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iFLY[®]
INDOOR SKYDIVING

A unique commercial opportunity in Basingstoke



iFLY Basingstoke - Introduction and future growth

iFLY Basingstoke is an exhilarating indoor skydiving experience located on the main leisure park in Basingstoke, Hampshire. It is a state of the art facility with a 14ft (4.3m) diameter, super-smooth, super-fast wind tunnel for indoor skydiving. The facility also boasts a fully immersive VR attraction Parafly, letting visitors explore a virtual mountainous world, collecting points by flying through targets on their descent. Tailored to all abilities and ages, iFLY Basingstoke is one of only four indoor skydiving sites in England, making it a true destination venue. For those who do not wish to fly, there is a generous viewing area with comfortable furnishings and a mezzanine gallery.

iFLY Basingstoke also has meeting facilities for corporate clients and ample parking within the leisure park. Its neighbours include Hollywood Bowl, Basingstoke Aquadrome, Odeon Cinema and Costa Coffee (amongst others). The local authority have ambitious plans for the leisure park and are committed to the construction of a brand new, state of the art aquadrome and fitness facility. This will only enhance the offering and the number of visitors to the location.

Further potential growth in the area is offered by the reported agreement between the local authority and Great Wolf waterpark resort, featuring a 500 bed hotel and waterpark facility. The land which has been agreed for this site is directly adjacent to the leisure park. It is anticipated this facility could generate a further 600,000 visitors a year to Basingstoke.

The iFLY Basingstoke facility 'flies' between 50,000 and 55,000 people each year. In addition, it welcomes (into the free viewing gallery), spectators and non-participating family members. It's estimated that over 125,000 people enter the facility annually, travelling nationally via Basingstoke's excellent transport links.

This proposition gives a potential operator the type of guaranteed footfall and prime leisure location that is rarely available. The opportunity is "off-market" and being shared only with suitable operators in the initial marketing period.



Basingstoke

Basingstoke, the largest town in Hampshire boasts a thriving community with a population surpassing 170,000. With a growing and affluent population, the town exudes vibrancy and connectivity. Basingstoke is well-endowed with an array of leisure and recreational facilities, enriching the quality of life for its residents. Its strategic location makes it an excellent commuter hub, facilitating convenient access to major destinations such as London, Reading, and both the South and North of England. This unique blend of urban amenities and proximity to natural beauty positions Basingstoke as a desirable and well-rounded locale for businesses to thrive.

The Opportunity

Jackson Wright Property are instructed by iFLY Basingstoke to seek out potential tenants for two areas within the main viewing area of the site. Located either side of the main stair and opposite the iFLY wind tunnel, the areas were previously used as indoor Ski slopes. The opportunity would suit a similar leisure/entertainment operator which could cater to the wide demographic of the iFLY customer base and benefit from the existing footfall and customer numbers. A sound proposition and quality operator would not only add value to the iFLY facility but benefit from their destination offering.



Another potential option would be the introduction of a food and beverage offering to the facility. At present, whilst there is a neighbouring Costa branch, there is nowhere for 'flyers' or spectators to get any food or snacks whilst on site. Any F&B provider could also benefit from iFLY Basingstoke's corporate packages. It is a unique opportunity for an operator to take a space with such a strong and guaranteed footfall.



There is the potential for an interested party to take one or both of the spaces available (plans and dimensions on page 5). Any operator would need to staff their facility but would benefit from a fully serviced location with all utilities, refuse, car parking and insurance etc. covered by way of a service charge.



iFLY Basingstoke is open to the usage but would need a professional and credible operator to work within their existing facility, enhancing their service offering and providing additional value to their customers. This is a great opportunity to forge a strong working partnership with a well renowned national leisure provider and market leader.

Pricing

The space is offered to the market as part or whole (areas shown as A&B) at the following pricing;

Space A - £25,000 per annum

Space B - £30,000 per annum

A&B in Full - £50,000 per annum

iFLY Basingstoke are open to proposition on lease terms.

Service charge details are available on request.





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Tel - 01256 592544

Email - info@jackson-wright.co.uk

Web - www.jackson-wright.co.uk

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