

# Media Information



## START UP AND PRE-START – CRASH BANG WALLOP!

A Walsall mother of two who has spent more than 18 months trying to realise her dream of opening a children's entertainment centre, has finally succeeded thanks to help from leading business support agency Business Link Black Country.

However the experience for Amanda Higgins, who is about to open Crash Bang Wallop in Walsall, was far from child's play.

Mrs Higgins came across the derelict premises in Lindon Road, Walsall as she was driving to work one morning. Believing it would make a fantastic venue for a children's entertainment business, the former biochemist decided on a complete career change. Eighteen months down the line and after much hard work and planning, Crash Bang Wallop will finally open its doors on Saturday, December 3<sup>rd</sup>.

In order to help turn her dream into a reality, Amanda contacted Business Link Black Country who, through Business Adviser Ian Race, helped her formulate her original business plan.

"I didn't realise how much support BLBC had to offer. They were able to provide a wealth of information and practical support, right from the beginning with help to write a business plan. Without them it would have been so much more difficult to have achieved what I have done so far." commented Amanda.

Crash Bang Wallop is one of the largest children's indoor play areas in the region and has been specifically designed to cater for children up to the ages of 12.

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With four main play zones, the centre boasts the only double helix in the area and also houses craft rooms and private party rooms.

The grand opening on the 3<sup>rd</sup> will feature face painting, temporary tattoos and *Animal Antics* who will be bringing a selection of harmless lizards and snakes. Santa will even be putting in an appearance, with a grotto open every weekend until Christmas.

“We’ve been working round the clock with the help of Wedgwood Construction, to turn it from a shell with an asbestos roof to a safe and fun place for families,” said Amanda. “Now finally seeing it all come together, it makes all the effort seem worthwhile.”

Ian Race, Business Advisor from BLBC added: “We’ve been working with Amanda for over 12 months from the initial business planning stage to the end result. It really is a commendable achievement and Amanda has turned a warehouse that has been empty for four years into a fantastic project that will benefit the entire community. Everyone here at BLBC is proud of what she has done.”