

## Ollie's Playland Scoops Prestigious National Award

Ollie's Playland has won Silver in the Best New Site category of the first ever Play Providers Association (PPA) ASPIRE (Awards for the Play Industry Recognising Excellence) Awards barely a year after the play facility was opened in the Dolphin Shopping Centre.

Over 100 industry personnel attended the first PPA ASIPRE Awards on Tuesday 23 September at the Ettington Chase Hotel, Stratford, where the very best of indoor play operations in the UK were represented. Despite being just a year old, Ollie's Playland earned recognition for its outstanding customer service in the Best New Site category and earned a Silver award while competing against 10 of the country's leading facilities.

Ollie's Playland, located on the second floor of Brownsea House in the Dolphin Shopping Centre, officially opened in October 2007 and provides a fun and friendly atmosphere for both children and parents with the emphasis on safe play. All play is parentally supervised while the café also promotes healthy eating with a variety of snacks and food on offer. Ollie's also works closely with the local community to arrange exciting events and children's parties.

Mark Painter from Ollie's Playland commented: "We are all absolutely thrilled to have won Silver in the PPA's Best New Site category. It is hugely motivating for everyone at Ollie's as this is a national award judged by independent experts in the indoor play sector. The Ollie's Crew has worked really hard to create a safe, clean and fun play area and they thoroughly deserve this recognition. However, our priority is always our visitors and winning this Silver award will encourage us to do even more to try and make Ollie's even better.

"We would like to thank our visitors for their custom and all their great ideas and suggestions. We would also like to thank our growing network of child carers and organisations such as nurseries, the Child Development Centre at Poole Hospital and the Community Trust of AFC Bournemouth, for their continued support."

Louise Smith, Marketing Manager for the Dolphin Shopping Centre, added; "It's fantastic that one of the Dolphin Shopping Centre's tenants has been recognised for such wonderful service and facilities with this prestigious national award. Ollie's Playland offers a fun, safe and exciting play environment and it's great to see this unique facility being enjoyed and appreciated by the local community and industry alike."