


**GO Ape!**  
high wire forest adventure



## Go Ape! Introduction

1. What Go Ape is and our values
2. The Go Ape 'pull effect' and ingredients of the Destination Mix
3. Benefits of Go Ape
4. UK Market Potential
5. Health & Safety: is it defensible?
6. Liability and accident record
7. Q & (hopefully) A


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## The Go Ape! Concept

- Go Ape! is a multi-award winning high ropes adventure.
- Gorillas and Baboons trek from tree to tree through the canopy across rope bridges, tarzan swings and zip slides.
- Offers physically and mentally challenging fun, laughter and adventure high up in the trees


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## The Go Ape! Concept

- Eco-educational experience. Participants absorb valuable risk assessment and risk management skills, whilst having a naturally thrilling time.
- Carbon neutral, environmentally sustainable activity, based on the long term health of the forest.


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## Go Ape! Values

- Keep adventure in Adventure (zero risk = zero development)
- Challenge, surprise, excite.
- Encourage "I can't" to become "I can!"
- Be socially & environmentally responsible
- Create worthwhile, well rewarded jobs

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## The Course



Different degrees of challenge to suit each individual (green, blue, red, black options)

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**The Course**



Ladders are protected by enclosures to prevent unauthorised access

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**The Course**



Natural materials used to blend into landscape

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**The Course**



Appeals to big kids of all ages (minimum age of 10) Oldest we know of: 83

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**The Course**



Minimum of 3 acres of woodland required, close to facilities. Trees need to be a minimum of 35cm diameter at chest height.


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**The Course**



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**The Course**





### Environmentally sensitive

- Go Ape is built on the principles of high quality, low impact, habitat improving development.
- Trees are protected and independently inspected by leading arborists annually to ensure their continuing good health.
- We consult with local environmentalists to create an environmental management plan delivering a positive net environmental gain.



- Timber from sustainable sources used for site build



- Adjustable collars protect trees from damage



- Wood chip is used in landing zones. It provides a natural impact absorbing surface and is a great habitat for bugs and beetles, benefiting birdlife.



### Low Impact Visitor Footprint

- Most people come to Go Ape in small groups.
- We can take a maximum of 15 people every 30 minutes when open. 300 max per day.
- The activity accounts for 4-5 car arrivals per half hour, of which perhaps only 50% is new traffic
- 15 - 20 new car park spaces to be considered



### Destination Draw Effect

- Go Ape pulling power: 30,000+ participants pa.
- Creates 'Destination Draw' to your park  
Driven by brand awareness, customer ambassadors, editorials, promotions and marketing
- Symbiotic mutually beneficial relationship with other on site components e.g.:  
Catering, Bike hire, Tree top walkways, Adventurous play structures for younger kids, Orienteering, Retail, Educational programmes, Quality Infrastructure (loos, car parks, buildings, trails), all access trails, BBQ stands



## Safety

- The safety system, construction, operating procedures and equipment are independently inspected annually by competent engineers.
- Go Ape is participating in the drafting of the European Standard for Ropes Courses.
- Each participant is personally fitted with a safety harness by an instructor. Each participant receives a comprehensive safety briefing and demonstration.



## Benefits Social

- Risk awareness, risk management and personal responsibility skills
- Physical, healthy, anti-obesity, outdoor activity (ties in with Government policy & National Curriculum)
- Provides for and appeals to the hard to engage tweenagers, teenagers and twenty somethings
- Builds self confidence, conquering fear of heights
- Introduction to climbing for many



## Benefits Local

- Flexible use: from mentoring schemes, to special needs, to team building and charity fund raising
- Employment (team of 12 at each course)
- Increases length of stay time at site, reducing traffic by reducing total number of car trips per day
- All weather activity
- No opportunity costs: just utilise airspace; exclusive use of forests not required
- By locating close to already well used visitor centre, remoter wild and tranquil areas are kept wild and tranquil.



## Benefits Financial

- Direct revenue (share of turnover)
- Indirect revenue to site:
  - Car park charges
  - Incremental catering spend (3 bites of the cherry)
  - Incremental retail spend
  - Incremental ticket sales for other activities e.g. bike hire, concerts, events
- Indirect revenue to local communities:
  - Weekend destination planned around Go Ape benefiting:
    - Accommodation providers
    - Other attractions
    - Local retailers
  - Employee salary spend



## Market Potential

- Size: 400 in France, 8 in Uk
- Age mix (10 to 70+ years) 62% 18+years
- Ability Mix
- Disability: Learning; Physical
- Socio-economic mix
- Educational: Students; Scouts/Guides; CCFs, DoFE, Prince's Trust etc.
- Marketing push effect of Go Ape brand
  - Customer database, Email marketing, Strong emotional loyalty to the activity and brand (78% returners)



## Health & Safety

- Each participant must demonstrate that they can negotiate the course safely before he or she is allowed to progress.
- Rope ladders are taken up out of hours and locked to the platforms to prevent misuse.
- During operation rope ladders are protected from unauthorised users by a stockade with a security coded gate .



### H&S - Is it defensible?

- Participating in working group drafting a European Standard for ropes courses
- Robust, comprehensive and defensible operations manuals and training programmes
- Independent annual operational and structural inspections by specialist British engineers up to speed with UK law
- Written assurance from our lead Environmental Health Authority that Go Ape complies with all relevant UK H&S law, regulation and guidance



### Liability & Accident Record

- Insurance cover  
£10m EL  
£5m PL
- Claims History  
400,000 participants went ape with us but only one made a claim  
Robust procedures minimise risk of injury and likelihood of claims
- Liability  
Climate may be changing, supported by Downing St comments and Law Lords 'Tomlinson' findings



### Customer Comments

• "We all thoroughly enjoyed ourselves. We have never done anything like this before, although two of us are afraid of heights we still did the whole course, and were very glad we never backed away from it. It has been nearly a week ago and we are still talking about it."

**Mrs V Somogyi, Thetford.**



### Customer Comments

"What a superb idea Go Ape! is, and beautifully blended in the forest. Six ladies all 50 plus had a great time swinging in the rain. Thanks to all the staff for their humour and patience on such a bad weather day. We will be back!"

**Susan, Grizedale**

"Go Ape! is the most amazing experience, I am urging all my friends to try it."

**Sue, Grizedale Valley**



### Awards Won

- NFU Countryside Rural Tourist Attraction of the Year 2003
- Small Visitor Attraction of the Year 2005 (South West Tourism), Enjoy England Excellence Awards
- All our sites have been accredited by Visit Britain's Quality Assured Visitor Attraction Scheme



**Thank You**

**Any Questions?**