

We'd welcome your comments, but please read the FAQs below first ☺

- ***What about school-age kids?***

We have tried, but have come to the conclusion that there just isn't enough interest in Wells for after-school soft play. Please note, this doesn't mean *you're* not interested, it just means not enough people are interested to make it viable. We feel there are too many competing demands on local school-age children's time during the week, including after-school clubs, extended schooling hours and, of course, the fact that many parents are at work. Our centre is still available for school-age kids every Monday until 6pm, every weekend, every day during school holidays and every afternoon/evening for after-school private parties.

- ***Why do other Soft Plays open later?***

Well, the obvious answer is that they're not in Wells so are catering to a different market. Some of them may have other reasons to stay open (such as being part of a bigger park that drives more custom) and, of course, many of them also close early. We also believe that whilst some other soft plays advertise later opening, they may often close during those times for parties, etc. We'd rather have guaranteed opening times our customers can be confident of.

- ***How will it affect the business?***

Around 97% of our business is pre-2pm, so we had to make some changes to remain competitive. A major benefit of this change is that it frees up the afternoons during term time for other events, especially private party bookings, for which we get quite a few enquiries.

- ***Why is the later opening day now a Monday rather than a Friday?***

Being honest, we didn't want to remove the later opening altogether but Fridays weren't proving successful. It also clashed with our private party bookings (Friday and Saturday evenings being the favourite slots), so we felt a Monday night was a better night to keep it running. This may change again after we've tried it for a while

- ***Why haven't the morning opening times changed?***

For simplicity. We thought it was much simpler, and clearer, to keep the opening to 9.30am every weekday and 10am every weekend regardless of school terms, so our customers never have any confusion about when we open.