

**Client:** Bourne Leisure Holiday Parks

**Brief:** Creative Audio script designed as mixed music and messaging to be played over phone lines (sales) and at Front of House Desks on park. Written to echo the style of a 'Wish You Were Here' review, presenters walking around the park describing the facilities.

Message 1

*\*\*Intro Music – track one, chilled\*\**

If the idea of a family break at a UK holiday park conjures up visions of a 'Hi de Hi' re-run, then think again. These days you'll find British Holidays offer a range of parks throughout the UK, and having invested millions into their complexes, parklands and facilities, they have transformed the whole holiday park experience.

But don't just take my word for it, why not come and see for yourself?

This is Allhallows Leisure Park, located in the beautiful surrounding of historic Kent. Here, the parklands are well designed to offer tranquil country walks and plenty of peace and quiet to spend quality time with family and friends. But if you're looking for more...

*\*\*Change to music track two – upbeat\*\**

Message 2

On park you'll find everything you need to keep the whole family happy. From children's clubs to restaurants, sports facilities to fabulous entertainment, your holiday is guaranteed to be jam packed full of fun.

All British Holiday parks offer an on site mini-market, bakery, off licence and a variety of eateries to match all your tastes, so if you're self catering there's plenty of choice. Conveniently, you'll also find a launderette, as well as a fantastic gift shop – filled with things you might actually want to buy.

Message 3

Bradley Bear and Rory the Tiger are on hand to entertain the youngsters, with kids clubs offering crafts, playtime and competitions. The older kids in your group will love T-Co, with a mix of sports, karaoke evenings and a whole host of games in the funworks facility.

For water babies young and old, the specially designed Splashzone offers indoor and outdoor pools with activities for everyone. The youngsters can work towards certificates for their swimming, while the more experienced can 'discover scuba' or join fun snorkelling sessions.

*\*\*Change to music track one – chilled\*\**

Message 4

So, you're tempted by the action, the entertainment and the low price, but if you're worried about squeezing the whole family into a caravan – just take a look at the range offered here.

The Star Range combines comfort and great value, but if you fancy a home away from home ask about the Olympic Range. With extra style, space and excellent facilities you might not actually want to leave at the end of your break.

Again, there's lots of extras available, so don't forget to ask about 'new season' caravans which only cost an extra £40 per 7 night holiday. Or treat the kids to a Bradley Themed Caravan – they'll love you for it.

*\*\*Change to music track two – upbeat\*\**

Message 5

Of course, if you ever manage to tear yourself away from the park, don't forget that Kent has plenty to offer – from the magnificent Canterbury Cathedral to the popular Gorilla house at Howletts Animal Park.

You can find loads of information about the park, as well as the surrounding area by logging on to the website. You can also book on line and make some great exclusive savings by visiting [www.british-holidays.co.uk](http://www.british-holidays.co.uk)

Welcome to the Great Family Get Together, we look forward to seeing you.