

EDUCATION



INFORMATION

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CONTENTS

THE HISTORY AND BACKGROUND OF THE COMPANY

Pleasure Beach Blackpool, is a family owned company. Pleasure Beach as we know it today was founded by William George Bean who, in 1896, in conjunction with a partner, John Outhwaite, bought the forty-two acre site on which Pleasure Beach now stands. Prior to this, there had been a small fairground at South Shore consisting of a few roundabouts, a switchback railway, and some resident gypsies.



W.G.Bean was inspired to build an America-style Amusement Park and introduced the Hotchkiss Bicycle Railroad to the site in July 1896. He travelled extensively, bringing new rides and ideas to Pleasure Beach. The Noah's Ark and Sir Hiram's Maxims Flying Machine are two of his attractions which still survive today. Before he died in 1929 he had established Pleasure Beach as one of Blackpool's greatest attractions.

When in 1929 his son-in-law, Leonard Thompson, succeeded W.G.Bean, the Thompson family gained complete control of the company, and there followed a period of expansion including the building of the then modernistic Casino Building.

During the war years Pleasure Beach remained open all year round, enabling thousands of servicemen, evacuees, and the population as a whole to escape the reality of war for a short time. An RAF detachment was housed under canvas on the site and parts for Wellington bombers were manufactured in the workshops.



After the war the Company continued to prosper under the leadership of Leonard Thompson, who was inspired by Walt Disney's fantastic creation, 'Disneyland'- the ultimate in Amusement Parks. When he died in 1976, having had the Company under his control for more than forty years, the Pleasure Beach was, as it has remained, Europe's Greatest Amusement Park. On the death of his father, Geoffrey Thompson, O.B.E. took over the responsibilities of Managing Director, whilst his mother, Mrs. L.D. Thompson, O.B.E., J.P. became Chairman.

Geoffrey Thompson oversaw, amongst others, the building of the In-Bru Revolution - the first 360° rollercoaster in Europe; the Avalanche - the UK's only bobsleigh ride; and the Pepsi Max Big One - the tallest, fastest rollercoaster in Europe. Following his death in 2004, his daughter, Amanda Thompson, became Managing Director.



Pleasure Beach Blackpool has an unusually long open season that commences, normally, in mid February and finishes in early November. Unlike many other theme parks that are at their busiest in the summer, Pleasure Beach remains extremely busy throughout the autumn, with heavy daily attendances during the last part of the season, which coincides with the famous 'Blackpool Illuminations'. Notwithstanding the limited winter close down, all construction works on site are programmed to take place in winter, starting in early November.

Staff have always played an important part in the development of Pleasure Beach Blackpool, and the 'family' theme is evident in the number of husbands, wives, and children who have worked for the Company over the years. This tradition, together with careful selection, has provided a workforce second to none who have, by their efforts, made this one of the safest Amusement Parks in the world.



HISTORY TIME LINE

Year	Event
1896	<ul style="list-style-type: none"> • Founded by William George Bean who introduced a mechanical ride from the USA. • The still popular Noah's Ark and Sir Hiram Maxim's Flying Machine are two of his attractions that survive today. • Before he died in 1929 he established Pleasure Beach as one of Blackpool's greatest attractions.
1929	<ul style="list-style-type: none"> • W.G. Bean was succeeded by his son-in-law Leonard Thompson. • The Thompson Family gained control of the company. • There followed a period of expansion; Casino Building, the Rollercoaster, the Pleasure Beach Express and the world famous twin track coaster, the Grand National.
War Years	<ul style="list-style-type: none"> • The Second World War put a temporary halt to progress.
Post War	<ul style="list-style-type: none"> • During the 60's Britain's first commercial Monorail was built at Pleasure Beach, plus new rides – The Monster, The Astro Swirl and The Log Flume - were introduced.
1976 +	<ul style="list-style-type: none"> • Geoffrey Thompson O.B.E. became Managing Director of the Company, following the death of his father Leonard, whilst Mrs L.D. Thompson M.B.E J.P, became Chairman. • Exciting new rides were added, including the spectacular 360° rollercoaster – In Bru Revolution, and the UK's only bobsleigh ride – The Avalanche.
1990	<ul style="list-style-type: none"> • The exterior of the grounds were re-designed and a brand-new Edwardian style cosmopolitan shopping complex created along the Promenade – Ocean Boulevard.
1994	<ul style="list-style-type: none"> • The opening of the £12 million Pepsi Max Big One, the world's tallest, fastest rollercoaster at that time.
1997	<ul style="list-style-type: none"> • Another U.K. first the 210 foot, £2 million 'Ice Blast', which catapults riders vertically at 80 mph.
1998	<ul style="list-style-type: none"> • The opening of the Globe show venue, featuring the famed Eclipse show starring Vladimir.
2000	<ul style="list-style-type: none"> • £15 million invested in the Viking themed 'Valhalla'. This thrilling new ride is hailed as the biggest, most spectacular dark ride ever to be constructed by mankind.
2002	<ul style="list-style-type: none"> • Over £3 million was invested in new rides, enhancements and attractions • The new 'Impossible' exploratorium is where the impossible, the improbable, the laws of nature are defied and your whole world is turned upside down.
2003	<ul style="list-style-type: none"> • The 'Big Blue Hotel' is chic, stylish and luxurious and opened in May. • 2003 also celebrated the 100th Birthday of our Chairman, Mrs L.D. Thompson !!!
2004	<ul style="list-style-type: none"> • Pleasure Beach Blackpool adds yet another dazzling and daring new ride with the introduction of 'Bling' in 2004.
2004	<ul style="list-style-type: none"> • Mrs L.D. Thompson and Geoffrey Thompson passed away, Amanda Thompson became Managing Director of the Company.
2005	<ul style="list-style-type: none"> • 40 bedroomed club wing expansion to Big Blue Hotel including 4 suites.
2006	<ul style="list-style-type: none"> • Pleasure Beach celebrates 70 sensational years of Hot Ice.
2007	<ul style="list-style-type: none"> • Opening of Infusion and new show Forbidden. £8million was invested in the World's first rollercoaster suspended entirely over water - INFUSION... Infusion was officially launched by television personality Vernon Kay
2008	<ul style="list-style-type: none"> • Opening of Adventure Golf! a new £1/2 million 12 hole adventure golf course, featuring an eye catching 21st century design, brilliant landscaping and state of the art holes to entertain both young and old.

