

# Park Foot Holiday Park, Lake District

## Fun for all the family

Client: Park Foot Caravan & Camping Park

Address: Park Foot Holiday Park, Howtown Road, Pooley Bridge, Penrith, CA10 2NA

Budget: £90,000

Age Range: Junior, Toddler, Families

### Project Story

Park Foot Caravan & Camping park is a privately owned, family run business which has been passed down three generations over the past 60 years. Over the winter months, Park Foot extended the play area to include facilities for older children. The campsite had previous experience working with Proludic from the install of their toddler play facilities and found the equipment to be very hard wearing and durable. The owners wanted equipment which was challenging and exciting but also rich in play values to compete with other caravan sites in the Lake District. The Kanopè tower chosen is a striking statement piece which complements the beautiful surroundings of the Lake District with its streamline and nature inspired design.

After



Before



We have been seeing more and more people coming on British holidays for nice easy access and a chance to get away with the family and we do see people stay longer. A lot of our customers are repeat customers so it is great to give them a reason to keep coming back. All the parents have said they absolutely love the new play area and it's been great for them. I have young kids myself so I know the importance of keeping kids occupied so parents can relax. We already knew Proludic's products were durable with heavy use and the equipment does get used from morning till night in the summer holidays.



Joanne Hughes - Manager, Park Foot Holiday Park



Play Area



Kanopè Unit



Train



MPU and Swings



## Investing in Play

Play facilities at leisure attractions are valuable investments as play is a good way to build customer relationships and encourage repeat business. Research shows that nearly half of people surveyed (46%) stated they were more likely to return to an attraction which had play facilities. Furthermore, 65% of people surveyed feel that keeping children entertained through a good play space should be part of every visitor attraction.