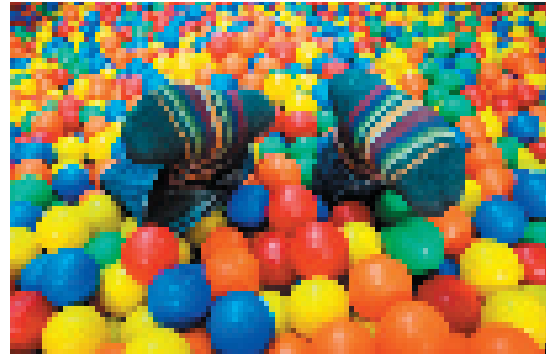


Bringing the House Down...

Combining the experiences of parenthood, entrepreneurial flair, entertainment industry and education sector, Raze the Roof, an indoor play centre has captured children's imagination across the county.



Overview

Steve and Dee Smith have spent two years developing their plans for an indoor play centre. Unlocking the children within them, they wanted to ensure what they created was not just an ordinary play area, but somewhere which would tap into children's sense of adventure and provide a whole day of fun.

Steve is the ultimate entrepreneur, having run businesses before, relocating from Colchester, Essex, and setting up something completely new did not phase him. Steve explains "My wife and I, as well as being parents, have also worked in the education sector and entertainment industry were really keen to find a new business that blended our experiences. Raze the Roof provided us with that vision. It's so important children have the opportunity to express themselves in a exciting and stimulating environment and have somewhere to just be kids."

However, the process was not always straightforward, as Steve and Dee had to find a site, secure planning permission and also meet the many health and safety requirements. Working with a manufacturer of play equipment "House of Play", Steve and Dee spent eight months putting together detailed plans for their play area and researched suitable locations. Overcoming concerns over congestion and parking, since securing planning they have not looked back.

Workforce

There are nine employees at the centre, from party hosts to cooks. The party hosts are responsible for running children's parties and bring some of the magic of make believe alive for the guests.

Raze the Roof has been housed at a two storey 11,500 sq ft unit at Penryn. The facilities have a separate baby and toddler area. The family entertainment centre has enough room for laser tag, spooky house, mega-slides, astro glides, overhead rope walk and climbing wall. In addition, there are three themed party rooms and a café.

Steve added "We really wanted to produce something that would inspire children and encourage exercise through play. We felt it was really important to provide a communal, safe, indoor play area."

Raze the Roof could have been housed anywhere across the UK. But Steve and Dee chose Cornwall as Dee is from St Mawes and welcomed the opportunity to return home. Steve explains "We just love life in Cornwall, it really is the best place I have ever lived and we have moved around a lot! We are here to stay. We have never had so many friends, people have been immensely welcoming.

"Not only that, but we love the surrounding environment. I spend any free time I have either practicing my flying off the cliffs and coast of Perranporth - certainly a good change from the views of Stansted - or out on a boat. In addition, I have also got a band together. So we never really stop! Most importantly, my son has access to an outdoor lifestyle which is just wonderful".

Support

Cornwall Pure Business helped Raze the Roof by providing access to key contacts as well provide advice and guidance on location and marketing. The business has received funding from both Finance Cornwall and South West Investment Group which was essential in getting the business up and running.