



interactive

2026

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WHO WE ARE

Interactive came to life in 2019, built on years of hands-on entertainment & retail experience delivering creative projects for clients across the UK.

Backed by over 25 years of industry know-how, our team brings together specialist talent in event management, design, joinery and entertainment. We're experts in all things events & marketing, with a real passion for seasonal transformations.

From the first idea to the final flourish, Interactive takes care of the whole journey – we like to call ourselves your 'One stop shop' delivering exceptional experiences on time, on budget and with plenty of magic, while working closely with our clients every step of the way.





WE DESIGN, WE BUILD,
WE INSTALL, WE MANAGE.



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WHAT WE DO

Innovation sits at the heart of everything we do. We create bespoke concepts for mixed-use destinations and corporate spaces, designed to surprise, engage and inspire.

Every project is thoughtfully crafted around the unique needs of each client, with careful planning and hands-on management from start to finish.

We offer a flexible, personal service where attention to detail isn't an afterthought – it's built into every stage of the journey.

‘Interactive - The innovation to creation’





INCREASED DWELL TIME
Stoked on Summer, Crazy Golf


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STATEMENT ENTERTAINMENT
Roaming entertainers & promo team


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CLASSIC & IMPACTFUL
The Potteries Centre, Hanley


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ENGAGING & EDUCATIONAL
Pop-up events


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LUMINESCENT

Quadrant Centre, Dunstable


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ROAR-SOME

Stand out from the crowd



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IMPRESSIVE
Brightwells, Farnham


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WHERE WE WORK...



Across the UK Interactive work alongside over 25 shopping centres & destinations creating events and breathtaking seasonal lighting installations.

As-well as retail destinations, we also work alongside multiple city centre BID teams and large scale live festivals & touring shows.

OUR CLIENTS

CBRE

MAPP

savills

**MONTAGU
EVANS**



C&R

**CAPITAL &
REGIONAL**

Realm
Specialist Outlet Operators
and Advisors

ESTAMA



CLAIRE JACKSON

Operations Manager, The Potteries Centre

"Jack & The Interactive team have been a pleasure to work with over the past few years. An ideas generating, creative thinking company who always has a solution and a positive can do attitude. Always polite, helpful and thoughtful and works in partnership to ensure that as a client you are happy."

Jack always brightens up the office when he comes to see us bringing laughs and positivity along with him. An absolute joy to work with and I hope to continue this over the coming years."

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MEET THE TEAM



JACK HANSON, Director

Starting his career in live entertainment, Jack developed a deep understanding of audience experience, talent coordination, and high-pressure event delivery. He later expanded into project management, where he managed budgets and timelines, and oversaw large-scale installations across diverse environments. Driven by innovation and collaboration, Jack continues to push creative boundaries while maintaining a strong focus on logistics, compliance, and results.

AMY WHITTAKER, Head Of Retail Operations

With over 20 years in shopping centre management, Amy brings a wealth of retail expertise to her role at Interactive. Her career has been defined by a commercial mindset, a passion for customer experience, and an ability to bring diverse stakeholders together to deliver. Amy's extensive background allows her to seamlessly translate retail best practice into dynamic event environments, ensuring each activation delivers value for partners, retailers, and audiences alike.

