



## Press release

**Title**                    **England's longest and fastest zip wire to open at Bluewater**  
**From**                    **Land Securities Group PLC ("Landsec")**  
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The longest and fastest zip wire in England, Skywire, is to open on May 14 at **Bluewater**, one of Europe's leading retail and leisure destinations. Landsec is redefining the Bluewater experience and Skywire is the first of nine unique attractions that will comprise Hangloose Adventure, a brand new large-scale leisure offer at Bluewater.

Skywire is the focal point of Hangloose Adventure, and includes four individual 725-metre-long zip wires linked to a 15.5-metre high dispatch tower situated on Bluewater's 40-metre high chalk cliffs, creating a vertical drop of 55 metres. Riders of the Skywire will achieve speeds of up to 60 mph as they make their descent.

Three more Hangloose Adventure experiences are set to launch at Bluewater over the next 12 months:

- First, Europe's largest rock climbing wall will open, providing Bluewater's guests with a unique opportunity to safely scale the cliff walls
- This will be followed by another first when a giant swing opens, another European first for Bluewater. Reaching a height of 45 metres, equivalent to a 12-storey building, the swing is twice as high as Hangloose's original giant swing at the Eden Project in Cornwall
- Completing the first wave of experiences is Skydive, in which guests can fly up to ten metres high and free-fall in a 200mph column of air. The only one of its kind in Europe, Skydive will open early 2022

These will be followed by five more experiences: a bungee tower, giant slide, clip and climb, waterdrop boulding wall and Via Ferrata, a route-marked climb using metal rails and rungs embedded in Bluewater's cliff walls.

**Rob Hardie, Portfolio Director at Landsec, co-owner and asset manager of Bluewater**, commented: "We are focused on delivering innovative and imaginative ways in which to evolve the experience for our guests at our destinations, to make sure they are relevant and appeal to guests. The Hangloose Adventure experience is a prime example of our plan in action, and brings a new and exciting dimension to Bluewater's unique day-out experience. Skywire is the first of what will be a great set of attractions that form Hangloose, and is set to attract adrenaline seekers from across the UK, who will be able to not only enjoy our stores and restaurants at Bluewater, but also these unique experiences. This is the beginning of a very exciting new chapter for Bluewater."

**Brian Phelps, MD of Hangloose Adventure**, added: "This project has been a long time in the making and we are very excited to see the Hangloose Adventure experience take shape within the picturesque setting at Bluewater. The location was ideal because of Bluewater's significant ability to attract guests from a very large area, but also due to the availability of the outdoor space that could not really be used



for anything else, in which we can realise such extreme elements to provide something unique to Bluewater. We will have all the measures in place to provide a safe, comfortable and thrilling experience for guests with Skywire, and will be adding to the experience with new attractions over the coming months.”

The news follows the launch of Luna Cinema’s state-of-the-art drive-in cinema experience on the top level of Bluewater’s multi-storey carpark, with the dramatic backdrop of the chalk cliffs. Providing yet more reasons to visit, Luna Cinema uses the UK’s highest definition outdoor screens, in-car digital sound solutions, and a new click & collect food and drink offer to entertain Bluewater’s guests.

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### **About Landsec**

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.

As one of the largest real estate companies in Europe, our £11.8 billion portfolio spans 24 million sq ft (as at 30 September 2020) of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London’s Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.

Find out more at [landsec.com](https://landsec.com)

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### **About Hangloose Adventure**

Hangloose Adventure designs, builds and operates outdoor adventure activities. Our goal is to provide visitors with exhilarating, unforgettable and safe adrenaline activities delivered by a friendly and highly competent team.

For the past five years we have developed our site at the Eden Project in Cornwall from a single activity to 6 activities. The site has consistently earned great reviews from visitors and is ranked within the top 10% of properties on Tripadvisor.