

Freedom Gaming Retro-Fit at Sutton's Entertainment Centre

Business Case: Sutton Sports Village



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Background

Sutton Sports Village has knocked their revamp out of the (play)park by combining a **Trampoline Park, Soft Play, and interactive products** to create an immersive experience for their customers.

With the addition of their **Freedom Gaming Strike Area**, Sutton Sports Village's refurb has seen increased visitor numbers and spend per head, and back-to-back parties every weekend. As Sutton's **first and only Trampoline and Play Park**, customers are offered a **unique experience**, and a space to jump, dodge, bounce, race, play and compete.



About Sutton Sports Village

Sutton Sports Village is run by **Better**, a **charitable social enterprise** operating over 240 leisure centres, 120 libraries, and 15 children's centres in partnership with 50 local councils, public agencies, and sporting organisations across the UK.

Their aim is 'to get more people, more active, more often', a value that is very close to our Rugged hearts. Sutton Sports Village is a one-stop-shop for all things health, fitness and wellbeing, with lots on offer:

- Trampoline and soft play park
- Gym
- Nursery
- Gymnastic suite
- Football pitches
- Physio clinic

Headline Results

Since refurb investment in October 2023

80% Increase in revenue

414 Additional parties per year

14% Ticket sales increase

More detail on Page 3

A New Entertainment Park Concept

Sutton Sports Village is welcoming a new entertainment park concept across many of their Better sites, **incorporating Soft Play alongside Trampolines** to offer an exciting mix of activities for kids of all ages.

Leaning toward a model of **70% play and 30% trampoline**, they've refurbished Sutton Sports Village to encourage larger groups and parties, to **maximise park capacity** through **appealing to more demographics**.

Freedom Gaming Win

In their 2023 refurb, Sutton Sports Village (SSV) extended their soft play by installing an impressive **four-level Strike Arena** with our **Freedom Gaming lightpods and screens**, creating a space to play for all ages by adding a teamwork tag challenge.

Designed and installed by **The Play Company**, Sutton's Strike Arena features unique obstacles, a ninja wall, a power tower, a traverse wall, and more within their **state-of-the-art play area**.



The Play Company have worked with SSV to custom build their arena with **6 lanes for 6 teams to compete** in Freedom Gaming to hit out as many of their team's colour as possible within the time selected.

Featuring **RoboRun**, a free-play lightpod-hitting game, and **CyberChase**, a colour-searching multiplayer party game, Strike Arena gets **children active, testing speed, agility, and spatial awareness, all whilst having fun**.



Why consider a refurb?

From adding interactive products, to extending your party rooms, creating a **unique experience** for your customers will encourage **repeat visits**, boost **word-of-mouth marketing**, and **increase your capacity**. On top of this, investing in your site shows you're staying on top of the game and want to create the best play environment for your visitors. Read our top 5 strategies for increasing revenue at your Trampoline Park or Soft Play [here](#).



[Read the Blog](#)

“Customers frequently rave about the Strike Arena, expressing how it offers an immersive experience that truly captivates them. Their feedback often emphasises the interactive elements that leave them eagerly anticipating for their next visit” - National Products Manager

Sutton Sports Village Retro-Fit Impact

SSV's Trampoline and Play Park space was **lacking repeat visits and long-dwell times**, with not enough activity choice for customers to explore. **There's only so much you can bounce!**

The Play Company used existing site plans and kept some of the Trampoline Park space, but installed a **bespoke Strike Area with our Freedom Gaming lightpods** to make the most out of their space.



Why is Freedom Gaming a Hit?

- Interactive games**
They have visitors coming back for more
- Increased capacity**
The Strike Arena can fit up to 60 kids at one time
- Flexible use**
Play individually or in large teams
- Low staff maintenance**
Can be run by one person, freeing up the team marshalls
- Branding and personalised structure**
Give Strike Arena your own stamp and make it stand out on socials

Not only have Sutton Sports Village increased site capacity by opening **more party rooms**, adding in our **AeroStrike**, and their **60-person Strike Arena**, they now offer an experience with **more value that they can charge for**. Additionally, the more activities you offer, the **longer the dwell time**, meaning **extra secondary spend!**

Since the refurbishments in October 2023, Sutton Sports Village have boosted their...

