



Press release

Title **Bluewater launches adrenaline pumping leisure experience Hangloose Adventure**

From **Landsec**

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Landsec has today announced the official opening of the longest and fastest zip wire in England, Skywire, at Bluewater, one of Europe's leading retail and leisure destinations.

Skywire is the first of nine unique attractions that will complete 'Hangloose Adventure - Bluewater', a brand-new large-scale leisure offer within the destination.

Skywire is the focal point of the adrenaline-themed concept 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, it creates 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 - Bluewater experiences are set to launch over the next 12 months. This includes Europe's largest rock climbing wall opening at the end of the year, followed by a 45-metre-high giant swing, and by early 2022 the destination will be home to Skydive, a free-fall experience not found anywhere else in Europe.

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.

Bruce Findlay, Managing Director of Retail at Landsec, commented: "Delivering new and unique experiences that our guests simply can't find elsewhere is a vital part of our approach to continuously evolving our retail proposition. Hangloose is a fantastic example of an innovative leisure attraction that will draw people from further afield and sits within our offer that due to its unique setting, access to millions of visitors, great retail and F&B mix, makes Bluewater such a great destination in its own right."

Brian Phelps, MD of Hangloose Adventure, said: "The Bluewater project launch is a great moment for us. We have created a bespoke experience, designed to fit into and utilise elements of the picturesque surroundings, and all within close proximity to Bluewater itself. Following all the rigorous safety checks we are thrilled to be welcoming the first guests to experience Europe's longest and fastest zipwire, and building on this first extreme attraction over time with the likes of Skydive coming very soon."

Complementing Hangloose this summer is the return of Bluewater's beach at The Village, from 17 July – 5 September. This year's experience is the biggest ever and will include a funfair and traditional stalls, all surrounded by a real beach complete with deckchairs.

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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 £10.8 billion portfolio 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

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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.