



Sandcastle Waterpark

Educational Resources 2021

What is Sandcastle Waterpark?



- Sandcastle Waterpark is the UK's largest Indoor Waterpark with more than 18 fantastic slides and attractions in a tropical 84 degree climate. Sandcastle Waterpark is a great day out for families, friends and groups. We're open throughout the year (selected dates during the Winter) and located on Blackpool's famous Promenade.

Our Mission Statement



“Our mission is to ensure that our guests have a quality, fun filled and memorable experience, delivered by a polite and attentive team who are committed to providing Guest Service Excellence and Inclusion For All”

Sandcastle Waterpark History



- Sandcastle Waterpark opened on the 23rd June 1986 on the site of the former Blackpool South Shore Open Air Baths.
- The Sandcastle was intended to be 'A 21st Century Indoor Seaside' and provided entertainment and activities throughout the year.
- The Waterpark opened with two waterslides which still stand today, named Thunderfalls, these attractions remain a family favourite.
- With new attractions added gradually, the biggest changes came when Blackpool Council took ownership of the Sandcastle in 2003.
- Significant investments in renovations and new attractions costing £5.5M opened in two phases, completed in 2006. Two of the new attractions included Masterblaster – the Longest Indoor Rollercoaster Waterslide in the World and The Sidewinder – the World's First Indoor Sidewinder.
- In 2011 two new waterslides opened, starting on the Waterpark's roof and dominating the view of the building. Montazooma is a high speed mat slide with tight twists and turns. Aztec Falls is a fast ride in the dark, opening up into a large bowl before plummeting back into the Waterpark.

Sandcastle Waterpark Facts



- UK's Largest Indoor Waterpark -18 slides and attractions under one roof
- All weather attraction - Open all year round (selected dates in Winter)
- 340,000 visitors in 2018.
- All online sales guarantee your entry and your admission is guaranteed.
- Splash Cash facility available - guests can load up a waterproof wristband with their spending money for the day. This way it takes out the inconvenience of going back to your lockers during your visit and carrying cash/cards around
- Adults only SeaBreeze Spa which has over 7 features including salt inhalation, heated loungers etc. This area is over 18s only
- Our VIP Cabana is a private area for up to 8 guests. It costs £50 per guest for first 4 guest, then £40 per guest for any additional. The price includes: Fast track admission, unlimited use of the Waterpark including Hyperzone and SeaBreeze Spa (restrictions apply), a choice of meals, car park spaces, exclusive use of your own private cabana which includes: hot tub, TV, dining area, safe and mini bar.
- Sandcastle Waterpark is one of the UK's most accessible Visitor Attractions with a wide range of facilities to ensure an enjoyable day out (see fact sheet for additional information)

Thrill Slides & Attractions



- **Masterblaster** - The World's longest indoor rollercoaster waterslide! The ultimate white knuckle rollercoaster waterslide, totaling 250 metres in length. Water injection technology propels raft riders at high speeds up steep inclines and down big dips, this monster of a slide snakes it's way out onto the Promenade before crashing back in again! The Masterblaster is also the World's first uphill water rollercoaster!
- **Montazooma** - This slide really does put the ZOOM in Montazooma! Hurtle head first through hairpin bends and 360 degree helixes at fantastic speeds on a thrilling, white knuckle water adventure!
- **Aztec Falls** - Climb to the top of the Aztec Falls temple and be prepared to drop in complete darkness into the whirling chasm of the Aztec Bowl. Ride solo or as a duo, this raft ride is an amazing experience and certain to delight thrill seekers.
- **The Sidewinder** - The Worlds first Indoor Sidewinder- an almost vertical drop into this exciting half pipe ride!
- **Duelling Dragons** - Behold! Side by side dragons, one red, one green, but who will win the race to escape from the claws of these mighty beasts.

Family Slides & Attractions



- **Thunderfalls** - These 2 gentle giants offer more than 300 feet of twisting, turning family waterslide fun. It's a race to the bottom – blue or yellow, take your pick – or enjoy both!
- **Typhoon Lagoon Wave Pool** - Rip roaring, wild water waves aplenty in our fantastic wave pool. When the surfing tune sounds, head for typhoon lagoon to enjoy the wildest waves around.
- **Ushi Gushi Action River** - This is no lazy river! Let the flowing waters of Ushi Gushi River pull you into a journey through our action river which is full of watery surprises along the way – a real family favourite!
- **Caribbean Storm** - There's a storm brewing and that storm sits atop our Caribbean Treehouse in our giant tipping coconut, filling up ready to create a tidal wave of water over everyone below.
- **Treetops Water Chutes** - Its a race to the bottom on this exciting multi lane slide – enjoy a race with mum and dad on this great slide – perfect for families.
- **Shimmering Shallows** – Shallow waters with interactive buckets and spouts. Home to Fort Riptide and HMS Thundersplash, two young children's play features and small slides and views of the waterpark.