RIDE INFORMATION

Pleasure Beach is always adding to its portfolio of rides to encourage existing customers to return and to attract new customers to the park.

WHITE KNUCKLE ADRENALINE RIDES

Steelies

IRN BRU REVOLUTION

Constructed in 1979.
Height – 50 feet (15.38 metres).
Length – 56 feet (17.23 metres).
The first 360° rollercoaster in Europe.

SPACE INVADER 2

Constructed in 1984.
Track length – 1,235 feet (380 metres).
Maximum speed – 65 mph.
Dark white-knuckle thrill ride.

THE AVALANCHE

Constructed in 1988.
Track length – 1,160 feet (356.92 metres).
Height – 59 feet (18.15 metres). Max speed 45 mph.
Bobsleigh ride, the only one of its type in the UK.

THE PEPSI MAX BIG ONE

Constructed in 1994.
Track length - just over 1 mile.
Height - 235 feet (72.30 metres). Max speed - 85 mph.
G force - 3.5 positive g, 0.5 negative g ("air-time")
65 degree drop - steepest in the world.

ICE BLAST

Constructed 1997
210 feet, Speed 80 mph. Height restriction: 52"/132 cm.
G forces reach 4.5 on the way up, followed –1G.
Catapults riders vertically.

BLING

Constructed 2004.
100 feet 60 mph 3 different directions.
Height restriction: 48"/122 cm.

INFUSION

Constructed 2007.
2,220 ft in length.
5 loop rollercoaster suspended over water.
Height restriction: 48"/122 cm.

Woodies

THE BIG DIPPER

Constructed in 1921, reconstructed in 1934.
Track length – 3,295 feet (1013.85 metres).
Height – 70 feet (21.54 metres).
Maximum speed – 35mph.

THE GRAND NATIONAL

Constructed in 1935, designed by Charles Paige.
Height – 62 feet (19.08 metres).
Track length – 6,604 feet (2032 metres).
Maximum speed – 50 mph.
Europe's first twin-track racing coaster.

THE WILD MOUSE

Constructed in 1958.
Track length – 1,266 feet (389.53 metres).
Cars. Each car – 2 persons.

THRILL RIDES

FLYING MACHINES

The first ride at Pleasure Beach Blackpool, constructed in 1904.

There is no height restriction.

GHOST TRAIN

The name "The Ghost Train" has its origin here at Pleasure Beach Blackpool.

This attraction is undercover.

There is no height restriction.

TRAUMA TOWERS

Interactive walk through horror experience with a high speed, spinning ride at the end.

This attraction is undercover.

Height restriction: 46"/117 cm.

GOLD MINE

This attraction is undercover. There is no height restriction.

FAMILY RIDES

MONORAIL

The first commercial monorail gives guests a bird's eye view of the panorama of Pleasure Beach Blackpool.

This attraction is undercover. There is no height restriction.

PLEASURE BEACH EXPRESS

Opened in 1934 it has 3 steam locomotives travelling through the park on a 21" gauge track. There is no height restriction.

GALLOPERS

Traditional carousel for all the family.

This attraction is undercover.

There is no height restriction.

THE ZIPPER DIPPER (especially for the children!)

Constructed in 1934.

Track length - 2,293 feet (705.54 metres).

Train, 8 cars. Each car 2 seats.

CHINESE PUZZLE MAZE

A walk through maze of hedgerows.

Britain's first interactive Chinese Puzzle Maze.

There is no height restriction.

THE ROLLERCOASTER

Constructed in 1933.

Track length – 2,293 feet (705.54 metres).

Height – 61 feet (18.77 metres)

Maximum speed – 35mph.

THE STEEPLECHASE

Constructed in 1977.

Track length - 1,500 feet (461.54 metres).

Height - 40 feet (12.30 metres).

Maximum speed - 30 mph.

3 horses race along 3 tracks.

SUPERBOWL

Self-drive dodgem cars.

This attraction is undercover.

Height restriction: 48"/122 cm.

IMPOSSIBLE

Exploratorium for all housing the haunted swing. There is no height restriction.

