into account concerns raised regarding traffic, potential noise, spread of the development, Trans Pennine Trail and potential risk of contamination if the land was disturbed. It was felt that the new plan was far better and more economical from a business point of view, sensible from an operational point of view and more sympathetic environmentally
- Access would now be via Mansfield Road

## REPORT FOR INFORMATION - 13/07/16

- Operational calendar showed that the Park would be 10.30 a.m.-4.00 p.m. school days; the peak times were school holidays and weekends

### Gulliver Valley Theme Park

- Core market – 2-13 year olds
- No big scary rides
- 20 of the rides at Warrington can be rode by someone under 90 cm for free
- Main Street – in door year round attraction – splash zone, interactive play areas, NERF zone

### Gulliver Adventure Park including Gulliver Glade

- Mud slide, zip lines, rope swings, bushcraft etc.
- Motor heritage attraction showing classic cars, segways, mountain bike cycle track and other wheeled attractions

### Farm Park

- Less rides and more to see and more “hands on”
- Giant vegetable patch
- Potting shed

### Gulliver Dream Village

- Special holiday destination for children with special needs or serious illnesses
- Tried and test
- Housed a number of Dream Works before with partner hotels and hosted cost free for all children who were waiting from dreams to come true
- Specially adapted lodges
- Working with Bluebell Hospices

### Gulliver Family Hotels

- Themed occupation – wilderness and castle planned
- Gulliver Themed Suites
- Gulliver themed accommodation – Ranch Lost World

### Gulliver Service Academy

- Where local people could be trained, delivering world class service
- Will help the local community – want to work alongside schools and colleges, apprenticeship schemes etc.

### Community Benefits

- Employment, work experience and volunteering opportunities
- Welcoming park with areas open for locals to use
- Connectivity with Rother Valley Park
- Community group facilities
- Forest classroom and education

- Active park
- Local community engagement programmes

#### Employment Benefits

- 400 jobs created
- Capital investment of over £30M over as 12 year period
- Economic impact to the local community of over £10M per year
- Sustainable development both ecologically and financially

#### Planning Process Update

- Pre-application process – October, 2015
- Pre-application public consultation – October, 2015
- Masterplan development – January, 2016
- 2<sup>nd</sup> wave of consultation – January, 2016
- Planning application submitted September, 2016

A question and answer session ensued:-

Would there be anywhere that children could clean themselves up after using the mud slides?

Yes – all the required type of services would be provided

Did the £15.95 include the NERF Centre etc.?

There would be extra charges - £5 for a child for the NERF Centre, £5 per child (free for adults) at the Splash Zone. There would be discounts if already purchased a theme park ticket

Are you a minimum wage employer?

We pay the Living Wage for some of our seasonal members of the team. Those that were team leaders or some of the salary workers who were chefs etc. were paid in line with the theme park industry

At what point would the Service Academy be up and running?

Currently the Academy was in Phase 1 along with the Theme Park itself

Would the people at the Service Academy be those that were employed by you who were undertaking extra studies in order to get qualifications or people who were there just to get qualifications?

It was hoped to work alongside colleges and schools and it was the present thinking that you did not have to work for the company. Gullivers may seek consultancy to assist the company with the Service Academy project in terms of how they worked with schools, colleges, for work experience, work placements and apprenticeships. From an internal point of view, an employee would go through the Service Academy

If someone came to the Service Academy would there be an opportunity for employment at the end of it?

Absolutely. There would be 400 jobs on offer and the Service Academy formed part of the company's guest experience and hospitality training but

## REPORT FOR INFORMATION - 13/07/16

would also serve those who wanted to go onto other areas of the hospitality industry outside of the Park

When someone booked into the lodges did they have to pay the entrance fee?

There were different packages and models. At the moment in the hotel you could pay for a room only and then chose which combination of the Park and pay as you go or pay for a package which was better value and included access to the Park. The hotel in Warrington had not been expected to attract business clients outside of season but it had proved very popular.

The Chair thanked everyone for their attendance.