

CASE STUDY

Project:	Muddy Puddles, Peppa Pig World
Client:	Paultons Park
Project Type:	Splash Pad with re-circulating system
Project Value:	£175,000
Splash Pad Size:	192m2



The Background

Following SSP Water & Play's successful creation and installation of the 'Water Kingdom' at Paultons Park in 2009, they were selected to provide the splash zone element for the new Peppa Pig World, which opened in April 2011. Working closely with Paultons Park, the design was created with the theme of 'Muddy Puddles' combined with exciting, interactive Waterplay features. Therefore presenting young children with an area where they will be able to splash and splash in a safe and fun environment. The zone is completely covered with wet pour rubber surfacing, providing a low-impact, non-slip surface, which will be easy to maintain and very durable.

The surfacing is adorned with Peppa Pig style countryside graphics such as grass, flowers, wellington boots and a river with lily pad stepping stones. Muddy footprints lead children into the puddles, which will be covered with a low level of water, thus creating the fun splash element without the muddy mess! Other elements include a fun Mud-Play Table and interactive Winder Pump, where children of all abilities can play with their own buckets and water-toys.



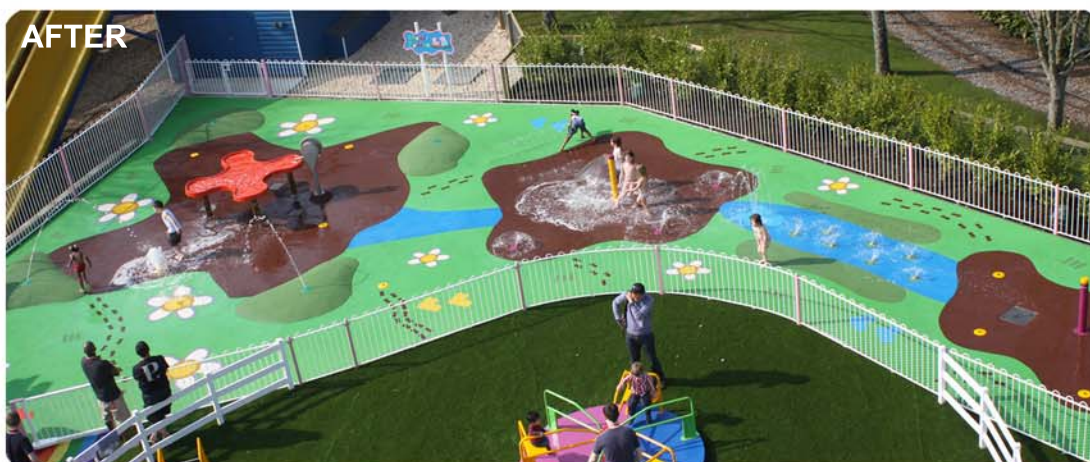
Interview with Richard Mancey, Managing Director of Paultons Park

1. Why was this project necessary and what was there before?

Muddy Puddles forms part of Peppa Pig World, a world first and UK exclusive that is being built at Paultons Park and will open to guests on 9th April 2011. Peppa Pig is the No.1 pre-school character that is hugely popular with children below the age of 6 years old. Peppa Pig World will compliment the other 50+ Rides and Attractions that Paultons already offers its guests and provides the Park with a instantly recognisable brand which we are very pleased to be associated with. The 3 acre site which Peppa Pig World occupies is made up of former animal paddocks where the animals have been re-located to other areas of the Park and fields.

2. What was the outline brief for the Peppa Pig Muddy Puddles site?

Paultons already has a Water Play Park in the form of Water Kingdom which opened to guests for the 2009 season and covers 8,500 ft2. With Muddy Puddles being iconic to the Peppa Pig stories it was felt that this was an essential part of Peppa Pig World complimenting the seven heavily themed rides, indoor and outdoor play areas and many other interactive attractions which young children and their families can enjoy.



The brief for the design of Muddy Puddles was to replicate as close as possible those that are regularly seen in the stories. SSP came up with initial designs which were further enhanced with suggestions and input from the creators of Peppa Pig Ashley, Baker, Davies.



3. What are you main objectives for this project?

To provide a fully immersive and memorable experience for young children and families in an attraction that is designed and built to the highest quality that closely replicates the original stories and TV shows.

4. Did you consider any alternative designs and if so why were these rejected?

The initial design was discussed and enhanced in order for it to both fit into the available area and meet our design requirements.



5. Did SSP Water & Play's scheme successfully meet the brief and your objectives?

Whilst the attraction is not yet open to the public initial feedback has been first class and we are looking forward to seeing children enjoying Muddy Puddles in the same way Peppa Pig and her family do!! From an aesthetic perspective we think it looks super.

6. How would you sum up the experience of working with SSP Water & Play?

This is the second project Paultons has undertaken with SSP in 3 years and have always found the company to be very professional and easy to deal with. Certainly after installing Water Kingdom they were our "supplier of choice" for the supply of the Water Play equipment required for Peppa Pig World.



Anthea Bull, Product Development Manager at Entertainment One UK, the licensing company for the Peppa Pig brand commented, "I found SSP very efficient and pleasant to work with. They took the time to immerse themselves in Peppa's world before presenting us with an imaginative play zone concept that truly reflected the core of the programme – jumping in muddy puddles!"

For further information please visit:
www.peppapigworld.co.uk



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