

WILD SHORE

WE MAKE WATER WORK



WHO WE ARE

INDUSTRY LEADING, WATER-BASED
OUTDOOR ADVENTURE COMPANY.

AWARD WINNING, MULTI-SITE
OPERATOR.

OVER 10 YEARS OF OPERATIONAL
EXPERIENCE.

AN ORGANISATION WITH A SOCIAL
CONSCIENCE

FAMILY FOCUSED, CREDIBLE, SAFE
AND FUN



DUNDEE

FOXLAKE (SISTER SITE)

WINCHBURGH
(2025)

BLACKPOOL
(MAY 2024)

DELAMERE

CHELFORD
(2025)

SITES

● EXISTING SITES

● NEW SITES

REVIEWS

Foxlake Adventures

264 reviews • #2 of 3 Tours & Activities in Dunbar • Adrenaline & Extreme Tours



Posts About Mentions **Reviews** Reels Channels More ▾

Rating · 4.8 (1,069 Reviews) ⓘ

Wild Shore Dundee

85 reviews • #2 of 20 Outdoor Activities in Dundee

Sheena-Ann Brown
Local Guide · 32 reviews · 32 photos
★★★★★ a year ago

Brilliant time enjoyed by all the family in this inflatable water wonderland. Definitely worth a return journey. Only downside was no car park at the actual attraction but plenty in car park on quayside and parking there was cheap too. Our ... [More](#)



Posts About Mentions **Reviews** Followers Channels More ▾

Rating · 5.0 (283 Reviews) ⓘ

Wild Shore Dundee

W Victoria Dock Rd, Dundee

4.8 ★★★★★ 329 reviews
Reviews aren't verified. ⓘ



Meryl Kc recommends Foxlake Adventures.
July 14, 2023 · 🌐

Amazing place!! So much to do for kids and adults! The best fun we have had in ages. Staff team were so friendly and my son was in awe of how 'cool' they are!! Will definitely be back - 10 stars ★



Leigh Ross
Local Guide · 15 reviews · 18 photos
★★★★★ 4 months ago

If you like water sports this place is amazing fun for the whole family. Always plan to go and book ahead. Staff were very professional and knowledgeable on all safety aspects.



Gaz Davies
Local Guide · 105 reviews · 309 photos
★★★★★ 10 months ago

We had a really great visit last Saturday. Helpful & friendly staff, the water in great condition too. We will be coming back in a few weeks time. Keep up the good work 🙌 ... [More](#)



Craig Sheppard recommends Wild Shore Dundee.
July 29, 2022 · 🌐

Brilliant time for the kids and me. Great value for money. Will certainly be back the kids and I loved it 🌈🌊🐸



Suzanne Whyte recommends Wild Shore Dundee.
August 13, 2022 · 🌐

Spent the day at Wild Shore yesterday with 5 x 12 year old girls. The staff went out of their way to help make it an amazing day. Nothing was too much trouble. From coffee suggestion places to taking the girls early for their paddle board session. It'll the safety was noticeable top priority for the staff with lots of staff on hand. It was well worth the money for the sessions. Thank you to all the staff for making it a special day.



Craig Palmer recommends Wild Shore Delamere.
October 19, 2022 · 🌐

Fantastic place for a fun day out. Every member of staff were amazing today, from signing in to ensuring the kids were well looked after and safe throughout. Can't recommend highly enough. We will be returning to try some of the other activities 😊



Julie McFarlane recommends Wild Shore Dundee.
October 25, 2022 · 🌐

Can't recommend this place enough. Facilities are spotless, on site loos & changing rooms. Staff are friendly and helpful. Daughters (10&13) felt safe & monitored the whole time. They enjoyed it immensely and we'll definitely be back!



