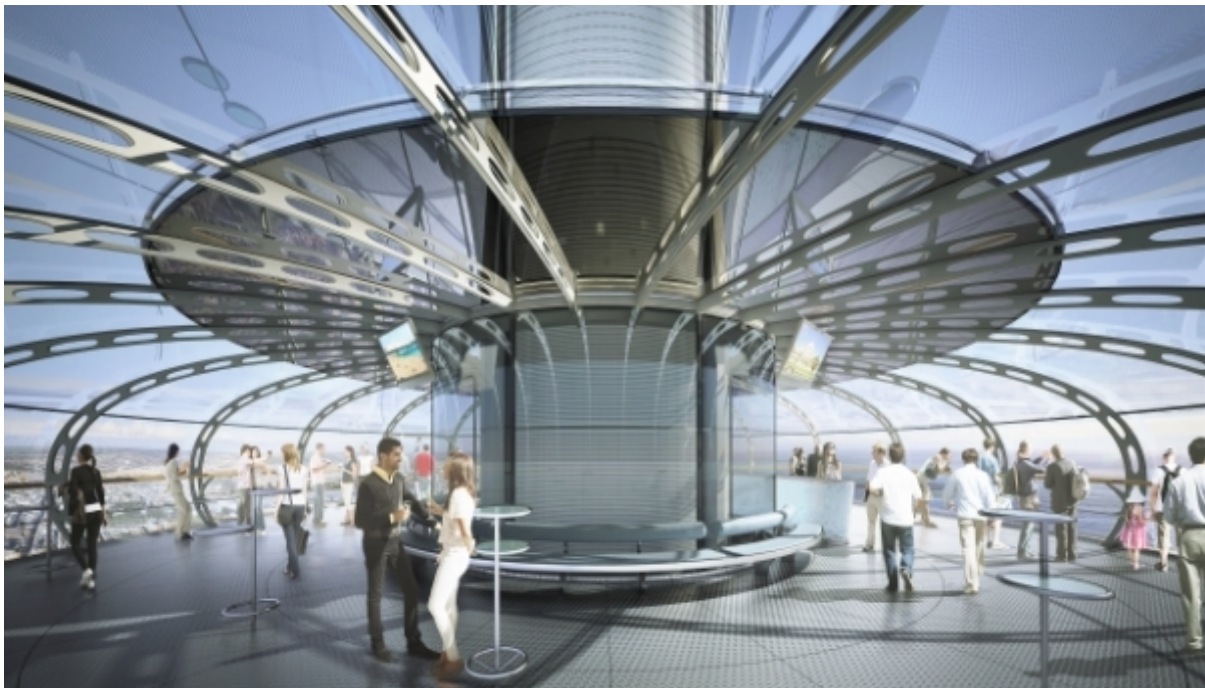




PRESS RELEASE June 2015

Brighton residents go half price at Brighton i360



It was announced today that Brighton and Hove residents will be able to visit the Brighton i360 for half the price tourists will pay.

At 162metres high the seafront attraction will be the tallest moving observation tower in the world when it opens next summer and is expected to attract hundreds of thousands of tourists to the city.

Earlier this year the i360 confirmed every single pupil attending a state school in Brighton and Hove will be treated to a free Brighton i360 ride once during their school career. Curriculum material will be developed to support learning in sciences and maths.

Eleanor Harris, the i360's chief executive, said: "We have had a huge amount of interest in the i360 from the local community over the past week, since the first parts of the tower arrived by sea. Lots of people have been coming down to the beach to watch the beach landings and the cans being fitted into place. By September the 162m tower will be complete. The i360 will be a unique, world-class attraction and something that we believe the entire city can be proud of.

“Our beach building will be open to the public even if you are not riding on the i360 and we expect lots of locals to enjoy using our brasserie, tea rooms, beach café, exhibition space and kids soft play zone. We hope that local residents will see the i360 as their venue, and not just for tourists.

“We want the i360 to be as inclusive as possible. By offering every local pupil a free visit, we are making sure that children in Brighton and Hove are able to enjoy the i360. Half price tickets for all locals is an extension of that.”

Adult visitors will pay £15 for the ride – or £13.50 if booked in advance online – while pensioners and students will be asked to pay £12.50 per ticket (£11.25 in advance). Tickets for children under 15 will cost £7.50 (£6.75 advance) and under-fours will go free.

Locals, however, will be offered half price tickets as part of a membership scheme announced this week.

Anyone with a BN1, BN2, BN3 or BN41 postcode can register for an annual membership at just £1 – a nominal fee to cover the cost of the membership card. Students studying at either of Brighton and Hove’s two universities will also be eligible.

That card will then entitle them to adult, student or senior tickets for just £7.50. Under 15s will be just £5.

There will be some restrictions on when reduced tickets can be used during the peak tourist season – for example, weekends in August will be exempt – but members will also benefit from discounts in the attraction’s restaurant, soft play zone and shop. They will also qualify for reduced rates in room hire and weddings at the venue.

Full details of the membership scheme will be launched later this year, alongside information on season tickets, a Friends scheme and annual passes to the venue’s soft play area.

- Ends -

Brighton i360 is conceived and designed by Marks Barfield Architects.

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