TRAUMA TOWERS

Interactive walk through horror experience with a high speed, spinning ride at the end. (This is also a thrill ride).

This attraction is undercover.

Height restriction: 46"/117cm.

DERBY RACER

The horses not only move up and down whilst the carousel is rotating, but also move forward and backwards.

This attraction is undercover.

There is no height restriction.

ALICE RIDE

Slow moving dark fantasy ride

This attraction is undercover.

There is no height restriction.

RIVER CAVES

Picturesque water boat ride. This attraction is undercover.

There is no height restriction.

THE PEPSI MAX BIG ONE

When opened in 1994, it was the tallest, fastest rollercoaster in the World, which cost £12 million to build. At 235 feet high, The Pepsi Max Big One is head and shoulders above the rest. Designed in the U.S.A. by Arrow Dynamics Inc, the ride reaches speeds of 136 kph (85mph), has a first drop of 72m (235 feet) at an angle of 65 degrees, and is over a mile in length. Cleared by the Civil Aviation Authority, the ride requires aircraft warning beacons.

Over 2600 tonnes of steel have been used which, if laid end to end, would cover 64 kilometres (40 miles) and 1270 piles were driven for the foundations, which cost £1.5 million alone. Over 60,000 bolts were used in the construction. The surface area covers 35,000 square metres, the equivalent of 6 Millennium Stadium football pitches, which has to be painted with 5 coats of paint. It has 3 trains, each carrying 30 passengers, and the ride takes approximately 2 minutes.

During the late 1980s, two spectacularly high and fast coasters opened in the USA (@Magnum XL 200' at Cedar Point, Ohio, and 'Steel Phantom' at Kennywood, Pittsburgh). In the autumn of 1991, after evaluating these rides in detail, Pleasure Beach Blackpool decided to proceed with the construction of the world's tallest and fastest rollercoaster, with a planned opening date early in the 1994 operating season.



ICE BLAST – THE RIDE

20 stories high, only 2 seconds down! Ice Blast – The Ride, formerly known as Playstation, catapults riders vertically up a 64 metre (210 foot) tower at 128 kph (80 mph), and thrusts them back down again for an incredible free-fall descent.

12 seated riders are launched skywards for a 'Vertical Reality' air-powered experience of a lifetime. Positive G-forces reach 4.5 on the way up, followed by weightlessness induced by -1 G. The Civil Aviation Authority has given clearance for the structure, which has 2 aircraft warning beacons.

100 tonnes British steel tower construction, over 4,000 bolts and 1.6 kilometres (1 mile) of steel cable. The 4 columns and structural cross members house 3.2 kilometres (2 miles) of steel and 500 tonnes of concrete. The air-conditioned computer system weighs the passengers and fills the air tank accordingly. The shot tank is 11.4 metres (37 feet) tall and 0.9 metres (3 feet) wide, whilst the Air Receiver (tank) is 46 metres (150 feet) high and 0.9 metres (3 feet) wide. The 150hp compressor supplies 120-psi pressure.



BLING

It's jaw dropping, it's jazzy, Pleasure Beach, Blackpool really brought on the BLING for 2004 as yet another dazzling and daring new ride officially opened at Britain's favourite tourist attraction on June 1st 2004. BLING is a real diamond-knuckle experience for riders as they are lifted a whopping 100 feet above the ground and spun through the air on giant glittering gondolas in three different directions at speeds of over 60 mph as the ride pulls 2.5gs.

Bling creates a colourful and spectacular rider and ride-watcher experience as 30 riders are swung into the air on six arms of five seats which all spin independently. Manufactured by German company Zierer, Bling has been created by Pleasure Beach, Blackpool engineers under the leadership of then Group Chief Engineer and Pleasure Beach Director David Rothwell, and is the only static ride of its kind in the world.



INFUSION

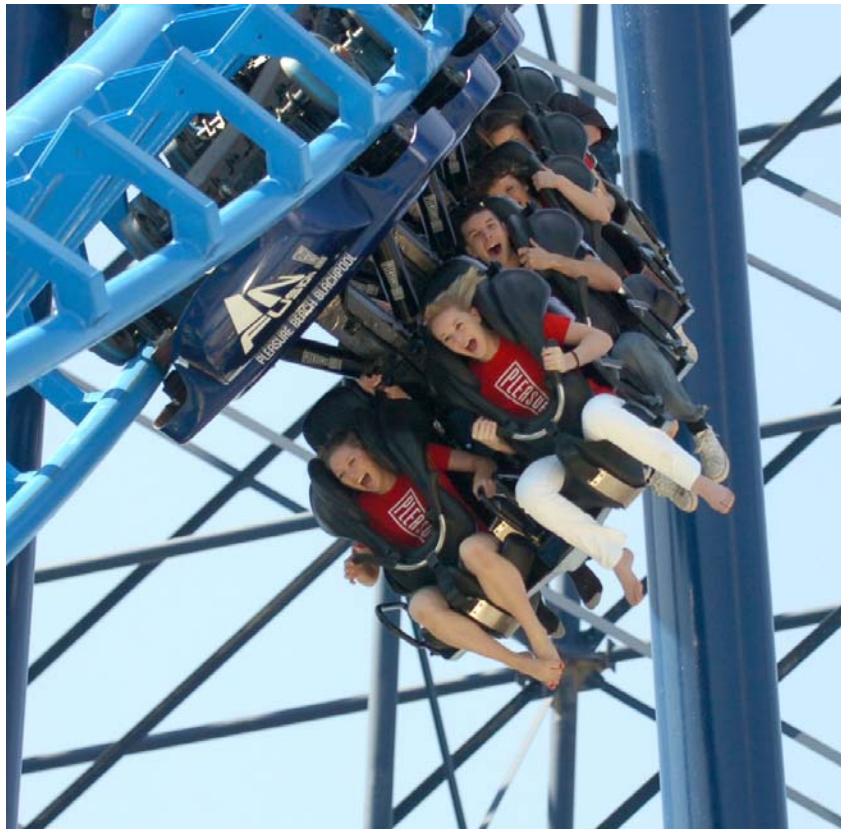
2007 saw the Pleasure Beach, Blackpool introduce Infusion, the brand new white-knuckle wave.