Colin Scott recommends Foxlake Adventures.
July 16, 2023 · 🌐

Had an awesome day at Foxlake lake adventures today. Had a go on the fox fall & ringos with my 2 kids & then my wife joined us for the Segway's. What made the day even more enjoyable was every member of staff were brilliant. All enthusiastic, helpful & friendly. Couldn't compliment them enough. Will definitely be returning at some point in the future! 🙌

Wild Shore Delamere

71 reviews • #1 of 1 Boat Tours & Water Sports in Delamere • Water Sports



Sharon Fisher recommends Wild Shore Delamere.
June 5, 2023 · 🌐

SUP Beginners lesson with Ed was fantastic. All 6 of us loved it. we learned loads and felt really safe on the boards for the first time ever. Ed made the session really good fun as well as informative reassuring and very encouraging. we'll be pack to hire and paddle over the summer months. Ed's earned his team chocolate bar 🍫



Craig Brand recommends Wild Shore Dundee.
September 12, 2022 · 🌐

Great fun, friendly staff, best day out in a long time 🙌🙌



Victoria Deakin recommends Wild Shore Delamere.
April 13 at 4:55 PM · 🌐

My two daughters (aged 9 and 11) visited the aqua Park, all of the staff were lovely and booking in getting changed and ready was pretty seamless. Rachel and Ben were running the aqua park while we're there, and the effort they put in to making sure my daughters enjoyed their time was phenomenal. Such a lovely afternoon out!



Posts About Mentions **Reviews** Followers Photos



Lorraine Fitzpatrick recommends Wild Shore Delamere.
August 6, 2023 · 🌐

We've had an amazing day today despite the rain! The staff are amazing and the facilities are amazing! Can't recommend this place highly enough!



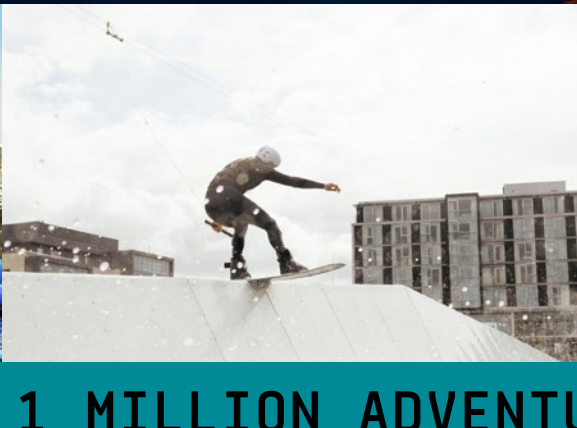
Craig Douglas recommends Foxlake Adventures.
July 18, 2023 · 🌐

Superb couple of hours at Fox Lake Dunbar today. Girls had an amazing time. Staff were super helpful today, thanks again team, we will be back 🙌
10/10 🙌

VISITOR AND EMPLOYMENT NUMBERS

SITE	EMPLOYED	VISITOR NUMBERS	P/A
Wild Shore Delamere	45,000	35 staff	
Foxlake	45,000	35 staff	
Wild Shore Dundee	25,000	25 staff	

