

From: Daniel Bendall [mailto:Dan@croftarchitecture.com]
Sent: 30 November 2016 11:30
To: Webster, Nick <nwebster@herefordshire.gov.uk>
Cc: Tompkins, Matt <Matt.Tompkins@herefordshire.gov.uk>
Subject: Re: RE: Flip Out Hereford at Unit W1, Sigeric Business Park

REFERENCE EML-OUT/2334/27
For the attention of Webster, Nick

Hi Nick / Matt

Further to your recent correspondence please see below for confirmation from the landlord on your requested information, plus some further relevant information:

- There are approximately 17 different tenants on the site Sigeric Business Park. Non are manufacturing except Exapol which is at the opposite end of the park, accessed via a different road.
- The site is under single ownership, Sigeric Ltd.
- The proposed Trampoline park would generate many more jobs in Hereford than the use the building was designed for. There were 2 full time equivalent positions within the warehouse when it was occupied previously
- The reclamation facility is a retail operation not an industrial or warehouse facility. The public come and park, shop / have a coffee and leave.
- There would be no conflict with the surrounding businesses or uses. As previously advised the main hours of operation (i.e. the busiest periods) would be outside of the hours of the surrounding buildings (i.e. evenings and weekends) meaning there would be no conflict.
- Further to whether the site would be a draw not only to people within the county but bringing people into the county, we believe it would as a Flip Out Trampoline Arena is different to a typical standard trampoline centre. Flip Out arenas offer more facilities and equipment than a standard centre (i.e. warehouse full of interconnecting trampolines) as they include devoted child / adult areas, child and adult parkour / free running areas, foam pits jumps (for practicing flips etc), tumble tracks, slam dunk (basketballs), ninja warrior courses etc along with other new equipment in development. They actively market as been not your typical trampoline arena. Therefore the diverse range of activities on offer, on better quality equipment, and that will be incorporated into the final Hereford Flip Out arena design, would attract customers. We also point out that Flip Out are the market leader with over 50 sites worldwide, therefore are known draws worldwide. However it is to be run / operated by a local investor from Hereford.
- It is also worth reiterating that from Hereford City centre the nearest trampoline arena is 59 minutes away, which is in Gloucester (Jumptastic). The next furthest is Airborne in Cheltenham which is 1 hour 7minutes away. The next nearest is Boing Zone in Kidderminster which is 1 hour 25mins away. There are also some in Wales (Cardiff / Newport area) these are again 1 hour 30mins away. There are non to the east of Herefordshire. Therefore we believe on the geographic's and location that you are stating there is no potential draw is completely unfounded as clearly with no arena within an hours drive is the biggest draw to the county (city centre to unit is circa 14mins), and no arena currently known to serve the East Wales coast again proves the unit to be a major draw.

We trust the above information and clarification is as requested however please do not hesitate to contact the practice should you require any further information or assistance

Kind Regards

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