

BOOM
BATTLE BAR™

Application Pack

Join the *fastest growing* UK Adventure Bars...



What is a **BOOM** BATTLE BAR?

Our venues are a unique blend of electrifying games, theatrical cocktails and delicious street food

We've got axe throwing , crazier golf, shuffleboard, electric darts, beer pong, skee ball, Boom: Battleground , bar billiards and lots more

We've taken competitive socialising to the next level. Boom: Battle Bars seek to offer premium experiences, with elaborate cocktails paired with delicious, authentic street food and a unparalleled games experience you can't find anywhere else in the UK



James Wilson (Cardiff Franchisee) & Elliott Shuttleworth (CEO & Founder)

THE OPPORTUNITY



Several stars have aligned in the last 12 months to create an unprecedented opportunity in the leisure market...

Consumer Mindset

People's mindsets have fundamentally changed. 78% of 18-40 year old's value experiences over material goods.

Technology

Augmented reality, virtual reality and motion tracking is now commercially viable for the first time ever

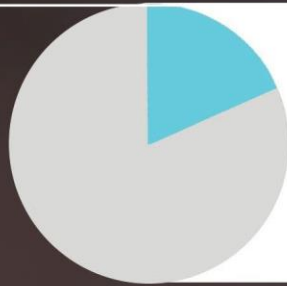
Property

We've just seen a once-in-a-lifetime property crash. Retail decline + pandemic = 75M square foot of prime retail space

Culture

Modern day culture means there's a desire for experiential days and nights out with friends

SOCIAL. **COMPETITIVE.** LEISURE



18% of pubs **in** the UK have closed **in** the last 12 months but consumer spending on alcohol is up 7%



20 % annual increase in consumer spending on nights out. The average person goes out twice a month and spends £71 on average

52% of people would spend more money **in** a venue if it's 'different'

11% increase **in** consumer spending on entertainment

Displayed data accurate as of May 2020

Boom! Battle Bars

Bars Open In The UK

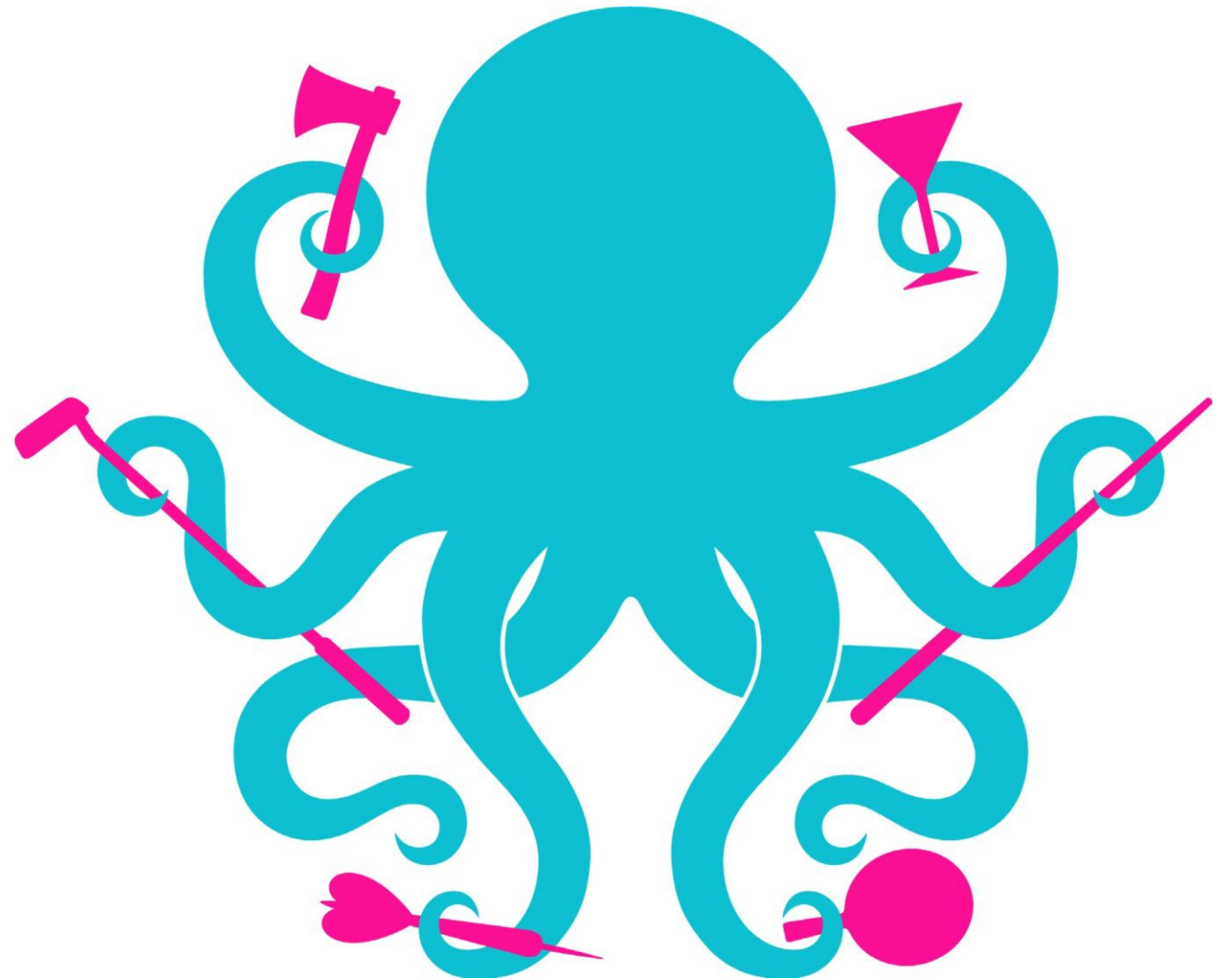
- Norwich
- Cardiff
- Liverpool
- Lakeside
- Eastbourne