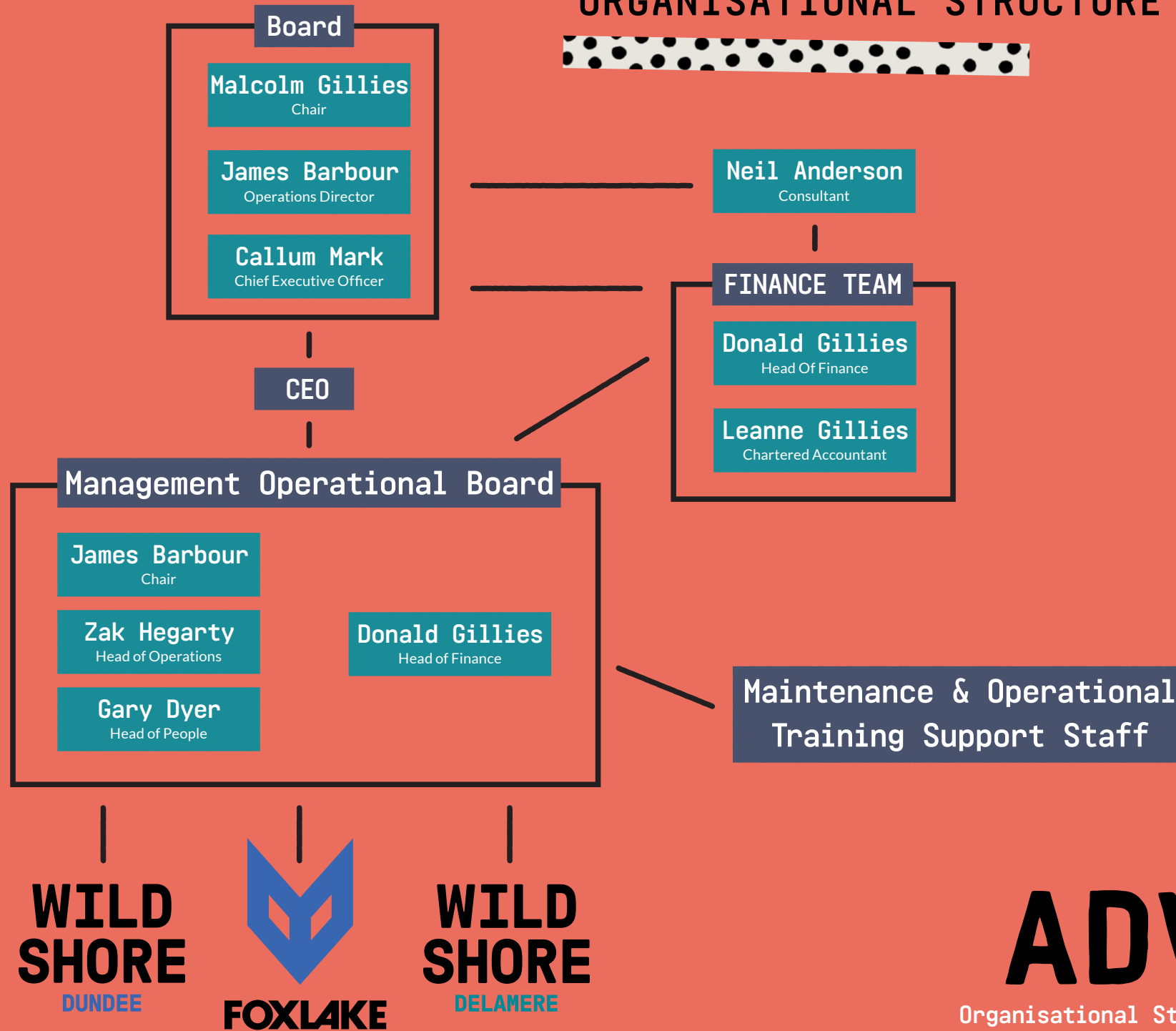




CREATING 1 MILLION ADVENTURES OVER THE LAST TEN YEARS



ORGANISATIONAL STRUCTURE



WILD SHORE STAFF TRAINING

SETTING THE GOLD STANDARD FOR STAFF TRAINING IN OUR SECTOR.

We take pride in the standard of training we provide to our staff and to the level of confidence and preparation it gives them.

We collaborate with external, qualified, professionals to provide the following training and qualifications to our staff;

- Professional Diving Centre Health and Safety Executive (HSE) Scuba Diver Training Course.
 - Royal Life Saving Society (RLSS) Open Water Lifeguard Training with First Aid
 - Royal Yachting Association (RYA) Power Boat Qualification
 - System Two Wakeboard Cable Driving
 - United Kingdom Coaching Club (UKCC) Level One Wakeboard coaching
 - Water Skills Academy (WSA) Stand Up Paddle Boarding Instructor Training
 - Water Skills Academy (WSA) Stand Up Paddle Boarding Rescue Course.
 - Working at Heights
- Further to the above, we run in-house training qualifications on;
- Aqua Chimp
 - Aqua Park
 - Boat driving and rescues
 - Industry leading Customer Service
 - First Aid including CPR
 - Site operations
 - UKCC Level 1 Wakeboarding Coaching

All our in-house training is led and assessed by our qualified Wild Shore training manager. They are a qualified;

Our Wild Shore sites all operate under a consistent and comprehensive approach when it comes to staff training. Our customers see the benefits first-hand of us thoroughly training and developing our staff's skill sets.



