



The Bubbling Toad, 14 Whitehouse Gardens, Gorebridge, Midlothian, EH234FQ

Company Director – Gayanne Potter

Overview

Mission Statement: "The Bubbling Toad offers a magical experience for children, promoting inclusivity and accessibility while nurturing creativity and imagination within the scenic surroundings of Vogrie Country Park, Midlothian."

Basic Information: Located in Vogrie Country Park, Midlothian, The Bubbling Toad operates from Thursday to Sunday, welcoming children into a world of magic and creativity.

Main Objectives: To become the top magical and creative destination for children and families in the Midlothian area while promoting inclusivity and accessibility.

Nature of the Business: Magical themed interactive experience for children.

Vision: To become the top magical and creative destination for children and families in Midlothian, while promoting inclusivity and accessibility.

Products & Services

1. Immersive Experiences:

Potion Class: In a setting reminiscent of an apothecary class from Hogwarts, children engage in potion crafting guided by a skilled potion master or witch/wizard. The crafted potion can be taken home as a keepsake.

Fairy Hollow: A fairy-themed room where children, under the guidance of a Fairy or Elf, craft magical items that they can carry home with them.

2. Thematic Escape Rooms:

Set in clockhouse-style huts, these rooms offer guests challenges to unravel mysteries and find their way out, perfect for team-building exercises, friends, or family fun.

3. Fire Pit Gatherings

An outdoor fire pit ideal for evening gatherings. The management provides essentials like wood and marshmallows. Perfect for creating cozy memories.

4. Seasonal Experiences:

Santa's Grotto (December): An enchanting Christmas setup where children await their turn to meet a professional Santa Claus.

Elf Workshop (December): A festive workshop where children engage in Christmas-themed crafts, such as making reindeer dust or colouring festive posters.

5. Merchandise Store:

Situated in the reception hut, this store offers a selection of themed products like fairy wings, potion bottles, wands, and more.

6. QR-Code Fairy Trail:

A complimentary experience where families traverse a mapped trail through the woods, discovering fairy houses. Clover seeds, or 'Fairy Dust', are available for purchase for sprinkling at fairy stops.

7. Event Spaces:

Clockhouse Rentals: After their experience, guests can rent our clockhouse-style huts for parties or gatherings, with the flexibility of bringing their own food and drinks.

Fire Pit Rental: For those seeking an open-air gathering or celebration by the fire.

8. Special Initiatives:

Inclusive/Neurodiverse Friendly Sessions: Tailored sessions for children or adults with additional needs, ensuring everyone can partake in the magic.

Pay-What-You-Can Initiative: Monthly sessions designed to aid parents or guardians facing economic hardships.

9. Sustainability and Conservation:

Wildlife Conservation: Installation of bat boxes, bird feeders, and bug houses.

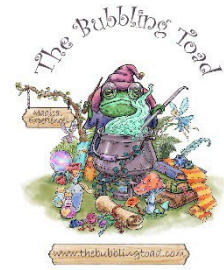
Floral Additions: Planting of wildflowers and herbs around the huts to support local biodiversity.

10. Future Expansion Plans:

Opportunities to franchise or add additional services, promising continuous evolution and growth for returning patrons.

The Bubbling Toad – Executive Summary

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Situated within Vogrie Country Park in Midlothian, "The Bubbling Toad" is a magical destination for those seeking a day filled with enchantment and wonder. Tailored to captivate a diverse range of visitors — from families with young children, little dragons, fairy lovers or Harry Potter aficionados, to school trips, couples on dates, and of course tourists, our realm promises a delightful escape from the mundane.

What truly sets us apart is the breadth and depth of our immersive offerings, unparalleled in the local landscape. Led by our very own Wizards and Fairies, our Potion Class, Fairy Hollow, Escape Rooms, or the ever-evolving Seasonal Adventures, including Santa's Grotto and Elves workshop, promises to be distinct. Our freely accessible QR-code enabled fairy trail, beckons families to engage in a narrative-rich exploration of the woods, discovering fairy homes and becoming part of the magic that breathes within the trees.

Sustainability is at the heart of "The Bubbling Toad". Our dedication to nature is evident in the choices we make, from our wooden hut buildings to sourcing eco-friendly ingredients for our potions to championing recycled materials in our crafts. Our premises are a haven for local wildlife — with wildflower tubs decorating our huts, bat boxes, squirrel and bird feeders nestled amidst trees, and bug houses to encourage the tiniest of residents.

Accessibility is a cornerstone of our ethos. At "The Bubbling Toad", every individual deserves to experience magic in its purest form. Our infrastructural choices, from disabled access entry ramps to wide doorways accommodating wheelchairs, reflect this belief. Further championing inclusivity, our monthly quiet sessions are specifically tailored for our neurodivergent visitors. Any special requests regarding accessibility are attended to with utmost care and diligence, ensuring that the magical world of "The Bubbling Toad" remains inclusive and welcoming to all. We propose to offer monthly anonymous 'Pay What You Can' sessions, designed to aid parents or guardians facing economic hardships.

"The Bubbling Toad" is poised to be a significant both in terms of economic uplift and employment opportunities. As an enchanting destination that promises a myriad of magical experiences, it will inevitably attract families, tourists, and enthusiasts, thereby increasing footfall and consequently, the revenue from car park fees. Moreover, with the business operating four days a week and requiring a range of roles - from potion masters and fairies to maintenance and administrative staff - it promises to bring a substantial number of job opportunities to the local populace. Furthermore, the influx of visitors is bound to benefit the nearby establishments, most notably the independent Tree Top Cafe at Vogrie House. As families and visitors spend the day indulging in the various activities offered by "The Bubbling Toad", they will inevitably seek refreshments and meals, boosting the cafe's business and solidifying a symbiotic relationship between the two ventures.

As we look ahead, our ambitions are grand. We hope to become the top magical and creative destination for children and families in the Midlothian area while promoting inclusivity and accessibility. Within the next 5 to 10 years, we envision expanding either within an adjacent area or birthing a new magical haven in another destination.