



**Landsec**

## Press release

**Title** Landsec announces expansion of unique leisure concept at Bluewater  
**From** Landsec  
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### **Landsec announces expansion of Hangloose at Bluewater**

Landsec has announced the opening of two 'UK first' attractions at Bluewater, Kent as the destination expands its partnership with Hangloose Adventures.

Europe's biggest purpose-built giant swing, standing at 46-metres tall, will open at Bluewater this month. Skydive, a free-fall experience not found anywhere else in Europe, and the UK's only outdoor sky dive machine, will follow later this summer.

The announcement builds on a successful first year for Hangloose's initial attraction Skywire, the longest zip wire in England, which has welcomed 30,000 guests since launching at Bluewater last June. Landsec will continue to work with Hangloose to expand its offering, with up to five more experiences set to open at the centre by 2024: 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.

**Mark Warne, Brand Account Director F&B and Leisure** at Landsec commented: "Delivering new experiences which are unique to Bluewater is central to our overall offer for guests. Hangloose's innovative concept raises the bar when it comes to leisure attractions and draws guests from across the UK to Kent. By partnering with Hangloose to grow their business and create shared value, we'll be able to give guests even more exciting experiences every time they visit."

**Brian Phelps**, MD of Hangloose Adventure, said: "Since the beginning, we've worked closely with Landsec to grow our leisure concept and drive performance, putting us in a unique position where we're able to expand our offer after only a year. We've enjoyed great success at Bluewater so far and are already thinking about how we can provide even bigger and better experiences in the future."

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### **About Landsec**

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £12 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

### **About Hangloose Adventure**

Hangloose Adventure is one of the UK's best adrenaline activity centres with the aim of making adventure accessible. We want to get people away from virtual worlds and experience real thrills in a fun,



exciting, healthy, supportive and sustainable way. After 15 years of building adventure centres all around the world, Brian Phelps founded Hangloose Adventure at the Eden Project in 2014. Starting with England's fastest zipwire, Hangloose Eden has flourished and expanded to a multi-activity adventure centre. Following the success of the site in Cornwall, Hangloose wanted to bring the exhilarating, unforgettable and safe adrenaline activities to the South East and in the summer of 2021 opened England's longest zip line at Bluewater in Kent and will continue to grow and expand this adventure activity centre over the next few years.

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

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