

# OXFORD UNWRAPPED



## THE OXFORDSHIRE GATEWAY

WORKING WITH DESTINATION MANAGEMENT  
ORGANISATION - EXPERIENCE OXFORDSHIRE  
AND LOCAL GROUPS



### ADVANCED & DERISKED PROJECT

Fully termed 10+5 year lease for a total  
10,000sq ft, on a turnover rent basis and  
1 year rent free:

- Planning permission granted
- Licences granted
- Concept developed, suppliers and contractors identified
- 6 month development and fit-out before operational launch
- Project ready, subject to funding



### FINANCIAL PROJECTIONS

First full year of operational trading:

- 320,130 visitor experiences - 817 per day.
- 345,598 F&B visitors - 946 per day.
- £17.7m of revenue
- 43% gross profit margin
- £5.0m net cash inflow
- Project breakeven < 18 months
- Project IRR: c.40%



Phil Pike

**Phil** creates extraordinary customer experiences, having led on some of the most successful venues in the industry including The London Palladium, The Hippodrome in London, Tussauds Group (including seven Madame Tussauds visitor attractions around the world, theme parks such as Porta Ventura, Spain, and Alton Towers, UK) and The London Eye.



John Lowther

**John** brings 30+ years' of board level experience of developing and operating leading tourism, leisure, hospitality, venue management and events businesses. John will support the day-to-day venue management team, led by a dedicated Chief Operating Officer.



FOR FURTHER INFORMATION  
AND EXPRESSION OF INTEREST

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## OXFORDS NEWEST WORLD CLASS VISITOR ATTRACTION

A celebration of Town & Gown using mixed  
reality and immersive technologies



### INVESTMENT OPPORTUNITY

MOTORSPORT | HISTORY | OUTER SPACE | EXHIBITIONS  
LOCAL PRODUCE

## A UNIQUE OPPORTUNITY

### THE WHY?

Invest in a co-located cluster of state-of-the-art attractions at the heart of an underserved, world class tourist market with 6m visitors to Oxford City per year and 26m visitors to Oxfordshire per year. 38% of tourist expenditure is spent on leisure and hospitality. 3 attractions in Top 40 of UK leisure market (ALVA).

**In Top 5 of Trip Advisor Cities to visit in UK**

### OUR ATTRACTIONS:

**Future Zone - Oxford Unwrapped**  
A virtual Reality Playground

**Racing Zone - Fuel**  
Celebration of Formula 1 teams situated  
in Oxfordshire including 10 simulators.

**Culture Zone - Spirit of Oxfordshire**  
A sophisticated wine bar serving only local food & beverage.

**Immersion Zone - Oxfordshire 360°**  
3 offerings in one venue, daytime tourist film,  
planetarium and laserium.



### INVESTMENT REQUIREMENT

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Total project cost to net cash  
generation is £5m, funded by:

- £4m from new equity issue
- £1m debt package including asset backed financing, working capital funding and term loans

SEIS / EIS available.



# Virtual Oxford

A showcase of immersive unique experiences celebrating the city and county. Sponsored exhibition space showcasing Oxford's innovative contribution. Tourist information and booking service.

## GROUND FLOOR Innovation in Oxfordshire

A different kind of exhibition space that celebrates innovation in Oxfordshire. Exhibitions will focus on innovative technologies and experiences pioneered in Oxford and Oxfordshire.

## FIRST FLOOR A pay-to-play VR playground

14 absorbing experiences that allow you to fly, glide, play, walk into history, jump over the world-famous Oxford spires, travel down through its underlying history. Get your name on the leader board when you drive the Oxford F1 Grand Prix.



# Spirit of Oxfordshire

A hub for socialising over some of the best local produce, all responsibly sourced from within the borders of Oxfordshire

- The Spirit of Oxfordshire provides a hub for socialising and sharing the diverse quality products cultivated and produced within the borders of Oxfordshire.
- The venue, previously occupied by a wine bar operation, is spread over the ground floor (75 covers) and a balcony (30 covers), as well as an outside area (20 covers) for use in the summer months.
- The venue will be equipped with projection capability to enhance the ambiance through showcasing relevant images of producer locations and food story, sights of Oxford and Oxfordshire, as well as being able to show sporting events and other video content, as applicable.

# Oxfordshire 360

By day an immersive 360° tour of Oxford, by night a fully immersive planetarium exploring the skies above the city or Laserium show.

- Visitors will enter into a large open space with a vast domed ceiling. During the day, visitors will be immersed into the history of city and shire, with large screen projections onto the walls and domed roof that, together with visitor headsets, will create a true immersive VR experience from dinosaurs to development of the story of Oxford and the wider county.



## Reinventing VR experiences

OXFORD UNWRAPPED - FINANCIAL PROJECTION AND KPIS						
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	£ '000	10,081	17,679	15,609	15,609	15,609
COG's	£ '000	4,535	7,568	6,767	6,754	6,784
EBITDA	£ '000	2,576	5,538	4,515	4,526	4,502
Capex	£ '000	(2,547)	0	0	0	0
Cashflow	£ '000	4,186	5,037	3,626	3,731	3,682
Closing cash	£ '000	4,186	9,223	12,850	16,580	20,262
PAYBACK FROM GROUNDBREAKING	14 MONTHS	(POINT WHERE FREE CASH > £5M INVESTMENT)				
Attraction visitors (exd events)	#	181,437	320,130	320,130	320,130	320,130
F&B visitors (excl) events	#	162,573	345,598	222,280	222,280	222,280

# Fuel

Housed in one facility, this is a two-story building with several separate attractions and exhibits.

- **Pitstop Café**  
light bites and shakes
- **Adrenaline Lounge**  
sports bar
- **Scalextric Pre-Race**  
-a kid's party must
- **10 World Class state of the art Simulators**  
with over 200 circuits and cars to chose from.

The simulators use professional race software to experience the 'fast and furious' thrills and spills of racing in different types of cars. Friends and family of the racers can relax and watch the excitement from the adjacent Adrenaline Lounge. Giant screens will display each race.