Bars In Build

- Swindon
- Wandsworth
- Chelmsford
- Leeds

Bars In The Pipeline

- | | |
|-------------------------|---------------|
| • Bath | • Reading |
| • Aldgate East | • Watford |
| • Glasgow | • Sheffield |
| • Blackpool | • Bournemouth |
| • Coventry | • Ipswich |
| • Exeter | • Edinburgh |
| • Southampton | • Hull |
| • Oxford Street | • Oxford |
| • Manchester Printworks | • Ealing |
| | • Wembley |



SENIOR MANAGEMENT

Meet the team behind Boom: Battle Bar...



Elliott Shuttleworth
CEO & Founder

Created and operated multiple leisure ventures, including the first Flip Out in the UK



Matthew Melling
Operations Director

Operations professional who currently acts as Director of Group Stores for our Flip Out network



David White
Director

Experienced entrepreneur with a keen eye on financial numbers and business strategy Current owner/CEO of Flip Out Uk with group revenues of over £50,000,000



Richard Beese
Non-Exec Director

An active investor in a wide range of sectors, from healthcare, property, retail, leisure, finance and has held key roles in many successful startups. Currently CoOwner/COO of Flip Out the largest family adventure park operator in the UK

OPERATIONAL SUPPORT

Meet the team behind Boom: Battle Bar...



Allan Cook

Head Of Operations

Experienced F&B professional with a passion for customer experience. Allan is responsible for ensuring business efficiency and enables franchisees to build well oiled machines



Matthew Oresechink

Head Of New Store Openings

Experienced operator, leading the roll out of some of the UK's newest brands such as Cabana. Matt has spent over a decade in the hospitality industry he trains and develops franchisees and their teams



Ben Clarke

Senior Marketing Executive

Substantial experience in the planning and execution of highly effective marketing strategies and campaigns, targeted at online and offline markets



Matthew Millman

National Sales Manager

Heavily experienced in sales and driving substantial revenue. Also manages in house call centre team and ensures guest communications run smoothly

THE SUPPORTING **FOOD & BEVERAGE**



Snacking

57% of 18-34 year old's have regular 'snack' meals instead of 1 main meal



Traditional Food

Traditional pub food sales are down 23% from 2010-2020 whilst UK Street food is booming, up 9.1% in the past 12



Alcohol

Falling prominence in the marketplace but still part of holistic offering



Boom: Battle Beer™

We have our own craft beer & spirits - capitalising on the growing craft alcohol market



Supply Chain

We have national trade deals with the biggest suppliers in the industry to help our franchisees maximise profit margins



Leading Brands

We have partnered with the likes of Heineken, Bacardi, Budweiser and Red Bull to support you and drive sales



TYPICAL LAYOUT

BOOM
BATTLE BAR™



CURRENT SITE IMAGERY

BOOM
BATTLE BAR™



CURRENT SITE IMAGERY

BOOM
BATTLE BAR™





The Customer Journey



Content

First point of contact

Hosting point

Transfer to Games

Additional Games

Departure

Summary



First point of contact

This will be a trained member of the Front of House Team or qualified SIA Door Security . They will ask for age Identification if required.

