

Soft Play Meets Interactives

Business Case: Rascals Party and Play Centre



rugged.interactive



About Rascals Party and Play

Rascals Party and Play Centre in Preston is a **Soft Play and Entertainment Centre** for babies, toddlers, and children up to **12 years old** to play, explore, and learn.

After **16 years in business**, Rascals has built a **loyal customer base** who enjoy **family days out, birthday parties and after-school play sessions**.



Background

Rascals Party and Play Centre has seen the **power of interactive products** over the past 18 months, incorporating Rugged Interactive attractions **to stay relevant and exciting in the indoor fun sector**.

When Damian North, Director of Rascals, heard Rugged Interactive had become an **affiliated supplier of the Association of Indoor Play (AIP)**, he visited our stand at the Family Attraction Expo in 2021. He felt his Soft Play frame was dated and in need of a complete overhaul, so he was eager to **bring it up-to-date and see what we had to offer**.

Since then, Rascals has invested in a range of new attractions, including **multiple interactives from Rugged**, and has installed LED lighting to create a colourful and immersive experience.

Headline Results

22%
Increase

Revenue Year
on Year

10%
Increase

Admissions and
Party Bookings

15%
Increase

Secondary Spend

More detail on Page 2

“Their equipment is indeed **Rugged**, and we have **not had one negative issue** with any of their equipment despite attempts by children to give it a **thorough test of toughness!**”

- Damian North, Director of Rascals



Rascals, 'Ruggified'

Since discovering the power of interactives, Damian has invested in a wide range of Rugged attractions to **boost customer experience**, give the Soft Play a **premium and modern feel**, and offer activities for an **older demographic**. Attractions include...



Freedom Gaming: A tag challenge that's great for individuals, groups and parties



PowrPlay: This interactive football arena promotes team games and broadens the appeal of a basic sports court



AeroStrike and BattleBaskets: Target games that offer a 1v1 challenge and improve motor skill development



SkyPods and FreeStyle Duo: Interactive lightpod games with speed and reaction challenges



TalkingBags: Hanging bags that bring bellyfuls of laughter for little ones

Damian strongly believes that **reinvesting money into the park** is key to **keep customers coming back** and to ensure the **venue stays ahead of the curve**.

"Customers comment on our interactives and see we've got something new and love it; it brings the kids back, it's something new to do."

- Damian North, Director of Rascals

The Results

Since **January 2023**, when the majority of their Rugged products were installed, Rascals Party and Play Centre has been able to **increase ticket prices**, and has seen a **rise in admission and party bookings**.

Revenue Increase



22% revenue increase
Year on Year

Secondary Spend

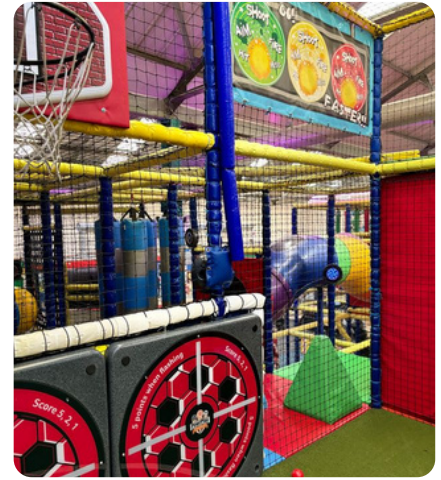


15% increase in food
and beverage revenue

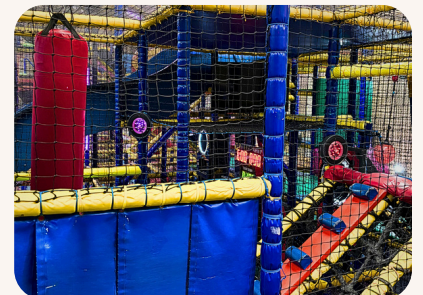
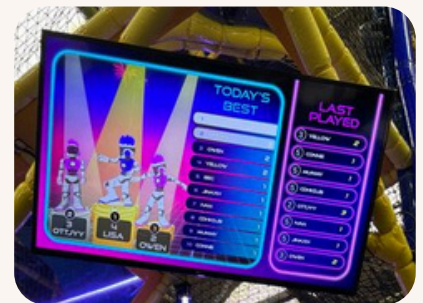
Customer Visits



10% admission and
party increase



58,276 Freedom Gaming
sessions in 15 months!



Why invest?



Value perception

Give your venue a premium feel by offering tech that's exciting and new, and a higher value experience that justifies an increased charge



Customer experience

More opportunities for fun, interaction, play and challenge
= Customers who want to come back for more



Beat the competition

Why have a standard Soft Play that looks the same as all the others?
Interactive games keep children engaged for longer, and encourage social interaction

“Before, when we had just a **standard football court, kids got bored. Now we have the football court with **PowerPlay**, with flashing lights, noise, a scoreboard, it makes it a whole new experience. Parents like to play with the kids and **enjoy it, too.**” - Damian North, Director of Rascals**



Looking to spruce up your Soft Play?

Whether you're looking to **keep older children engaged in your Soft Play**, need to transform your **underused football pitch**, or want to **stay ahead of the competition** by offering a unique experience, we have a range of interactive products that can help boost your site.

To speak to our **gamification experts** drop us an email at sales@rugged-interactive.com or call us on **+44 1726 981 123**.



Adam Starnes
UK/Spanish Sales