



The Future of Indoor Play in the UK

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Agenda

- Welcome - (Neil Scott, Kath Hubbard, Darren Johnson, Stephen Bamford, Iain Westwater)
- The Past
- The Present
- Grounds for Optimism
- The Future
- Q & A

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The Past

- Fragmented Supply Structure
- Low Quality Sites
- Poor Quality product
- Low Entry Costs
- Effects of Seasonality & Weather
- Low Cost Marketing

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The Present

- Less Fragmented Supply Structure
- Better Quality Sites
- Better Quality Product
- Higher Entry Costs
- Still Effected by Seasonality & Weather
- Still Low Cost Marketing

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Grounds for Optimism

- Children's Safety & Security
- Childhood Obesity
- Economic Indicators – Mixed Message
- Demographic Trends offset by Economic Factors
- Steady Revenue Growth
- Market worth £345 million

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Grounds for Optimism cont'd

- Increase in Number of Families using play areas
- Good Value for Money
- A Social Occasion
- Decline of Pub Based Areas
- Funding for Schools Pre & After School Clubs – threat or opportunity ?

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The Future

- Freestanding Operators
- Quality Locations
- Quality Product
- Quality Service
- Quality Brands
- Quality Marketing
- Value for Money

Result.....

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Success !!!!

Any questions?

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