



Client: Cheshire Ice Cream Farm

Budget: £182,000

Funding Source: Private Commercial Venture

Completion: June 2015

- Features:**
- A unique 'World of ice-cream' design
 - Bespoke Design
 - FHS play
 - Inclusive Play



Project Background:

Our client at Cheshire Ice Cream Farm had a vision; a magical Willy-Wonka style play-landscape where ice-cream and sugary sweet colours would capture the imagination of children and their families to be THE daytrip to go on. The Cheshire Ice Cream Farm is a commercial venture and the play area has to be of high enough quality to encourage visitors to travel and stay a period of time and boost secondary spend.

Next Steps:

The client chose to work with Jupiter Play because of our bespoke design and build capabilities. With a successful track record in creating ships, castles, treehouses and sculptures, Jupiter were a natural fit for this scheme. Jupiter Play's resident Landscape Architect designed the space working in close consultation with the farm and also the fitters of the shop interior to create a totally unique and magical play-scape: Daisy's Garden.

Outcome:

The result has been phenomenal, within the space of a year visitor numbers doubled over the summer holiday period. The majority of reviews on TripAdvisor rate the ice-cream farm as 'Excellent' or 'Very Good' and many bloggers have documented their trip to Daisy's Garden reporting it to be a top family destination. The success of the project is of course down to a variety of factors, we can't take away the lure of ice-cream, however Jupiter Play managed to translate a fantastical concept into a real space, with high quality finishes and an expert delivery team. The Result? A destination space families can't wait to get to!