Attraction Facts



Sidewinder

- First Indoor Sidewinder in the World
- Single or double dinghy
- Initial drop freefall and negative G the same as being dropped from a 3 storey building



Masterblaster

- The Worlds Longest Indoor Rollercoaster Waterslide at 236 metres
- One and half minutes of adrenalin packed fun
- Largest drop taller than a double decker bus
- Goes outside the Sandcastle Waterpark building
- 5 uphill sections
- Could fill 5 swimming pools in an hour with the water that is used to push the ride tubes around.



Montazooma

- 125 metres in length
- Average length of time from top to bottom is 20 seconds

Attraction Facts



Aztec Falls

- Just under 150 metres in length
- A 16.3m drop from the rooftop to ground level
- 107m long (with 3 revolutions in the bowl would be 370ft)



Caribbean Storm

- 600 gallons of water tip from the coconut atop the treehouse
- 10 minute intervals between the coconut bucket tips
- The UK's biggest coconut
- Treehouse of canons, water jets and watery fun



SeaBreeze Spa

- An over 18s area
- Features include:
- Sauna
- Steam Room
- Ice feature
- Heated loungers
- Aromatherapy room
- Salt inhalation room
- Foot spas



Catering & Retail



Sandcastle Waterpark is home to two catering outlets and two retail shops.

- **Waterfalls Café** is located at the entrance to Sandcastle Waterpark. Here you can enjoy a range of specialty coffee's, freshly made by our Barista's alongside a selection of tempting cakes and sweet treats, lighter lunch options and meals.
- **WatersEdge Kitchen & Snack Bar** is located inside the Waterpark and serves a great range of meal deals. Offering hot and cold meals, snacks, pizzas and more!
- **Treetops Trading Post** is our 'exit shop' where you will find Blackpool souvenirs, Sandcastle branded items and pocket money priced items.
- **Swim Shack** is ideal for all of your swimming items. This shop can be accessed both before and after you enter the Waterpark and has goggles, swimming costumes, armbands and more.

Accessibility



Sandcastle Waterpark is Committed to Guest Service Excellence and Inclusion For All.

We are proud to be an Accessible Venue. Our award-winning range of inclusive information, facilities and guest services have been carefully designed to give you the best possible experience with us.



- New initiatives continue to be Introduced, including the Access For All section of our website which features a comprehensive range of Information for guests with Mobility requirements, Visual Impairment, Hearing Impairment and Autism. Our new "Sandcastle Waterpark Story" has been designed to allow guests to familiarise themselves with our Waterpark before they arrive. Similarly, we have Top Tips for guests with Autism available and has been designed to clarify exactly what facilities and provisions are available for guests with Autism. Sandcastle Waterpark also hosts a year round program of Accessible Family Evenings to allow guests with disability and additional needs and their immediate families to enjoy our Waterpark without all the hustle, bustle and noise of a standard operational day. We have also recently partnered with Access Card which allows the relevant card holder to receive one free essential companion admission on production of their card.
- We appreciate that there are a wide and diverse range of disabilities and additional needs and we would be delighted to discuss our guest's specific requirements prior to arrival by phoning our Accessibility Hotline. In addition we can offer pre visit Familiarisation Tours of our Waterpark to help you prepare for your visit.
- Sandcastle Waterpark strives to be a vanguard for Accessible Tourism and continue in our aim to be the Worlds most Inclusive Indoor Waterpark, ensuring our guests with disabilities and additional needs can enjoy a day out in comfort, supported by a first class range of facilities and assisted where required by a team, attentive to your Individual requirements.