They explain where the host desk is & what booking information they have.

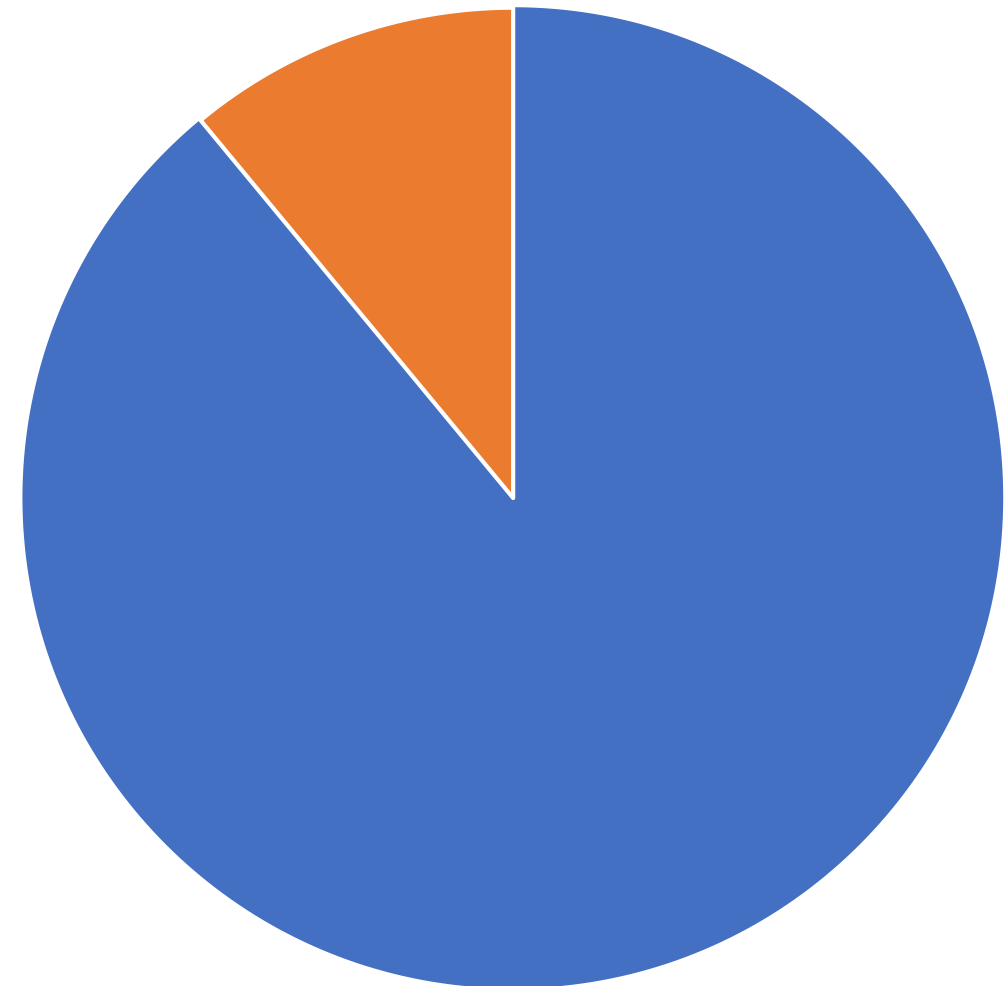
Customer makes their way to the host desk.



Hosting

1. Host will welcome customer by greeting them in a professional but informal manner.
2. Ask if they have booked or are walk ins.
3. It's important to note that 89% of Customers pre book our games. We want this number to be as high as possible to create urgency and demand
4. Upselling additional games is essential to the pre booked customers .
5. If they are a booking. Check them into their pre booked games on Appointed
6. If they do not have a booking, explain the games we have and book them via Appointed.
7. Then take payment via PDQ or cash.

Bookings



■ Pre-booked

■ Walk-in

Transfer to Games

Once the customer has been checked in with the Host or booked via the Host.

They are escorted to the Game they have booked.

If this is a Higher Risk game they have to fill out a waiver form.

Once at the Game, the Host will explain all the rules and how to play.

At the end of each game session the Host will meet the customers at the game and escort them to the Host stand.



Additional Games

During their time in Boom they may wish to play other games they have seen.

When the customer has been returned to the Host desk they can then book additional games and the process is repeated.