Suspend your disbelief as you experience five incredible loops and rolls, a deliciously wicked double line corkscrew, intense G-forces and 2,200ft of twisting, turning steel track all in one cool suspended looping coaster.

An exhilarating infusion of the elements, soars to amazing heights and takes riders through a whirlwind water experience to amaze and astound, whilst hanging over a looming lagoon underneath the famous Pepsi Max Big One rollercoaster.

It's sky-high, unforgettable, fabulous fun!

Pleasure Beach Managing Director, Amanda Thompson, said: "Infusion is yet another example of major investment at Pleasure Beach at a cost of £8m. I know white knuckle fans will love this new addition to the park and so will our six million visitors a year who enjoy our unique mix of cutting edge technology and traditional rides, along with spectacular shows."

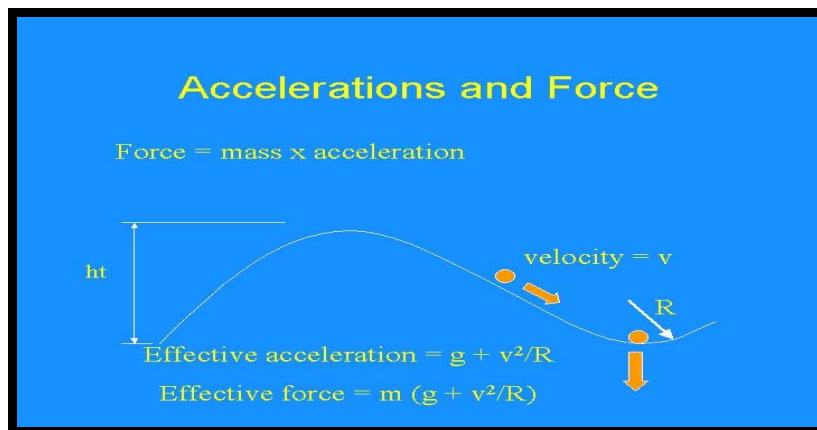


THE SCIENCE OF ROLLERCOASTERS

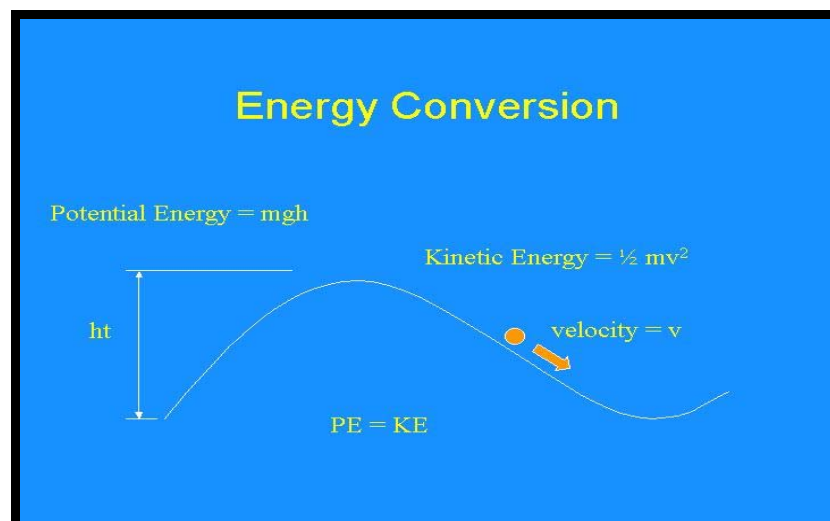
Designing a new rollercoaster is a complex process, requiring a great deal of planning. Before any building takes place, the engineers have to calculate precisely how the cars are going to behave on the ride and what kind of forces the passengers are going to experience.

To begin with, they calculate what is known as a velocity profile (the changes in speed and direction) for the planned rollercoaster track. From the velocity profile, it is possible to get some idea of how the ride will feel to a passenger, by calculating the pushing and pulling forces that act on the person as they whirl around on the ride.

From Newton's laws we know that the force (F) is equal to the mass (m) multiplied by the acceleration (a). As the rollercoaster car travels around the track, the push and pull forces acting on the passenger change as the car speeds up (accelerates) and slows down (decelerates). Rollercoasters tend to have lots of curves and loops in them and so engineers have to calculate what is known as the centripetal acceleration.

