



Frequently Asked Questions

About the Experience

What is Elf Adventures?

Elf Adventures' Reindeer Flight School is a brand new, fully immersive, actor-led festive experience where families can join us to "Earn Your Sleigh Licence". Along the way you will take part in several fun and silly tasks. This is a high energy experience where you will be encouraged to take part in optional audience participation. This experience is for everyone, best suited to children of walking age where they can fully take part.

Will we see Father Christmas?

Please kindly note this experience is not a Santas Grotto and Father Christmas will not be making an appearance.

Will my child be on a roof when 'Rooftop Sneaking'?

During the experience you will take part in several fun and silly tasks, none of which will put participants in danger... no actual roofs will be sneaked upon.

Will we drive Santa's real sleigh?

This experience encourages imagination and magical thinking; Santa's actual sleigh will of course be back in the North Pole as he is packing it ready for Christmas Eve silly!!

Will there be live reindeer?

There will be no live reindeer at this event.

What will we take home?

Each child will take home their sleigh licence, a bag of magic reindeer food they will have made during the experience and a certificate. Please note these items are for children with an aged 2+ ticket and not included in the adult ticket.

Do adults need to stay with children throughout the experience?

Yes, children must be accompanied by a participating responsible adult throughout the experience. Advised adult to child ratio: Maximum 3 children per 1 adult.

Is the experience suitable for babies and toddlers?

The experience is best suited to children of walking age who can join in with the activities. Babies and younger toddlers are welcome to attend with their family, but they may not be able to take part in every activity.

Can we take photos during the experience?

You are welcome to take photos for personal use, but please be mindful of other families and follow any guidance from the onsite team during the experience.

Location and Parking

Where is it?

The experience is at Unit 55 Swan Walk Shopping Centre, previously Wilkinsons and homewares stores. The entrance to the experience is via Swan Walk Shopping Centre only and will not be accessible from the High Street entrance.

Is there parking?

The closest parking is within Swan Walk Shopping Centre; there are also a variety of car parks within walking distance.

Tickets and timings

How long does the experience run for?

From your time of arrival to when you exit, expect to be with us for just under one hour.

What time should I arrive?

Please ensure you arrive 5 to 10 minutes before your booked time with your electronic or printed tickets ready. We cannot guarantee participation if you arrive after your designated timeslot. Missed timeslots are non-refundable.

What if I am running late?

The onsite team are costumed characters and do not have access to phones or electric devices so please refrain from calling, emailing or using social media as a way to let us know you are running late as it is not possible to monitor these whilst the event is operating. We recommend you leave as much time as possible to account for any delays, as we cannot guarantee participation if arrival is after your booked time. Missed timeslots are non-refundable.

Can I buy a ticket on the day?

A limited number of first come, first served tickets will be available to purchase onsite each day. These are subject to availability and not guaranteed. Pre-booking is strongly advised. Please note on the day booking is card payment only.

How do I show my tickets?

Please have your tickets ready on arrival via electronic or printed copy.

Can I change or refund my tickets?

Please check the Terms and Conditions for full ticket information. Missed timeslots are non-refundable, so please allow plenty of time for your journey.

Accessibility and facilities**Can I bring a buggy?**

Buggies are not permitted through the experience and must be left outside of the experience where space is limited and we cannot take responsibility for them. Please avoid bringing one. Slings and baby carriers are encouraged.

Is the experience wheelchair accessible?

The experience is wheelchair accessible, please be aware optional audience participation is encouraged, and we will do our utmost to include all abilities as much as possible

Are there toilets?

The closest toilets are located within Swan Walk Shopping Centre.

What should I wear?

The whole experience is inside, please wear whatever you like including your festive jumpers, we love anything festive and fun (we would however suggest you avoid wearing high heels).

Are there any loud noises, flashing lights or sensory effects?

The experience is a lively, high energy, actor led fully immersive experience including the use of flashing lights and music, with audience participation encouraged.

Is there somewhere to leave coats or bags?

There is no cloakroom, so please keep personal belongings with you and avoid bringing large bags where possible.

Can we bring food and drink into the experience?

Food and drink are not permitted inside the experience, except where required for medical reasons or babies.

Contact and group bookings

Group Bookings & School Bookings?

We would be delighted to facilitate groups where possible, please email us at elfadventures@artifexdesigns.co.uk

How do I get in touch with you?

If we haven't answered your query via the FAQ's or the Terms and Conditions, please email us your question to elfadventures@artifexdesigns.co.uk

Please note, due to the nature of this busy time of year we are very likely to be onsite somewhere, up ladders or even out in costume at various Santa's Grottos and Christmas events creating magical sets and experiences. We will not be able to take queries over the phone and we will respond to your emailed query as soon as possible.