If the customer wishes to purchase food, the host will locate them a table.

Then guide them to it, showing them the food menu and the Hungrrr App for ordering.



Departure

Unfortunately customers have to leave at some point.

It is vital that each customer leaving gets a "Thank you and good bye".

Giving a genuine thank you and good bye is just as important as a welcome.

When a customer leaves guide them to leave via the host desk .

This allows them to be seen by the host and for the host to give their farewells.



Summary

A customer's journey is polite fully guided throughout Boom.

From Security Staff, Host, Games Host, Waiting Staff.

Each customer will be in contact with

no fewer than 6 members of staff whilst with Boom

Each time the staff will greet the customer before they greet themselves.





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SOPs (Standard Operating Procedures)

Contents

Age checking procedures.

Managing bookings .

Family bookings.

Staffing levels.

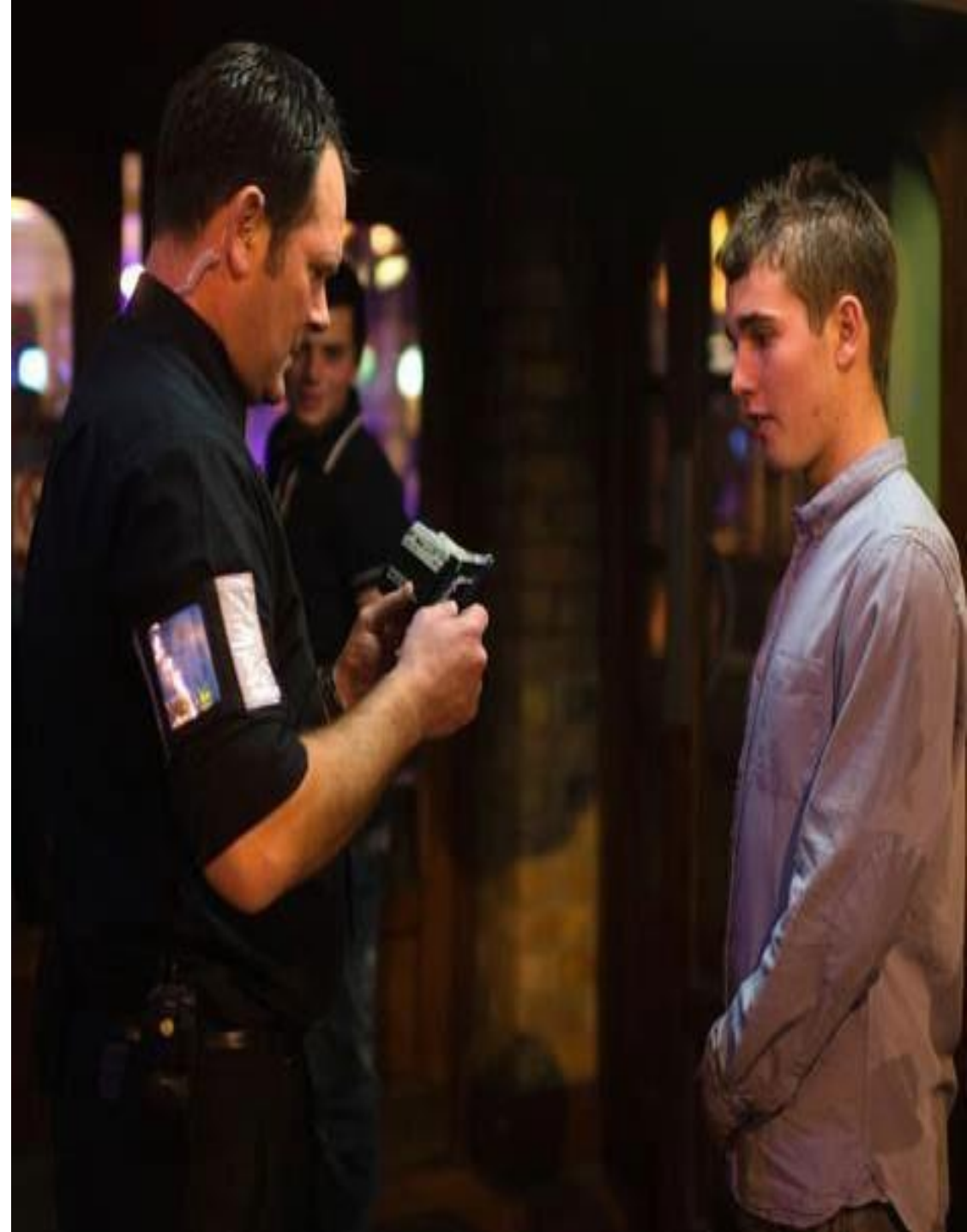
Security Staff.

