



GO APE AT  
ALEXANDRA  
PALACE – MINI  
LAND ROVERS



Business Development  
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Adventure Forest Ltd. t/a Go Ape™  
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# INTRODUCTION

Go has been a partner with Alexandra Palace since early 2017 investing circa. £1 million and have welcomed around 400,000 visitors to the park since then. We would like to continue with this partnership and continue to invest to create a popular and sustainable destination for visitors.

Alexandra Palace has always been “the People’s Palace” with a rich history of innovative leisure attraction – from racecourses and ski slopes to the current high ropes offering. It has always been a destination with many complimentary activities on the site. Developments at Go Ape will continue to diversify the offering and help boost Go Ape’s financial contribution and the experience of the Palace and its park.

## MINI LAND ROVERS

We are continually looking for opportunities to invest in our sites, giving “more reasons to adventure”. We would like to develop a “pathway” to adventure by adding opportunities for our youngest visitors the ability to access activities, generally for a shorter time and at a lower price point. It gives these families an introduction to Go Ape and interest in completing our ropes course activities. These activities aimed at younger people allows us to boost our visitor numbers during the quieter times of the year when older children are at school.

The “Deer Field” has long been dormant, and we feel there is an opportunity to bring it back into use as an “Activity Field”.

The Activity Field would provide a good location for mini electric Land Rovers running on a track around the field. This is a family friendly activity, and the electric Land Rover activity will be a great addition to the park.

- The mini-Land Rovers are fully functioning electric cars for children which can drive forwards, backwards, left, and right over different types of terrain. The cars include a remote cut out switch for safety which is intended for use by the supervising adult and have fully adjustable electronic control units to allow speed and acceleration to be managed.
- Track length is usually around 150m-200m long and we try to keep the surface as natural as possible, but some areas may need to be surfaced with gravel to prevent excessive mud.



- The cars are intended for use by children under the supervision of adults, they are intended to be driven on inclines of not more than 15%.
- The Landrovers are very quiet as they are electric.







The use of the field would also be beneficial in providing space for Go Ape to run ground-based team building games to support school groups and corporate groups.

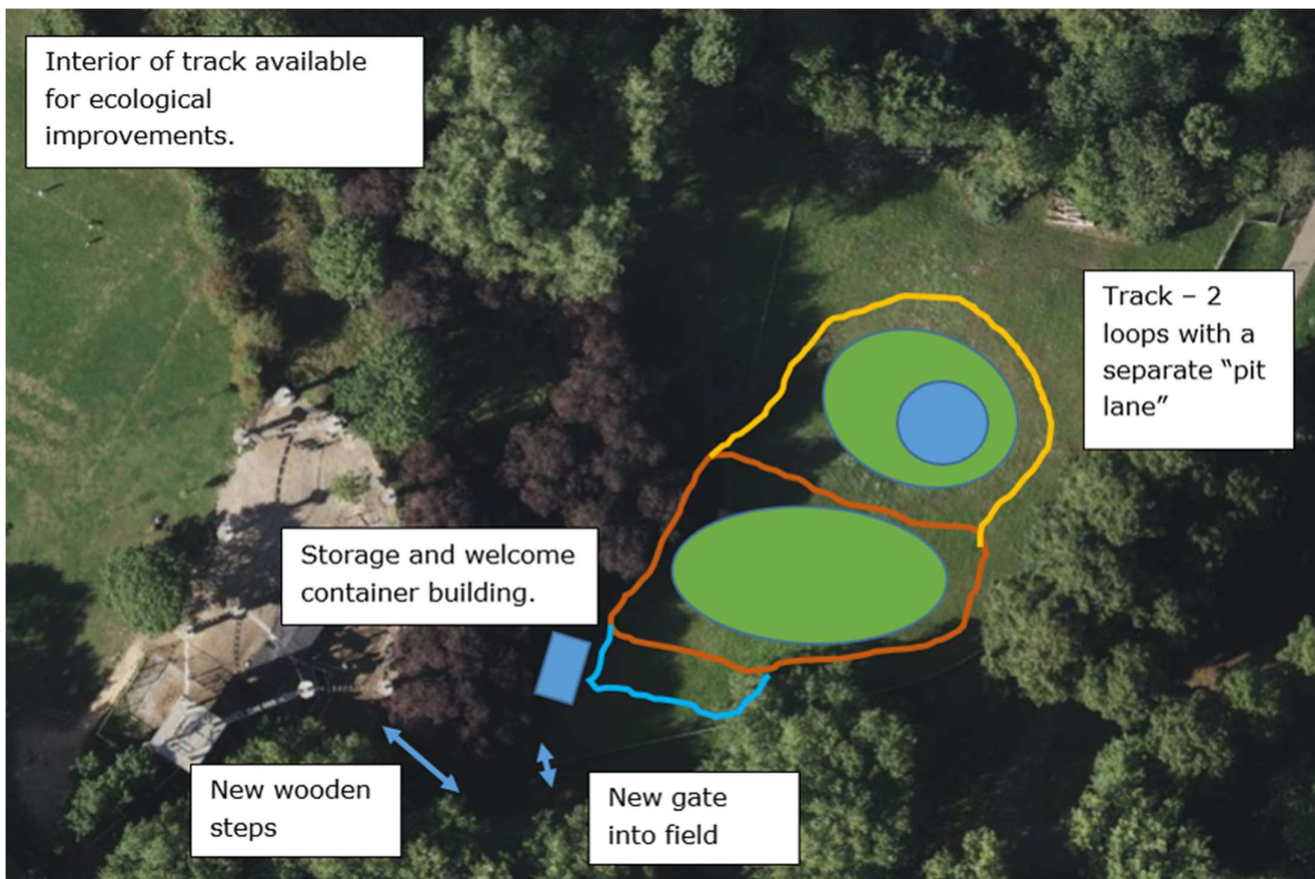
## INFRASTRUCTURE

The Mini Land Rover activity is a low impact activity. Infrastructure consists of:

- A one-way track of approximately 200m length with 2 loops for drivers to complete. The track is delineated by 30cm high wooden boards. Small areas of obstacles will be included to add interest to the journey around the loops. The slope across the field may need some work to lessen the angle, likely to be by a wooden or gravel ramp.
- A storage and welcome reception wooden (Usually larch) clad shipping container (size to be confirmed but no bigger than 40ft and clad similarly to the existing buildings to be agreed with the Palace). This will be of suitable colour and wood to satisfy any conservation requirements. Power will need to be provided to allow overnight charging of the vehicles.



- Additional works required:
  - Wooden steps installed from Go Ape cabin to field.
  - Gate installed in fence.
  - Signage on welcome container – Go Ape logo and activity name.
  - Ecological improvements in track interior e.g. wildflower meadow, native species planting and potentially a small pond.



Thank you for taking the time to read this. We are enthusiastic to develop Go Ape activities and continue to work with the Palace to ensure its continued success, particularly in the current uncertain operating climate. Should the proposal be successful then Go Ape will be able to provide an increase in revenue to the Palace.