CORE COMPETENCIES

CUSTOMER EXPERIENCE & LOYALTY

We aim to invest time and resource into refining and continually improving our customer experience. Maintain our 5-star status across all social channels and review sites. Maintain 5-star status with VisitScotland and Visitor Attraction status with VisitEngland. Push for regional and national awards. Continue to build and foster relationships with customers, across sites to keep them coming back year on year.

RISK MANAGEMENT

Refine and build on our current capabilities and develop and industry leading approach to risk management. Integrate our processes and knowledge at every level of the business. Look toward established industries such as the airline industry to learn from.

FINANCIAL MANAGEMENT

While cash management will remain a key consideration, we have spent the last 12 months creating and implementing a new budget and financial reporting process, companywide. The organisational structure and new MGMT Management group has given us a vehicle to take financial reporting and make it actionable across the group, on a monthly basis. This has helped ensure that each level of the organisation is engaged and retains an appropriate element of responsibility for creating and activating the budgets.





STAFF RETENTION & EXPERIENCE

We aim to continually invest in our staff training, qualifications and personal development. Our historic commitment to staff development has become one of, if not the most significant, USP as a business. We aim to push and refine the staff development programme to enable it to grow and develop with the business, over time.

OPERATIONAL PROCESS

We have over 100 years of operational experience within the company, across multiple levels. This must be celebrated and utilised to the maximum benefit of the company. We aim to retain the open nature of conversations, at all levels to continually learn and develop from the bottom up.



SOCIAL PROGRAMMES & YOUTH DEVELOPMENT

- WAKEBOARDING PARTICIPATION & DEVELOPMENT
- JUNIOR ADVENTURE LEADER
- SCHOOL ENGAGEMENT
- COLLEGE AND FURTHER EDUCATION PARTNERSHIPS
- SUMMER CAMP PROGRAMMES

SPORT

28th February

Dunbar wakeboarder, 13, finishes fourth in world championships

Eve Smith-Lang makes GB wakeboarding team at age 13

Scottish teenager wins world wakeboard champs

BY FIONA · 2015/11/10

NEWS / LOCAL / DUNDEE

VIDEO: Young Scots wakeboard star inspires Dundee school kids with amazing skills



by Nadia Vidinova

June 22 2018, 12:17pm



SPORT

7th August 2016

County youngster crowned wakeboarding champion

By Cameron Ritchie

BBC

cwmark



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NEWS

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Dunbar girl, 13, makes GB wakeboard team