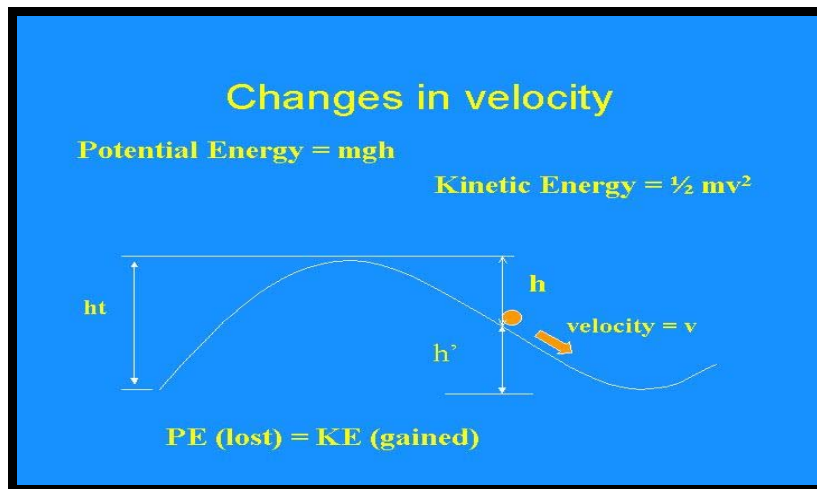


On a rollercoaster, centripetal acceleration means that our bodies are flung outwards or pressed inwards as we zoom around a loop, making us feel lighter or heavier than normal. Usually gravity is the only force acting downwards on our bodies, but on a rollercoaster, centripetal acceleration can add or subtract to the force of gravity. For example as you spin around the bottom of a loop on a rollercoaster, you might experience a centripetal acceleration that is three times greater than gravity and combined with the constant force of gravity you will feel four times heavier than normal!



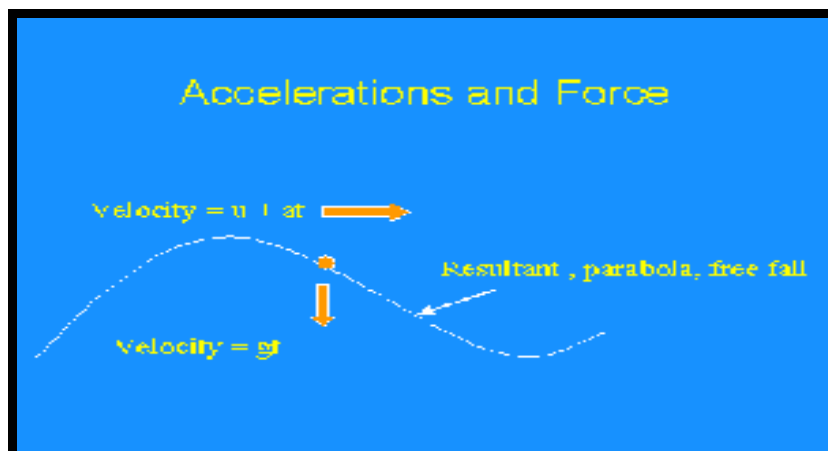
By contrast, as you go over the crest of a hill the centripetal acceleration will push outwards, working against gravity. If you go fast enough over a crest the centripetal acceleration can cancel out gravity and possibly even make you lift out of your seat. When you loop the loop the centripetal acceleration pushes outwards and at the top of the loop it pushes you upwards, working against gravity and ensuring that you don't fall out of your seat.

Looping the loop is a relatively modern development for rollercoasters. For one thing, people thought it was crazy to be turned upside-down on a ride and for another it was difficult to construct looped tracks from wood. Until the 1970s, professional 'stunt' riders only rode rollercoasters with loops and the public paid to watch. The breakthrough came around 50 years ago when designers started to use steel to construct the tracks, enabling them to create complex track designs with tight turns. In 1975 the Corkscrew at Knotts Berry Farm, California, opened and for the first time the public could pay to be whirled upside-down.



The extra pushes and pulls acting on our bodies during a rollercoaster ride feel exhilarating, but they could be dangerous and unpleasant if they continued for too long. We are used to a constant force from gravity, but extra downward forces from centripetal acceleration makes the blood go to our feet, while extra upward forces makes the blood go to our head. To ensure that people do not pass out while on a rollercoaster ride, the track is designed so that these strong forces are only experienced for short periods of time.

Another important consideration for rollercoaster designers is the changes in acceleration. A slow haul up to the crest of a hill, followed by a plunge over a drop feels very exciting.



Designers have to balance the safety and comfort of passengers with the whoosh of excitement from sudden changes.

One way of making the ride more thrilling is to make use to the natural features of the land. Babbie recently constructed a rollercoaster in Oslo, Norway, on the side of a hill. The steep ground underneath the rollercoaster acted as an optical illusion, making the ride seem steeper and twistier than it really was. Water splashes are another good way of adding to the ride and giving passengers something to worry about!

Science and technology are not the only limiting factors on rollercoaster design; people's daredevil instinct is important too. In recent years young people seem to desire bigger and bigger thrills and rollercoasters are becoming more extreme to keep up with expectations. Now it is possible to be spun around while dangling underneath the track, like the Infusion, or bounced up and down on a vertical tower, like The Ice Blast. Only thirty years ago people thought that looping the loop was crazy and now it seems commonplace. Who knows what will come next?