Capacity



18 additional parties every weekend

Investment Pay Back



80% increase in income

To reinvest back into GLL and local communities

Ticket Sales



14% more tickets sold

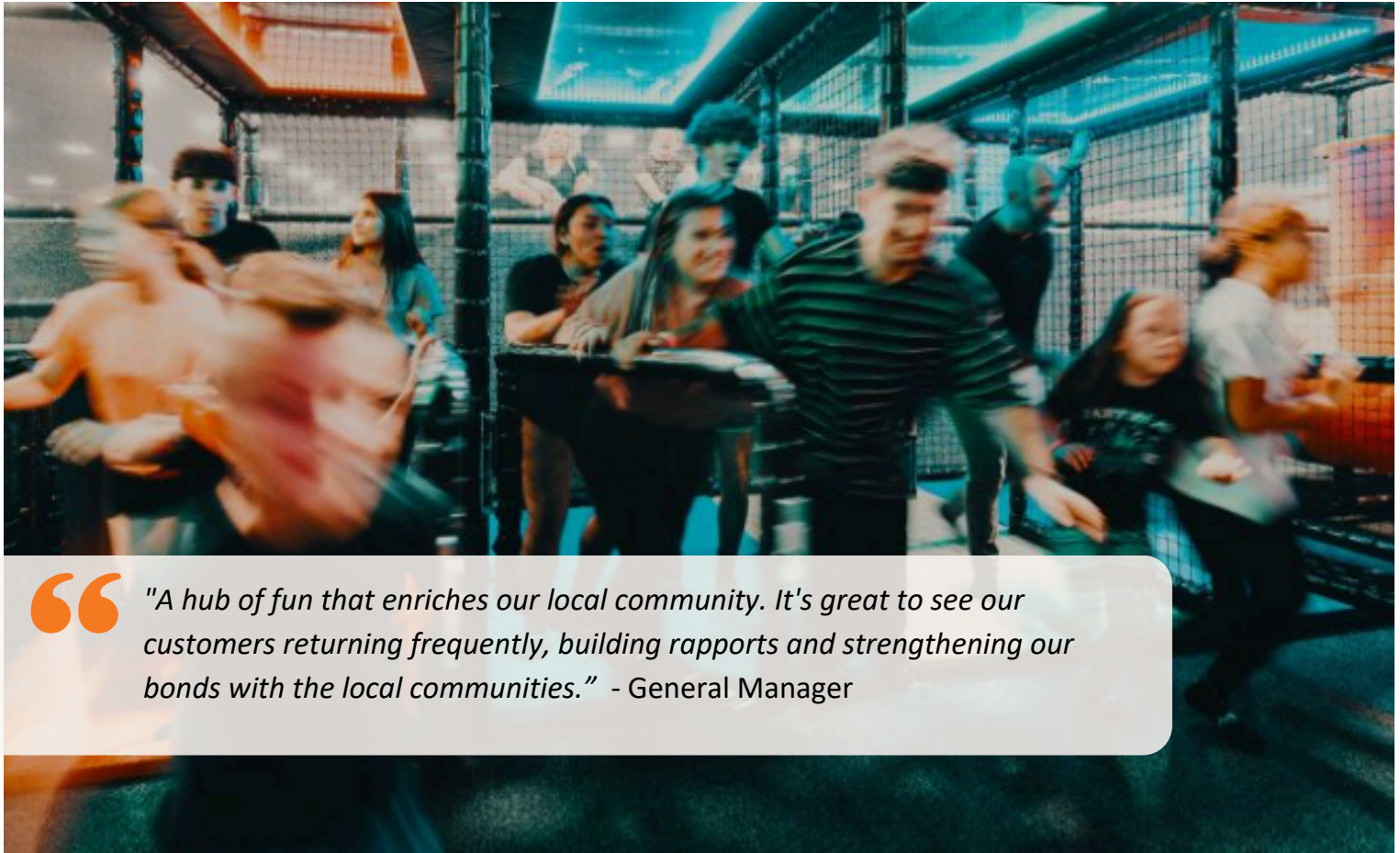
Value



Ticket price increased by £3.95

To give back to local communities

The **success of this project** means that the extra earnings can go into **creating more entertainment play parks in Better Leisure Centres**, giving back to the community by offering children attractions that are engaging, social, and fun, whilst encouraging physical activity.



"A hub of fun that enriches our local community. It's great to see our customers returning frequently, building rapport and strengthening our bonds with the local communities." - General Manager

Speak To Our Gamification Experts

Are you experiencing too many quiet hours, less footfall, and short dwell times? Gamified products can **spark the interest of new demographics**, offer activities for **every day of the week**, and keep customers at your site for longer, **increasing secondary spend**.

Our **gamification experts** work with all kinds of indoor play centres, from trampoline parks and soft play, to leisure centres and FECs. Speak to our Sales Team to find out how **interactive products could boost capacity, customer spend, and repeat visits at your site!**

Drop us an email at sales@rugged-interactive.com or call us on **+44 1726 981 123**.



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UK and Spanish Sales