

5 October 2020

Interactive children's leisure complex opens at Silverburn

Fun Street, a two-level interactive family entertainment centre, has officially launched its debut site at Silverburn, one of Scotland's leading retail and leisure destinations. As part of a phased opening, 75% of the 14,000 sq ft independently owned venue opened to the public on October 5.

Fun Street caters primarily to children aged 0 – 12 years and offers an interactive playground modelled on a magical storybook town. Formed of six zones, it has a tropical beach zone for younger children, Fun Street town on the lower level, which inspires lots of imaginative play and creativity, plus an izone space upstairs aimed for older children featuring digital gaming walls and interactive animation screens. Role-play houses, party rooms, a home cinema, and music elements all encourage interaction between parent / carer and child, and the different zones address imagination, physical play, cognitive development, and pure entertainment.

Fun Street is located adjacent to PureGym in Silverburn's Winter Garden, amidst the destination's diverse array of dining operators. It features a Scottish run family 120-cover restaurant, Erina's Kitchen, which has an all-day menu including brunch, homemade pizzas, pasta, pancakes and pastries, as well as healthy, organic, and vegetarian options.

Iain Mitchell, UK Commercial Director at Hammerson, said: *"Fun Street will bring something really unique and exciting to Silverburn, at a time when creating memories with your friends and family has never been more important. The fact that an independent brand like Fun Street has chosen Silverburn for its first site shows that businesses with a clear offer are still looking to grow, in the*

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right locations. I am sure the new venue will be a real hit.”

Dr Usman Qureshi, owner of Fun Street, added: *“Silverburn as a destination is synonymous with family and kids, so our new Fun Street concept will add a unique element that many of its shoppers will love and appreciate. We have a complete offer for the whole family, jam-packed with activities and all-day restaurant for parents to relax in while their kids have fun in a safe environment.”*

The giant ball pit and soft play remains closed due to government guidelines; however, a range of additional activities will be provided including puppet shows, slime making, arts and crafts, bowling, archery and soccer. Furthermore, a raft of safety measures are in place at Fun Street to ensure a COVID safe environment. These include a high tech temperature entrance camera that also counts footfall to maintain a safe capacity and temperature on entry, medical-grade cleaning products and group activity management.

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Notes to Editors

Hammerson

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 30 June 2020, our portfolio of high-quality venues had a value of £7.7 billion and included 21 flagship destinations in thriving cities, and investments in premium outlet villages through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include Bullring & Grand Central,



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Birmingham, Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin, and Les Terrasses du Port, Marseille.