MARKETING AT PLEASURE BEACH

Our mission statement...

“To make adults feel like children again”

The marketing objectives at Pleasure Beach Blackpool are obviously to increase the number of visitors year by year, and the amount of money they spend at the park. Ensuring that the customer service all customers receive is to the highest standard during their visit to the park is also paramount, so they leave with a positive image, pass on their good comments (word of mouth is a very powerful marketing tool) and most importantly return again.

Definition of marketing...

“...the management process which identifies, anticipate and satisfies customer requirements efficiently and profitably”

Source: Chartered Institute of Marketing

That is the official definition, but what does it really mean? Simply, marketing is the way we at Pleasure Beach, Blackpool communicate with our customers. It's how we find out what they like (or don't like), do and think, and its how we tell them what we are doing about it.

MARKET RESEARCH

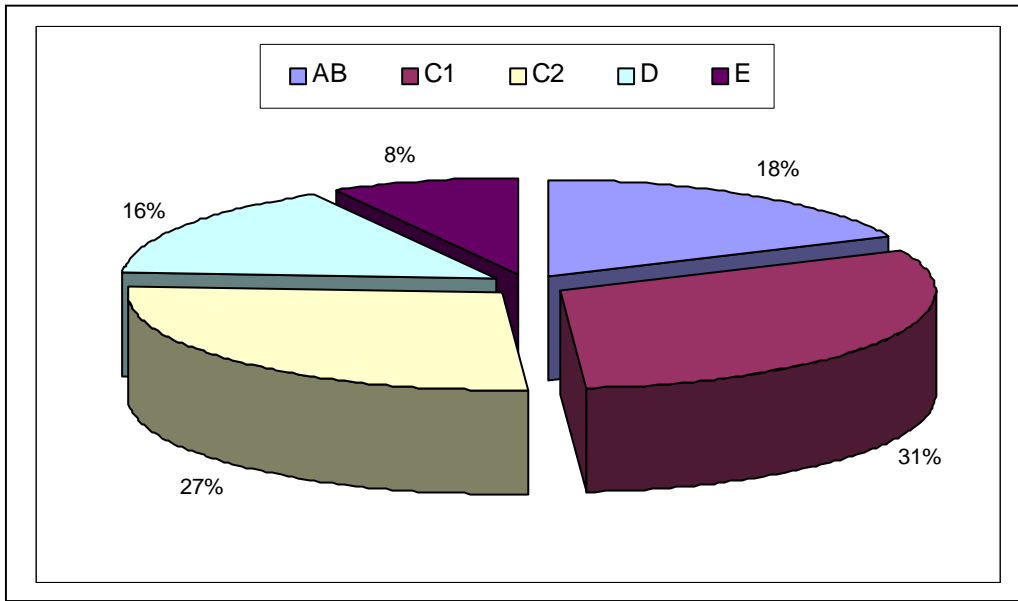
Purpose of the research is to identify information on three key areas:

- To profile our customers
- What customers think about Pleasure Beach, Blackpool
- How Pleasure Beach, Blackpool compares to the competition

Method of research carried out by internal sources and external is;

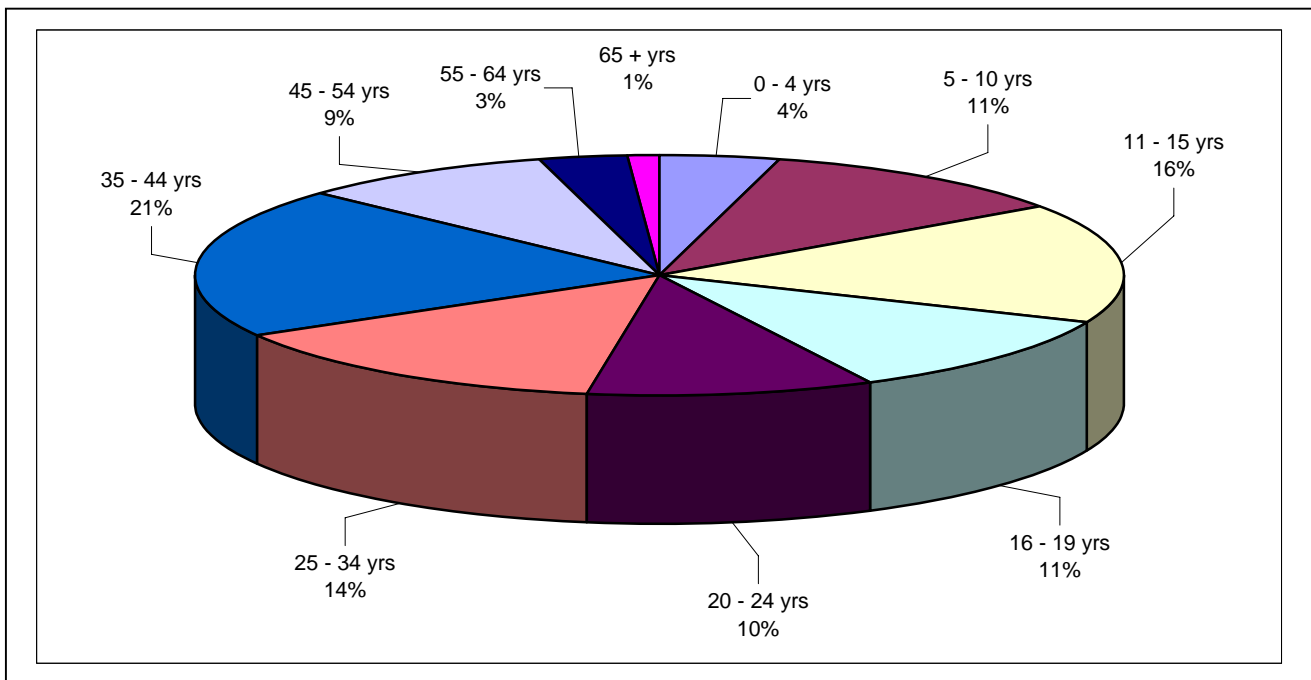
- Qualitative - Focus groups
- Quantative – Telephone research
- Mystery Shopping
- On-park questionnaires
- Follow up feedback research / questionnaire (electronic and hardcopy)
- Online feedback & online forum – Blog
- Online Questionnaires

