

Lazer2Day

Awarded £18,851 under measure:313 Encouragement of Tourism activities

Britpark Leisure Ltd started in 2001 by converting factory units in Guyhirn into a children's play centre. Over the years the company expanded further with the introduction of an eight lane ten pin bowling centre and the purchase of another play centre in Ipswich. Both sites already offered a choice of indoor entertainment and restaurant and bar facilities mainly catering for families with younger children.



The company wanted to capitalise on the popularity of lazer tag with the teenage market and received a grant of £18,851 to help access this important new market. This money helped Britpark Leisure to convert a unit on their current Guyhirn site into a state of the art lazer tag arena. In addition the grant supported the upgrade of the bar and restaurant facilities in anticipation of an increase in the number of customers with increased dwell time.

Ian Parkinson, the Director of Britpark Leisure Ltd said:

“This investment has helped us move forward more quickly in this weather dependent industry. By incorporating the lazer tag arena and upgrading the catering facilities the business has generated over 5,000, around 6.5%, additional visits to the site. It has also created 3 additional jobs at the company and benefited the related tourism infrastructure in the area”.



www.play2day.biz/



Fens Adventurers Rural Development Programme is an RDPE initiative delivered through the Leader approach, managed by Cambridgeshire County Council & Cambridgeshire ACRE and supported by Defra, Local Authorities & the EU's European Agricultural Fund for Rural Development: *Europe investing in rural areas.*