

Case Study

Project	Lakeview
Client	Madame Tussauds London
Duration	October 2005 – March 2006
Location	Thorpe Park
Project Manager	Raymond Purvis



The Client

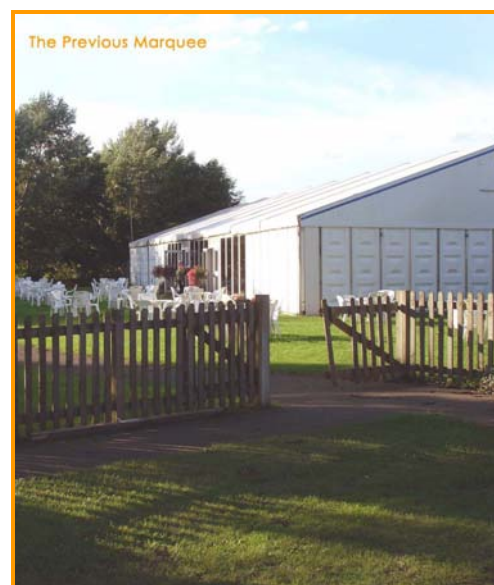
The Tussauds Group are a leading leisure and entertainment business operating many well known venues such as Madame Tussauds London, Warwick Castle, Thorpe Park, Chessington World of Adventures and the London Eye. These venues attract both corporate and consumer visitors – over 14 million each year.

Project Objective

Madame Tussauds Head of Events Michael Aldridge had identified an opportunity to capitalise on the increasing success of Thorpe Park by providing a dedicated corporate event space, thereby attracting more business as well as leisure clients. This was to coincide with the launch of the new Stealth thrill ride in March 2006.

Prologue was approached to act as Project Manager on behalf of Madame Tussauds London in October 2005 for the development of a quality corporate temporary structure to replace the previous marquee.

It needed to seat at least 300 for dinner dance, have reception, stage and dance floor areas along with luxury rest rooms, kitchen, outside barbeque area and a landscaped exterior overlooking the lake.



October 2005: The Design Team

Prologue quickly assembled the most suitable team for the job with the support of Thorpe Park colleagues. With such a challenging timescale, it was appropriate to resource the team from the following organisations:-

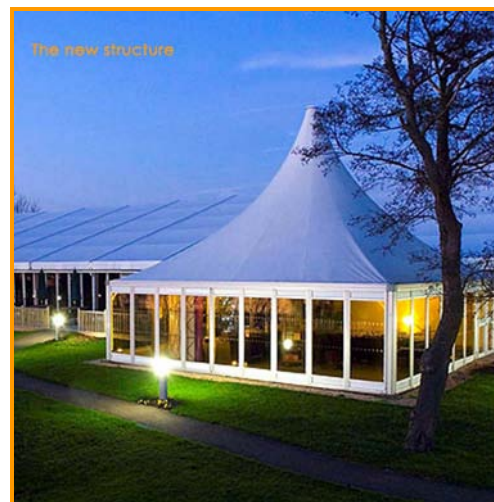
- Architects: Nichols Brown Webber
- Quantity surveyor: Carruth Marshall
- Civil Engineer: A&J Structural Design,
- Mechanical & Engineering consultants: David Beatties Associates
- Building Control Consultant: an MA Corporate Approved Inspector
- Independent Planning Supervisor: Safetymark
- On Site Lead Contractor: E.R. Armfield Ltd
- Construction: De Boer



The Design Challenge

The conference, event and Greenfield site experience of the Prologue team meant they were actively involved in all stages of the design and build and helped to ensure that the venue would meet the needs of event organisers and clients alike.

By Christmas 2005 the key milestones of licensing, construction health and safety, public health, the DDA act, planning approval had all been achieved. This was crucial to ensure adherence to the deadline and budget. In this challenging environment, the extremely professional and experienced team had to implement the design as soon it has been approved by the client with no compromise of safety or quality for speed.



November 2005: On Site Preparations

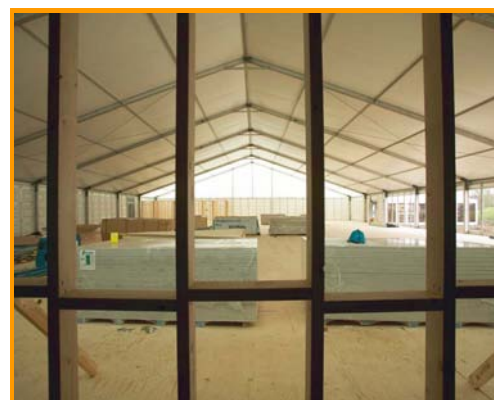
At this stage another key part of the team: E.R. Armfield commenced their role as principal contractor and for site management. They had been chosen because of their local knowledge and fast track approach.

First the previous marquee had to be removed from the site which was then cleared of all unwanted equipment. Then ground work on the foundations commenced; an important and complex aspect of the build since this was to be a temporary structure. Discovery of a wet spot caused a slight amendment to budget and deadline, however overall the hard work of the team was rewarded with good to fair weather during this phase!

January 2006: Construction and First Fix

De Boer a leading provider of temporary accommodation had been appointed for the construction stage as they are a highly professional and ethical organisation with a rigorous approach to Health and Safety, planning, and on site execution.

In order to complete by the due date for commencement of the second fix both De Boer and E.R. Armfield worked speedily and efficiently to first erect the structure and then effect the first fix of cabling, plumbing and heating.



February 2006: Second Fix and Handover

Once the structure was successfully completed on time, the second fix was executed in three weeks. First the infrastructure was fitted: flooring walls, ceilings and kitchen. Then the truss, stage lighting and state of the art AV systems were installed. All health and safety requirements were met: fire alarms, escape route signage along with all requirements to conform to the DDA such as ramps. Finally the structure was professionally finished with appropriate furniture and accessories.

Outside the area was landscaped and the decking and barbeque areas installed.

Once all systems had been checked with all documentation assembled, it was ready for handover on time.

Completion of Lakeview Thorpe Park

Launched March 2006, Lakeview is the state-of-the-art 940 sq metre event space at Thorpe Park. This contemporary space was built to the highest standard with the needs of event organisers and clients considered throughout.

This award winning flexible 940 square metre space features zones for entrance, reception and main event. The huge main event zone comes equipped with staging, dance floor and an advanced audio visual system. Breakout areas and wireless internet access add to the appeal for business events. Positioned on the banks of a beautiful lake, there are private lawns, barbeque and decking area, which extend the event space outside.

Visit www.tussauds.com for further details. Event organisers may book a site visit by contacting the events team on 020 7487 0244 or by email on events@tussauds.com.



The base for the decking area



Now an award winning venue

In January 2007, against stiff competition, Lakeview was awarded the TESA's Venue of the Year. Also nominated were the Millennium Stadium, Emirates Stadium, Knebworth House and Ascot's new hospitality suite. The keen use of budget and wide variety of events executed to a high standard were cited as the reasons for the success.



In its first year, the venue has hosted over 70 events ranging from (get from press release). In addition to the TESA award, Lakeview also claimed the 11th spot in the RSVP Top 20 venues in what has proved to be a great first year for this new venue.

Testimonials

"The response to our new venue has been overwhelming." Michael Aldridge: Head of Events Madame Tussauds

"Prologue was fortunate and privileged to work with a highly professional team without whom this project could not have been such a success." Raymond Purvis: Project Manager

