

PAULTONS PARK

Putting the super into theme
park's new Viking realm

Case Study



PAULTONS PARK

SUPERCOLOUR ULTRA BUFF

Holcim UK recommended its Supercolour Ultra Buff SMA 10mm product to meet the park and contractors specifications. Prior to delivery Holcim also provided 220 tonnes of its 20mm base course from its nearby Botley Asphalt plant.

Project Name	Sector	Location	Client	Products Used
Paultons Theme Park	Sports, Leisure	Romsey, Hampshire.	Paulton Park Funnell and Howard	Supercolour Ultra Buff 20mm Base Course



WHAT WE HAVE ACHIEVED

187
Tonnes of Supercolour Ultra Buff supplied

220
Tonnes of 20mm base course supplied

10
Number of deliveries over five days

BRIEF

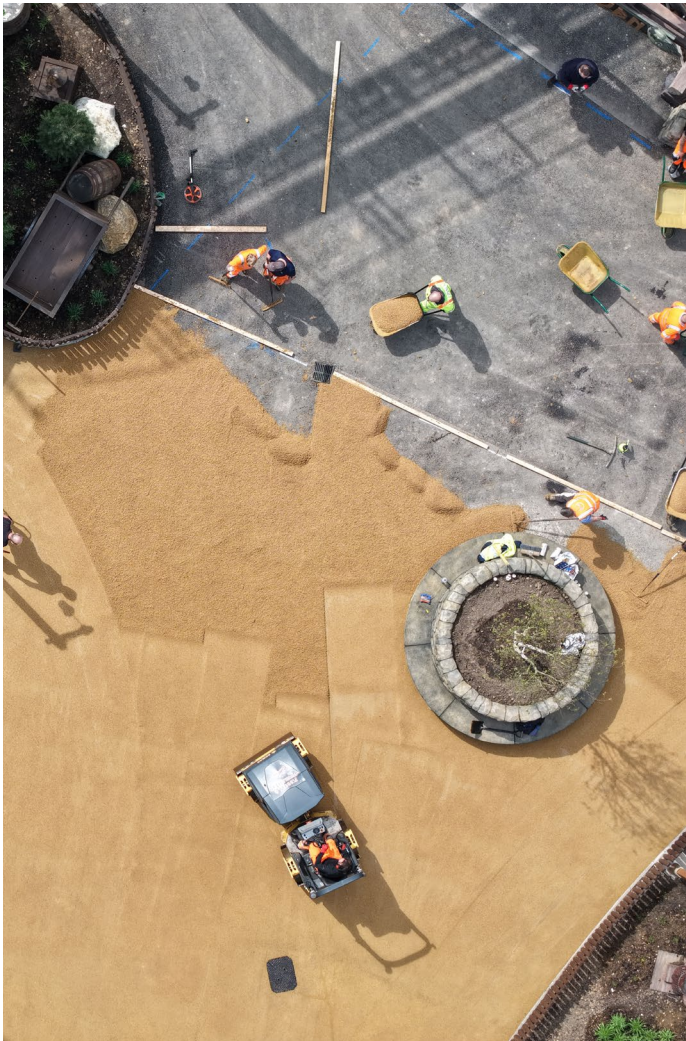
Paultons Park near Southampton is one of the UK's top rated family theme parks, attracting more than a million visitors annually and offering 80 rides across its 140 acres, which also includes Peppa Pig World.

For 2026 the park has opened a new £12m themed area, Valgard - Realm of the Vikings which features Drakon the park's first inverting rollercoaster as well as a brand-new Vild Swing that swirls riders 12 metres in the air, and Cobra, a favourite ride reborn as Raven.

To complete the Valgard experience, Paultons Park also created a highly themed Feasting Hall restaurant and new Viking-inspired playground for younger visitors to enjoy.

The park required specific pedestrian surfacing to reflect the tones and theme of their immersive new area.

Havant contractor Funnell and Howard turned to Holcim UK to support the project.



CHALLENGES

Ongoing construction work at the park was on a tight deadline with the need to get the new area ready for its public opening in mid-May.

Once the right product was selected, 10 deliveries were organised across the five day window made available to lay the surface from Holcim's Bristol Express Asphalt plant. Timing of deliveries was key.

These needed to be adequately spaced out to allow the on-site contracting team the time to hand-lay the product in a timely fashion and to keep the Supercolour at prime temperature increasing its workability.

All this was done while a range of other trades and contractors were busy working on the area at the same time.

“The successful delivery of our material, combined with the vibrancy of the colour, played a significant role in enhancing the overall impact of this project, allowing this section of the park to stand out prominently. The Supercolour Buff material was installed to an exceptionally high standard by the contractor, and its finish contributed to a seamless integration with the surrounding pathways. The use of our coloured asphalt solution offers a durable, long-term advantage over painted surfaces, eliminating concerns around fading or peeling—an essential consideration for a project of this scale. The phased installation over a five-day period ensured both efficiency and precision, enabling a professional finish while maintaining full coverage across all areas.”

Harry Folwell,
Supercolour Sales Associate
Holcim UK

SOLUTION

The client required a light coloured durable surface to reflect the muted design tones of the new park zone.

Holcim UK recommended its Supercolour Ultra Buff SMA 10mm product to meet the park and contractors specifications. Prior to delivery Holcim also provided 220 tonnes of its 20mm base course from its nearby Botley Asphalt plant.

Supercolour is a standard asphalt combined with clear binders and a coloured pigment to give a range of different coloured finishes ideal to help enhance outdoor spaces from playgrounds to cycle lanes.

Its advantage over traditional painted asphalts is its longevity. Painted surfaces have a standard life of one to three years compared to Supercolours' 15-20 years lifespan which gives a durable and low-maintenance surface finish.

The product was delivered in 20 tonne batches, with two deliveries a day, totalling 187 tonnes of Supercolour Ultra Buff. On arrival it was handlaid by the contracting team producing a quality, high aesthetic finish.

Close communication was maintained with the contractor in the run up and during the groundworks to ensure a consistent and high quality product alongside a clockwork delivery schedule to allow them to complete the job within a five day window.



“All involved from Holcim were super friendly and supportive throughout our time planning and commencing this work. Even though the material had to travel a distance of two hours daily from the Bristol plant, all loads arrived satisfactory and all material colour matched well even though it was mixed daily throughout the week. We are more than pleased with how the job turned out and will happily return to Holcim for supply of SuperColour asphalt when necessary.”

Mark Funnell,
Director
Funnell and Howard

“Valgard - Realm of the Vikings is an ambitious addition to Paultons Park, and achieving the right look and feel was paramount. Working with Funnell and Howard and Holcim UK allowed us to secure a surfacing solution that is both beautiful and incredibly functional. The buff tones of the Supercolour asphalt perfectly reflect the Viking village theme, providing a premium finish for our guests to enjoy as they explore Valgard. We are delighted with the result, which was delivered through excellent communication and a commitment to meeting our opening deadline.”

Mark Taylor,
General Manager Technical Services.
Paultons Park



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