Accessible Facilities



Sandcastle Waterpark is an award winning attraction for accessibility. We have a large range of facilities and services available for our guests with disabilities including:



- A comprehensive Accessibility page on our website with a host of downloadable documents to help plan and prepare your visit.
- Sandcastle Sensory Story and Top Tips for Guest with Autism
- Pre visit familiarisation tours available
- Silent starts to each day – no music or announcements during the first hour of operation each day
- Quiet/Sensory room within the Waterpark
- Queue by-pass facility at mat/tube collection points for guests who struggle with queues
- Water and Accessibility Ambassadors
- 4 wet room facilities on pool side including a Changing Places facility with H track hoist
- Pool accessible wheelchairs
- BSL trained staff and Induction loops
- A program of monthly Accessible Evenings for disabled children and their immediate families
- Assistance dog sitting service
- Ground level access, lowered counters at Reception and Catering areas and wide walkways throughout the building
- Accessibility hotline – 7 days a week. Call 01253 340721



Awards



2016/17

- Lancashire Tourism Awards Access For all Award - Winner
- Lancashire Tourism Awards Large Visitor Attraction - Finalist
- Trip Advisor Traveller's Choice Award - Winner
- Visit England Gold Award - Winner
- Investors In People Gold Award – Winner

2017/18

- Lancashire Tourism Awards Access For all Award - Finalist
- Lancashire Tourism Awards Large Visitor Attraction - Finalist
- Gazette Retail and Leisure Awards Community Contribution Award - Highly Commended
- Gazette Retail and Leisure Awards Leisure Venue of the Year - Winner
- Aiming Higher Award Sandcastle Waterpark Team - Outstanding Contribution - Winner
- Visit England Welcome Award - Winner
- Trip Advisor Certificate of Excellence - Winner
- Investors In People Gold Award – Winner

Awards



2018/19

- Lancashire Tourism Awards Inclusive Tourism Award - Winner
- BALPPA Accessibility Award - Winner
- World Waterpark Association Executive Board Award – Accessibility Program - Winner
- Changing Place Award - The Nations Favourite Changing Place Facility
- Radio Wave Culture and Lifestyle Awards Service Excellence Awards - Winner
- Radio Wave Culture and Lifestyle Awards Kids Choice Awards - Highly Commended
- Radio Wave Culture and Lifestyle Awards Employer of the Year - Highly Commended
- Radio Wave Culture and Lifestyle Awards The Dining Award – Waterfalls Café - Finalist
- Gazette Retail and Leisure Awards Leisure Venue of the Year - Winner

2019/20

- Lancashire Tourism Awards Inclusive Tourism Award - Finalist
- Lancashire Tourism Awards Large Visitor Attraction - Finalist
- UK Staycation Awards Accessible for All Award – Winner

Sustainability



Sandcastle Waterpark is the first Green Key accredited tourist attraction in England.

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run by the Foundation for Environmental Education. Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising.

The Green Key demands high environmental standards and the Sandcastle has demonstrated a commitment to reducing its environmental impact, including taking steps to improve energy efficiency and removing single-use plastic where possible from its operations.

Sandcastle has installed a new air-cooling system, which is at least 35% more efficient than the last system and its catering outlets have sourced more Fair Trade products in 2021 and its cutlery sleeves are now made from 100% recycled paper.



Sustainability



How do we run a sustainable business?

Sandcastle Waterpark takes its environment responsibilities seriously and endeavours to minimise any adverse environmental impacts of its operations to the lowest practical levels. We nurture and develop an environmentally responsible culture amongst Staff and Guests.

- We take the following initiatives to reduce our environmental impact:
- Sourcing water and energy efficient equipment.
- Monitoring and recording energy, water and effluent usage.
- Working with suppliers to reduce waste levels.
- Sourcing sustainable products and local suppliers.
- Having a program of training, good practice and development amongst the Sandcastle Waterpark team.

Sustainability



Do we recycle the waste generated by our business and guests?

- All waste from Sandcastle Waterpark is sent to a recycling plant that divides up the waste and recycles everything.
- Waste transfer – working with a supplier where no waste goes to landfill but is sent to bio-degradable generators. They recycle waste such as cardboard (N.B. Sandcastle Waterpark has a cardboard bailing machine which helps the process), glass, plastic and cans. N.B. other recyclable products, such as metal and waste cooking oils are removed by other reputable companies.

Sustainability



How do we monitor our water usage?

In order to reduce our water consumption, Sandcastle Waterpark closely monitors its usage looking out for leaks etc. Various initiatives are in place to reduce water loss. Initiatives that have taken place over the years include:

- Heatsavr – As well as saving on energy, Heatsavr also reduces the loss of water from the Waterpark pools system by reducing evaporation. (link to flyer with more info)
- Toilet Cisterns, urinals, showers and sinks – Various technologies are used on the above equipment, including shower and sink aerators and push buttons or sensors on taps and showers. Additionally, cistern technology and urinal sensors also save on water.
- Sand Filters – The filtration plant at Sandcastle Waterpark allows water to be continuously recycled until backwash is required for cleaning of the pools and to reduce total dissolved solids build up in the water. Additionally, due to timely daily repairs, the need to empty the pools on a yearly basis, for essential maintenance, is usually avoided, thereby saving additional one million litres of water / year.