VISITOR SOCIAL PROFILE TO PLEASURE BEACH 2008



- AB = Managerial/Administrative/Professional
- C1 = Supervisory/Clerical/Junior Administrative/Professional
- C2 = Skilled Manual Workers
- D = Semi and Unskilled Manual Workers
- E = State Pensioners/Widows/Casual Employed/Lowest Grade Earners

VISITOR AGE PROFILE TO PLEASURE BEACH 2008



MARKETING COMMUNICATION

So we know who our customers are – what are the next steps? We need to communicate back to our customers so they know what we're all about. Pleasure Beach Blackpool, communicates via the following medias.

ADVERTISING

An organisation such as Pleasure Beach, Blackpool uses a complex mix of advertising techniques to communicate with its customers. Each one works in a different way, with different positive and negative points. Listed below are forms of advertising used by Pleasure Beach, Blackpool.

TELEVISION

Television is regarded as one of the most powerful and persuasive of all the media, due to its potential large audience. However, a large target audience comes at a cost with TV being the most expensive type of advertising a company can carry out.

TV airtime is sold in slots of varying length e.g. 20, 30, 40 seconds. Airtime is bought regionally, so for national advertising you have to buy numerous regions. Coverage is measured by TVRs – TV ratings. Each programme has a number of rating points, based on audience.

NEWSPAPERS

Newspapers are a good medium as you can select the titles most appropriate to your target audience. National daily papers can be pricey, but local papers are usually very cost effective. Newspaper adverts can carry more detail than TV adverts and offer a good variation in size and creativity.

MAGAZINES

Magazine adverts have more colour than newspapers; therefore they are associated more towards niche markets.

POSTER SITES

Messages must be simple and bold since the reader's attention span is limited and the most effective of those are handled creatively and with imagination. There are numerable poster sites around the Pleasure Beach park where all the shows are advertised. Poster sites are also available around Blackpool Town Centre but there is a lot of competition for these sites and the majority of them are snapped up very quickly.

Pleasure Beach also advertises on gateway sites to Blackpool, and at motorway service stations en route to the resort.

RADIO

Radio sells itself as an intimate medium, a 'friend' that listeners become fond of. It is not suitable for complex messages. Repetition is important because people don't tend to listen to the adverts themselves, but if they hear the same thing often enough it will stick in their minds.

DIRECT MAIL

This type of advertising can generate a good response and can be easily monitored. Direct mailing has increased significantly in recent years, as have services associated with it, i.e. database suppliers.

INTERNET

The Internet is an extremely effective way of reaching customers. E-mail is a very quick way of contacting somebody at little cost, whilst a well designed website, like ours, (www.pleasurebeachblackpool.com) can give prospective customers an idea of what you have to offer, with images, articles and even media clips. The Pleasure Beach site gets thousands of hits per day and has become an increasingly powerful advertising tool, with online bookings increasing dramatically.

Other marketing functions undertaken at Pleasure Beach Blackpool include producing park leaflets and brochures, attracting group visits, devising special offers and promotions and responding to enquiries (like this one!) Also pushing some of the more un-associated capabilities of Pleasure Beach such as hosting and organising corporate functions as well as weddings and social events.

PUBLIC RELATIONS

It is very important to develop good relationships with journalists. The media can be very useful in promoting a business by writing positive articles and hence giving good publicity, although it can also be damaging, as they can also be very negative and critical. PR is often dependent on what your organisation is actually doing. For example a press launch for Infusion, Pleasure Beach's newest ride, will attract lots of publicity, a new car park will probably not!

SALES

Although predominantly related to selling the products available at Pleasure Beach, this department is also a key tool in marketing. Word of mouth and good customer relations will help to promote everything about Pleasure Beach Blackpool and enthuse people into attending, for the rides, the shows, to eat or simply the atmosphere.

CUSTOMER SERVICE

EXCEEDING CUSTOMERS EXPECTATIONS

Leisure and Tourism organisations depend on customers to buy and use their goods or services. Without customers, businesses cannot succeed. Providing excellent customer service plays an essential part in helping organisations keep their customers and attracting new ones.

