



Soaring to Success



WITH A BACKGROUND IN FAMILY ENTERTAINMENT, GRAVITY DIRECTORS HARVEY JENKINSON AND MICHAEL HARRISON HAVE DRAWN UPON THEIR EXPERIENCE TO CREATE A CONCEPT THAT IS UNIQUE AND EXCITING FOR THE ENTIRE FAMILY.

The indoor trampoline park market has become hugely successful in recent years, and at the sharp end is the equally successful GRAVITY. Based around a solid business model of providing a unique family-friendly experience with state-of-the-art equipment, each park delivers the best action possible with safety as the 'number 1' priority.

Adults and children can have the ultimate experience in a marshal-controlled, fun environment, within establishments built to the highest standards. But it's not just the physical buildings that carry the premium mantle. Location too, is paramount for Gravity Trampoline Parks, which is why they're only found within retail schemes that match that first-rate philosophy – whilst helping footfall for partnering operators.

"We're honing our knowledge and expertise to grow the Gravity brand, to be able to deliver an improved offer each and every time a new Park opens," says Director Michael Harrison. "With the support of all the Parks' professional Teams, this has resulted in each Park being the most efficient, footfall-generating retailtainment option within each shopping centre."

In the past year, Gravity has doubled its number of Parks to eight with funding from Guinness Asset Management. And they're not stopping there. Plans to expand are already in motion, including a move into Europe that includes France, Germany and Spain. But closer to home, the company opened its latest Park at the intu Soar venue in Glasgow –

opposite the intu Braehead shopping centre.

"With a capacity of 150, the Park is a market leader in terms of extra activities," explains Director Harvey Jenkinson. "It boasts Ninja Runs, additional soft plays, climbing and reaction walls and, obviously, 140 trampolines."

The site itself was a former Xscape Leisure venue, one of three in the UK. One of Gravity's objectives upon inception was to populate all three of these as they are seen as premium sites within the UK leisure property market. When the company opens at Milton Keynes Xscape, this particular objective will have been achieved in only two and a half years. As customers become savvy and demand more from this phenomenal leisure trend, only the most select locations, prime sites and exceptionally well managed businesses will survive and thrive.

"As well as bringing in new and varied offerings, we have also improved our food quality and menu variety," says Harrison. "Families will enjoy a more cohesive family experience in the cafés as well as the arenas. In addition the company is developing a strong membership model to increase loyalty with our brand, utilising our fantastic EPOS system. Finally, we continue to travel to European exhibitions to discover the next big thing in family entertainment to bring to our parks."

To remain current in how it advertises and interacts with its customer base digitally, Gravity has quadrupled its marketing team in the last six months. The increase will ensure a more 'connected' presence for the



XSCAPE, CASTLEFORD, UK



business, ensuring that customers of all ages can follow the Parks through social media and interact in real time.

So what do Jenkinson and Harrison believe are the key drivers behind the success of the company?

"Location is pivotal; Gravity is a family-orientated offering so access is key. Anybody from 18 months and older can visit and get bouncing," says Jenkinson. "Quick decision-making is also important. We are pro-active in site acquisition, so the time from committing to a site to fit-out is greatly reduced. And of course, our safety and operational procedures are second to none," adds Harrison.

The company has built the brand, infrastructure and has the financing and commitment to become the market leader in Europe. Gravity foresees a potential 50 Parks over the next five years. And as the company moves into Europe, Jenkinson and Harrison believe the benefits and support Gravity provides as a business will stand it in good stead to establish itself as the market leader.

"Retail is reinventing itself as internet shopping challenges traditional models. Major shopping centres need to attract customers more than ever before – and they need something more than everyday goods to draw them in. Family entertainment is the answer – and Gravity will be waiting to welcome them with fun and fitness for a very long time," says Jenkinson.