Sustainability



How do our employees help to maintain sustainable practices?

- Team Engagement – The Sandcastle Waterpark team are encouraged to be proactive in ensuring there is no energy or water waste and to report such, additionally, the team are encouraged to come forward with energy / water saving ideas. This helps reduce costs and reduces the Company's Carbon Footprint.
- Environment Champion – Whilst all team members should be aware of the Company's Carbon Footprint, there is also an Environment
- Champion who will go that extra mile in embracing the Company's environmental standing, alongside those colleagues have an opportunity to join BOCL's Environmental 'think tank' which allows team members blue sky thinking on what more can be done to reduce the Company's Carbon Footprint to help towards Blackpool Council's aims and objectives regarding 'Climate Change Emergency'.
- Good Practice – This is in the form of ensuring the Company purchases products wisely that have a minimum effect on the environment e.g. using environmentally friendly cleaning chemicals and working towards ensuring where practical, there are no single use plastics within the building.

Social Media



FACEBOOK

96,600

Sandcastle
Waterpark Blackpool



TWITTER

14,600

@SandcastleWater



INSTAGRAM

3,612

@Sandcastle.Waterpark



YOUTUBE

2,270

Sandcastle
Waterpark



TIKTOK

8,800

@SandcastleWaterpark

Figures accurate 9/11/21

Facebook



How do we utilise Facebook?

- Informative content such as announcements and updates
- Bright and colourful artwork/images
- Facebook has our largest audience and general demographic of 35 – 55 years
- Engaging and interactive content to get the audience talking and involved with Sandcastle – keeping it on their minds.



SANDCASTLE WATERPARK

LATE NIGHT

FRIDAY!

SESSIONS FROM 1:30PM - 8:00PM

SEPTEMBER 10

SEPTEMBER 17

SEPTEMBER 24

ALL GUESTS ARE
REQUIRED TO BOOK ONLINE
WWW.SANDCASTLE-WATERPARK.CO.UK

Blackpool Sandcastle
WATER PARK
CELEBRATING 35 YEARS

Twitter



How do we utilise Twitter?

- Short and sweet
- Relaxed tone
- Similar informative posts to Facebook - sometimes with a more 'casual' tone of voice
- Demographic 18 - 35 years

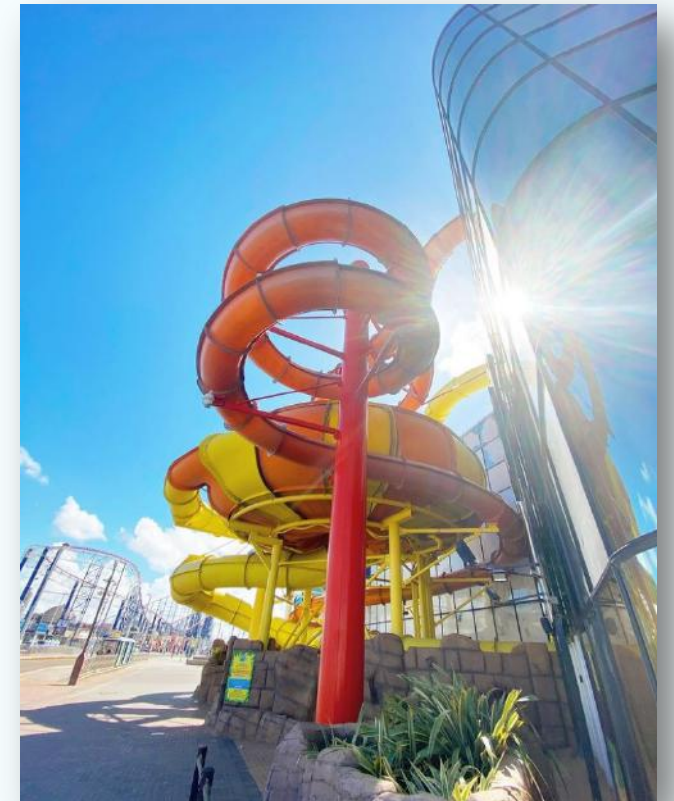


Instagram



How do we utilise Instagram?

- Less informative and more visual/artistic
- Bright and colourful photographs
- Utilise every angle of our building to get different shots of slides, pools, theming and more
- Younger demographic – 15 – 25 years



YouTube



How do we utilise YouTube?

