

Additional Information relating to Reading Winter Wonderland 2021

- All the images from previous years' events are accurate as to the aim/feel for this year's event.
- There will be about 10 rides and attractions.
- 2 - 3 rides plus the Ice Rink will have music **but only as background** and these will be linked together playing the same Christmas themed music.
- The loud music is not what we provide as we want families, children and grandparents to come and have an enjoyable time.
- Lights are aimed into the attractions; the same goes for the music.
- There are some fun fair rides, but these are very much part of the overall event. Also please note:
 - This is NOT a standard fun fair where each ride has a different owner/operator so you could have 20 - 30 rides competing for customers with the help of microphones and turning up the music to be heard over their competitor.
 - The difference here is that the Applicant/DPS will hire the rides so are all controlled by them (as one operator) so no need to have rides competing against each other, and
 - The rides are just one part of the event with the Ice Skating coming first (a true Christmas activity)
 - This Christmas event attracts a different demographic to a pure fun-fair offering. The rides that are offered fit that demographic.
- We offer a relaxed atmosphere for the whole family and an affordable Christmas experience for Reading residents from all backgrounds without the need to go to London.
- Our Santa's Grotto is the most visited Grotto in Reading.
- We also welcome different groups for disabled and under privileged children, giving them access to the Rink and attractions for their sole use;
- We also support the local community with Christmas raffle prizes for local schools.
- The whole site this year will be carpeted with £5,000 worth of red outdoor carpet to make it a Premier event that will be noticed around the country.
- This year we as a family have invested a considerable amount into putting this event on – financially and in terms of time/management. As in previous years it will be professionally; safely and considerately run for the benefit of all.
- Local residents will be able to make contact with us easily and any reasonable concern will be considered and acted upon.