5 June 2018



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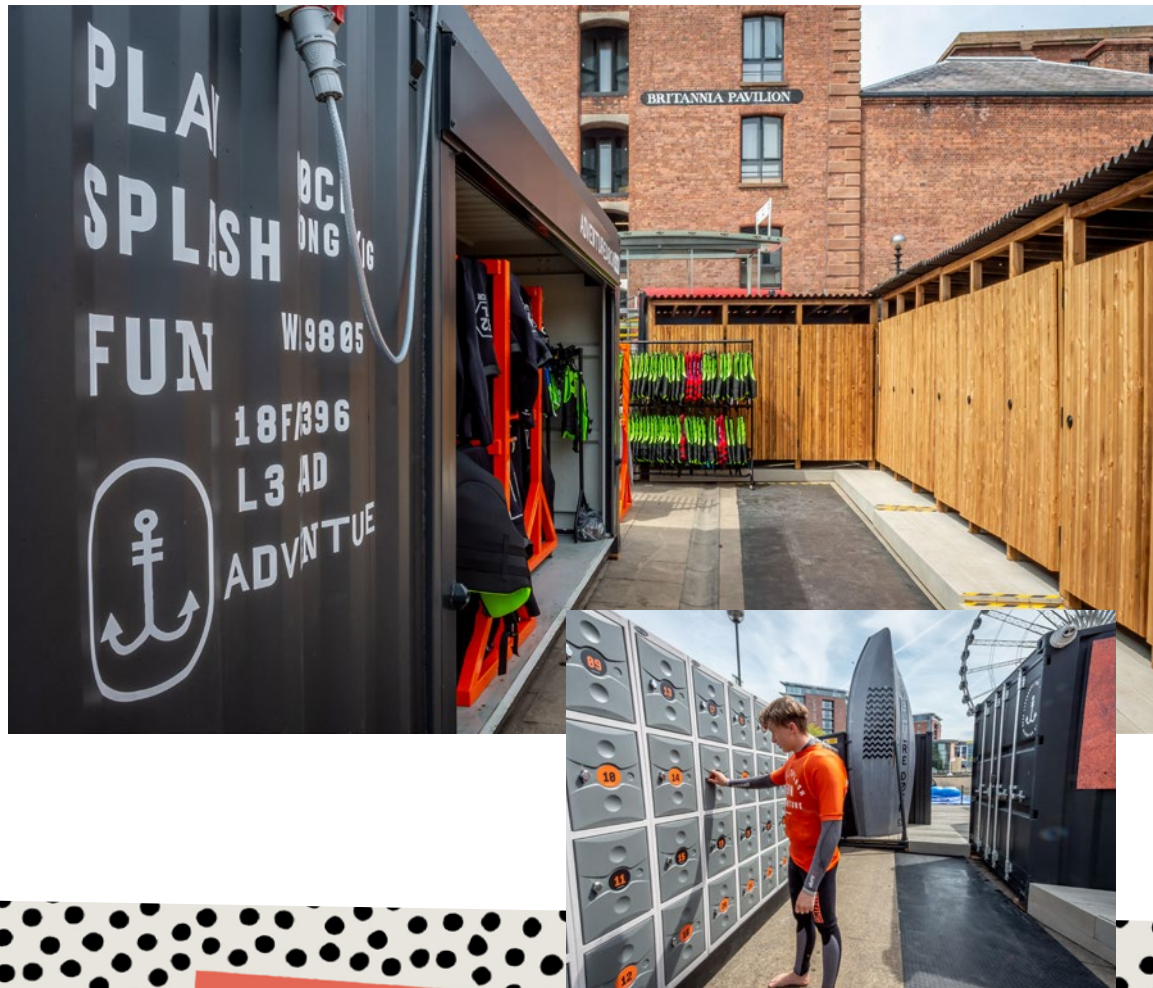


ON SITE ACCOMMODATION



THE SHIPPING CONTAINERS

Wild Shore would be proposing to reconfigure the existing site using portable, temporary, converted shipping containers along with the existing infrastructure.



POTENTIAL WATER ACTIVITIES



AQUA CHIMP





AQUA PARK



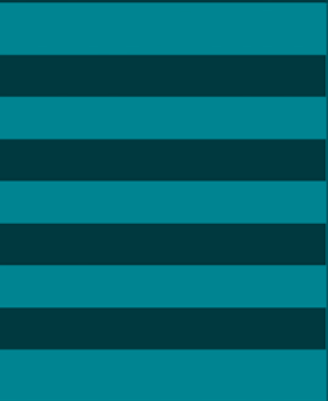
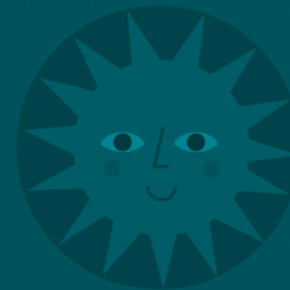
PADDLE SPORTS

WILD SWIMMING



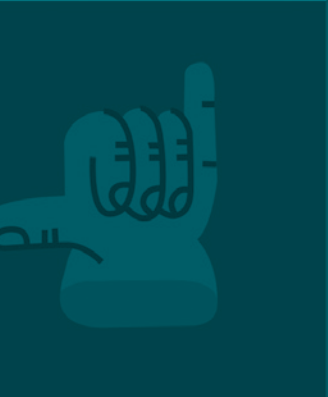


GOOD
VIBES



WILD SHORE

THANK YOU



Get
RAD