- Wide range of video content
- Fun – Informative
- Wide demographic 15 – 55 years

A screenshot of a YouTube channel page for Sandcastle Waterpark. The page shows a grid of video thumbnails with their titles, view counts, and upload dates. The videos include promotional content, event coverage, and ride POV videos.

Video Title	Views	Upload Date
Splashing Fun at Sandcastle Waterpark	350 views	1 month ago
Colour Run 2021 - Trinity	263 views	1 month ago
Join us for this SUMMER!	308 views	2 months ago
Our Commitment To Your Safety - Sandcastle...	785 views	2 months ago
35 Years of Sandcastle Waterpark Blackpool	1K views	3 months ago
98th Anniversary of the South Shore Open Air Baths	450 views	4 months ago

Popular uploads ▶ PLAY ALL

Video Title	Views	Upload Date
Typhoon Lagoon Wave Pool at Sandcastle Waterpark	5.6K views	3 years ago
We Miss You Sandcastle Waterpark	5.2K views	1 year ago
Aztec Falls POV Sandcastle Waterpark	3.6K views	2 years ago
Aztec Falls Waterslide at Sandcastle Waterpark	3.5K views	3 years ago
Who You Gonna Call? Sandcastle Waterpark	3.4K views	1 year ago
Masterblaster POV Sandcastle Waterpark	3.1K views	2 years ago

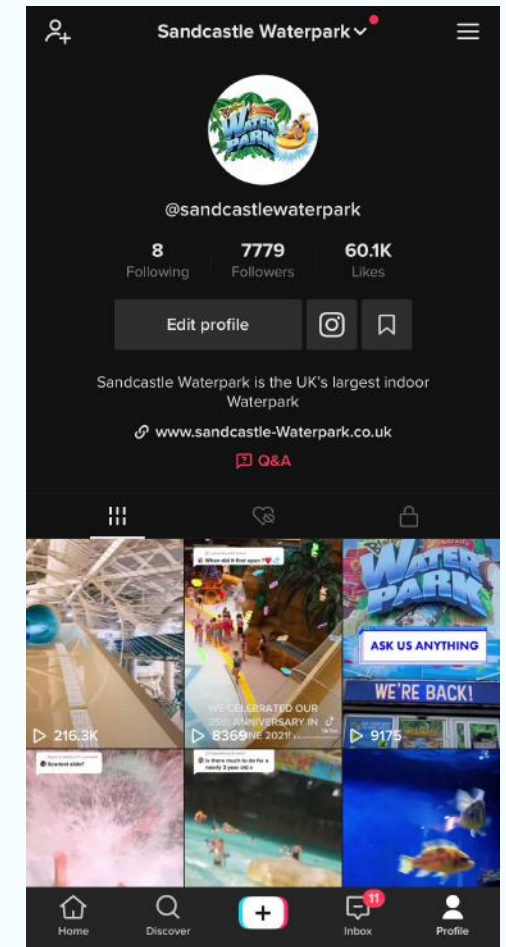


TikTok



How do we utilise TikTok?

- Fun and light hearted videos
- Answer fans Q&As showing different areas of the park.
- Quick and easy to produce content
- Youngest demographic 10 – 25 years.
- Utilising the TikTok analytics, we assess the best time to post a video and often results in our higher viewed videos.
- Responding to comments and answering Q&As helps us engage with our audience and tells us what content they want to see.



Creative Task



Sandcastle Waterpark has tasked you to create their new attraction. You will need to:

- Plan and design the new attraction.
- Name the attraction and describe/create the logo.
- Explain the theme.
- How will you market the new attraction?

You will also need to think about:

- Who is the attraction's target audience?
- Does it work well with our existing attractions?
- Where will it go? Does anything need to be moved or removed?

Marketing Task



Sandcastle Waterpark needs a new marketing campaign to increase visitors throughout the Winter period.

- What platforms will you use? (e.g. TV, radio, social media).
- Who is the audience/who will you target?
- What will you market? Will you host an event/activities?

Teaching links



Website - <https://www.sandcastle-waterpark.co.uk/>

Access For All Page - <https://www.sandcastle-waterpark.co.uk/access-for-all/>

Facebook - <https://www.facebook.com/SandcastleWaterparkBlackpool>

Twitter - <https://twitter.com/SandcastleWater>

Instagram - <https://www.instagram.com/sandcastle.waterpark/?hl=en>

YouTube - https://www.youtube.com/channel/UCeIETvZ3VY_cMF-wxRM3RQ

TikTok - <https://www.tiktok.com/@sandcastlewaterpark>