'CUSTOMERS CREATE REVENUE'

Put the customer first every time, and also ANTICIPATE what they may want before they do.

With Pleasure Beach attracting such a diverse blend of customers, it is essential that there is - *"something for everyone"* Excellent customer service is NOT just about immediate delivery, Pleasure Beach ensures that the service is provided before, during and after a purchase / experience.

By analysing the results from the Market Research, Pleasure Beach can ensure that;

- The correct method of communication is available for all customers
- A wide range of products are available
- Special requirements are met.
- Pleasure Beach exceeds customers' expectations.

All jobs within the Company have a specific purpose with particular responsibilities. Following the Company Induction Training Course, further relevant training is provided to ALL employees and reviewed continuously addressing any coaching opportunities that may arise, ensuring that the employees develop their skills and can deliver the high standard of customer service that is expected.

A combination of all these factors contribute towards a satisfied work force and a motivated team willing to offer excellent customer service.

HANDLING COMPLAINTS

Most of the time, dealing with customers is a rewarding and interesting experience. From time to time, we may have to deal with a customer complaint. All complaints received must be in writing. Once a complaint has been received it is recorded on the system detailing the action taken and ultimately the outcome. We do strive to action any complaint within 14 days of receipt.

Good customer service should benefit both parties - the employee and the customer.

INVESTORS IN PEOPLE

Pleasure Beach Blackpool has achieved Investors in People (IIP). IIP is the Government's recognised Training and Development standard. This aims to improve organisational performance by investing in and developing the workforce.



What this means to employees:

- A Company Induction must be attended before work commences
- Department Induction for new employees
- Job Descriptions for every job role
- Appraisal meetings with opportunity to discuss performance in your job role and future development
- Availability of training and development opportunities including a range of short courses, educational programmes and various NVQ's.

EQUAL OPPORTUNITIES POLICY STATEMENT

Pleasure Beach Blackpool is an equal opportunities employer. The Company will not tolerate racial discrimination and sexual harassment or discrimination on the grounds of age, religion, gender, race, marital status, or disability.

HEALTH AND SAFETY POLICY STATEMENT

Pleasure Beach Blackpool's policy is to provide and maintain safe and healthy working conditions, equipment, and systems of work for all employees and to provide such information, instruction, and training, as they need for this purpose.

NOTICE: SAFETY POLICY STATEMENT

Pleasure Beach Blackpool gives the highest possible priority to safety and the Safety Policy Statement is framed and issued to further and make public the Company's resolve to ensure, so far as is reasonably practicable, the health and safety of our employees when at work and of the public when they are here. The Company is committed to the principles and details of the HSE Code of Safe Practice and its associated Technical Annex and Guidance Notes, in the development of which is played a leading role.

TRIVIA

In a place where you can eat anything from a sandwich to a soufflé, or a burger to boeuf bourguignon, some interesting food facts emerge...

Did you know that 750,000 burgers were sold on the park last season? And 4.5 million portions of chips were consumed, 22,500 fillets of fresh haddock and 18,000 of cod were served in one of our park restaurants, and the White Tower a la carte restaurant sold 4,000 steaks. And try to imagine an incredible 95 miles of Hot Dog Sausages, or 2 million litres of soft drinks and you begin to get some idea of the amounts involved. And the 500,000 candy flosses sold would re-turf Wembley Stadium 4 times over!

INTERESTING FACTS

- Pleasure Beach, Blackpool welcomes around 5.5 million visitors during a season.
- They lick over 1 million ice cream cones.
- And eat 3 million sticks of Blackpool rock.

Pleasure Beach, Blackpool uses every year :

- 12,000 litres of paint
- Over 1 million white lights
- 15,000 nuts and bolts

...to name but a few!!!

NEW FOR 2009

EDUCATION ACADEMY

December 2008 saw the opening of the dedicated Education Academy at Pleasure Beach, Blackpool. A venue full of: historical artefacts, show memorabilia and interactive displays plus a devoted gallery for school artwork.

Learning through leisure - Although the main park is currently closed until February 2009, the Education Programme continues for 12 months a year delivering tailored presentation, tours and interactive sessions through the Academy.

From February 2009 – you can also combine your educational experience with an unlimited ride-wristband (*group rate ranges from £10*).

EDUCATIONAL PRESENTATION

Performing Arts
Business Studies
Leisure and Tourism
Travel and Tourism
ICT
Hospitality and Catering
Heritage

Presentations are tailored
to specific
units of work,
as requested.

WORKSHEETS / CHALLENGE TRAILS (Available in the following subjects)

Maths	(Key stage 2, 3 and 4)
English	(Key stage 2, 3 and 4)
Science	(Key stage 2, 3 and 4)
History	(Key stage 2 and 3)
Geography	(Key stage 2)
Modern Languages	(Key stage 4 – French or Spanish)
ICT	(Key stage 3 and 4)
Design Technology	(Key stage 2)

INTERACTIVE CLASSROOM (Tailored to KS and subjects)

SKATE UK is NISA's flagship learn to skate programme for beginners of all ages and teaches fundamental movements and basic skills. The programme is set up in 10 stages and emphasises fun. The awards and incentives are used to motivate ice skaters to achieve and develop their skills.

For further information and to arrange your trip

email educationacademy@bpbltd.com or telephone 0871 222 8787