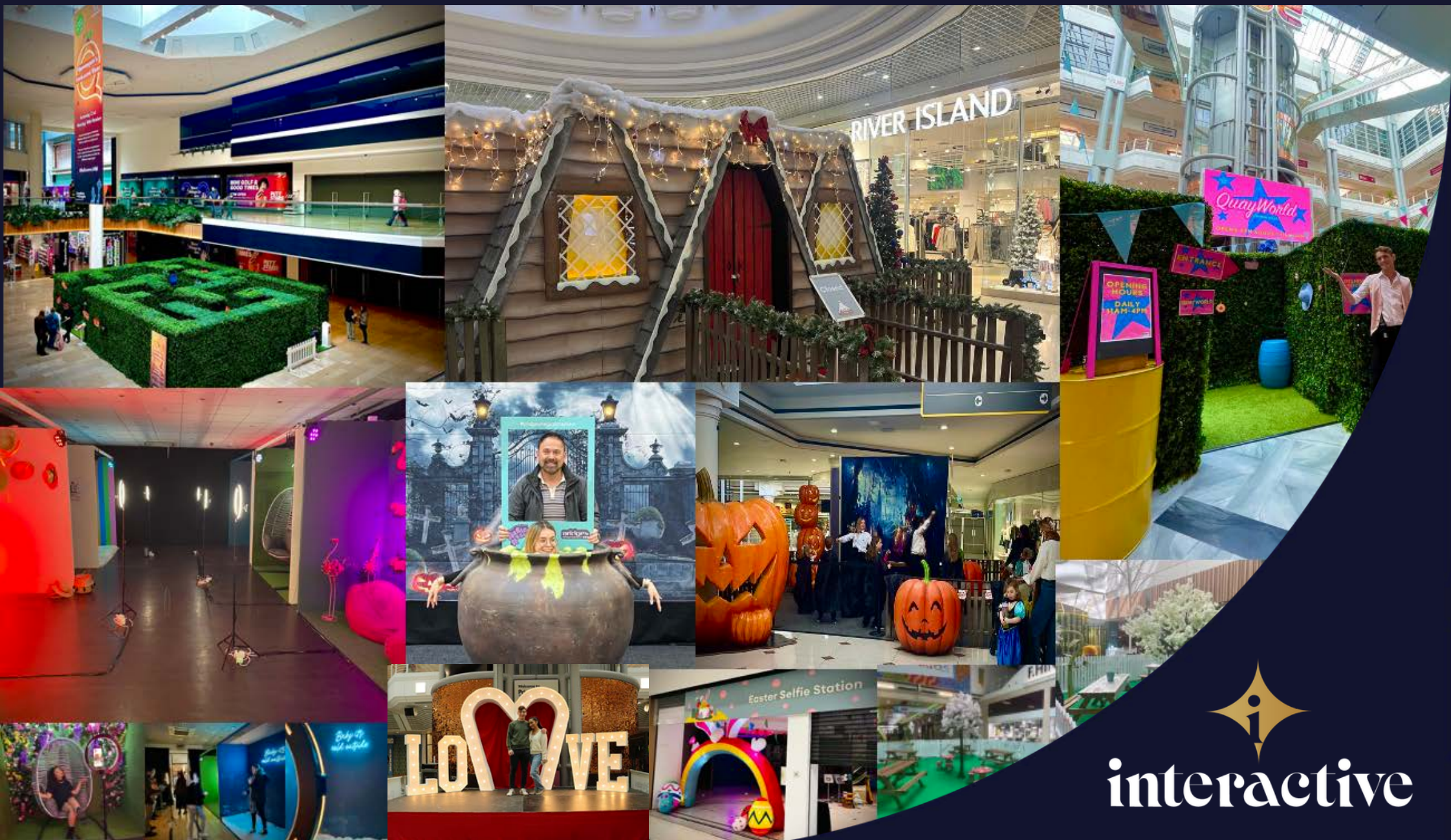


CHRIS WOOD, Lead Designer

With a first-class BA in Game Design and 10 years of freelance design experience, Chris is the innovative and highly-skilled in-house designer who makes initial ideas come to life. From a simple concept, Chris makes an idea a reality and his artistic input gives Interactive a unique edge.



EVENT CAMPAIGNS



SEASONAL DECORATIONS



ENTERTAINMENT



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SPOTLIGHT EVENT

Can You Beat The Maze, Metro Centre, Gateshead, 2023

Can You Beat The Maze? was our high-impact Easter activation at The Metro Centre, designed to deliver a true wow-factor experience for visitors throughout Easter 2022. The aim was simple: create a free, adventurous attraction that would drive footfall during the Easter break—and it did exactly that.

Our life-size maze was a standout success, attracting over 11,000 prize-draw entries in just two weeks from participants who completed the challenge.

Built using more than 2,000 linear metres of timber and artificial hedging, the maze was brought to life with vibrant floral features and carefully considered aesthetic details. Spanning an impressive 120 square metres and rising to 1.6 metres high, the structure was large and immersive enough to give visitors a genuine “lost in the maze” experience.



SPOTLIGHT EVENT



SPOTLIGHT INSTALLATION

Seasonal Decorations, The Potteries Centre, Hanley

In 2021, The Potteries Centre, a 651,000 sq ft shopping destination in the heart of Stoke-on-Trent, invited Interactive to tender for its new seasonal decoration scheme spanning 2021-2023. The brief was refreshingly simple: "Light up our centre."

In previous years, The Potteries Centre had featured large-scale paper chain Christmas decorations that were visually striking but lacked illumination.

Interactive responded with a bespoke seasonal scheme designed to celebrate and enhance the centre's impressive organic architecture throughout its malls and atriums.

The final installation featured over 125,000 LED bulbs, a spectacular six-metre-tall illuminated stag, and a series of immersive photo opportunities positioned throughout the centre.



SPOTLIGHT INSTALLATION




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SPOTLIGHT EVENT

Giant Boardgame Bonanza

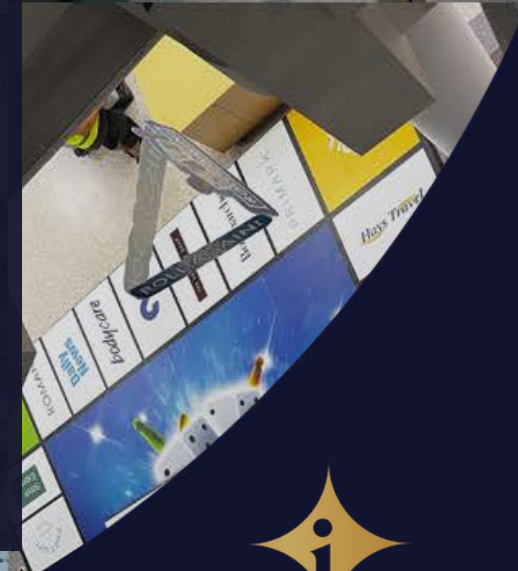
Driving Footfall & Community Engagement

Our Giant Boardgame Bonanza was installed at The Alhambra Shopping Centre, Barnsley, delivering a high-impact, free-to-play attraction throughout the summer holidays.

Designed to appeal to all ages, the activation enabled both adults and children to take part—helping The Alhambra Centre create an inclusive experience that catered for the many, not the few. The result: increased footfall, longer dwell time, and genuine community engagement.

The activation exceeded expectations, attracting over 3,000 participants and distributing £2,500+ in retailer prize vouchers, directly driving spend back into the centre.

Occupying just 25sqm of floor space, the imposing 'Roll to Win' installation featured 22 on-site retailers integrated directly into the game mechanics. Its scale and visibility ensured a strong presence across the mall, creating a standout focal point and sustained engagement throughout the summer break.



SPOTLIGHT EVENT




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GET IN TOUCH!

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