**Prevention of Noise
Nuisance.**



Age Verification Procedures

- Boom: Battle Bar operates a Challenge 25 policy at all times.
- All staff have to sign that they have read & understood that procedure before their first shift.
- Door Staff will always check ID if they believe the person is under the age of 25.
- If Door Staff are not present, other staff members will responsible for the age verification process.
- The only forms of acceptable ID in our venues are photo card driving licences, passports or proof of age cards bearing the PASS hologram.
- All refusals are logged in our refusal logbook.
- All staff must be aware that it is an illegal offence to serve or supply (directly or indirectly) anyone under 18 with alcohol.
- It's against the law to:
To sell them alcohol
For an adult to buy or try to buy alcohol to an under 18
For an under 18 to drink alcohol in licensed premises (such as a pub or restaurant)
- If a person does not have ID, they cannot be served alcohol.
- If someone under the age of 18 consumes alcohol they will be asked to leave and it will be logged.



London 14th Jan, 03:20 PM

Time	Axe Lane 1	Axe Lane 2	Beer Pong	Beer Pong 2	Boom Battleshots	Boules Court 1	Craziergolf	Darts Board 1
4:25 pm								
4:30 pm								
4:35 pm								
4:40 pm								
4:45 pm	Rebecca Cranny Off Peak Axe Throwing (1... 4:45 pm - 5:15 pm ✓							
4:50 pm								
4:55 pm								
5:00 pm							Shaun Overall ✓	
5:05 pm								
5:10 pm								
5:15 pm								
5:20 pm								

Managing Bookings

- It is the role of the Host (alongside GM) to manage the booking system.
- Appointedd will not allow you to double book a time/game.
- There is to be a minimum of 10 mins between each booking.
- Allowing time for the customers to be moved away from the game and the game reset.
- Also enough time for waivers for Higher Risk games to be filled out.
- When the customer has 5 mins left on their game, the host will inform them they have 5 mins left.
- All games have to be added to Appointedd
- No customer is to play a game unless it is on Appointedd, whether it's by a pre booking or host booking.



Family Bookings

- We operate a family friendly gaming environment before 9pm every day. (Sometimes different, depending on the premises license)
- Aside from axe throwing, any ages can play any of our games.
- Our Food and Drink menu range caters for families and children.
- Under 12's must be accompanied by an adult at all times inside our venues.



Staffing Levels

- All staffing Rotas are done via JOLT. This is our online WFM tool.
- This Rota is under the control of the GM.
- Ratio of Staff to Customers is 1 Staff member to 50 Customers.
- This Ratio excludes Door Staff, Chef, GM, AGM, Supervisors and other management.
- Staffing levels can only be reviewed after 6 months of business and after consulting Boom HQ.
- Staff are only allowed to work in our venues after passing their Boom:
Battle Bar Passport training.
- This assessment includes, All Risk Assessments, Games Training, Cocktail Training, Induction, Health and Safety, Fire Safety, Manual Handling, Food & Hygiene, EPOS training, Appointed training and Service Standards

Security Staff

- All Door Staff must hold a current SIA License. Displayed clearly on their person during a shift.
- Minimum of 1 Door Staff per 75 Customers at peak times. This may increase during special events we run.
- Door Staff are responsible for administering and coordinating their own Log Book which should track who is working, hours, incidents, refusals, radio logs, etc.
- This Log is to be signed every night by the GM or Duty Manager.
- This will be by qualified SIA Door Security or, when appropriate, a trained member of our Front of House Team
- We require radio communication between Door Staff and Managers during peak times.
- We aim to always use a local company for Door Staff as they are more likely to know of any repeat offenders or troublesome persons.

Prevention of Noise Nuisance

- No Glass Bins are to be emptied outside after 21:00.
- Please Leave Quietly Signs are to be displayed on every exit.
- Once service has finished a staff member will be by the exit asking "Customers to respect our neighbours".
- A 30 min cooling/quietening time is used after service has finished. Allowing time for customers to relax. Then to leave calmly and quietly.
- No customers are allowed outside the premises with alcohol after 21:00.
- No glassware allowed outside premises.





Additional Noise Reducing Measures for Reading

- Our venues only play background music, so there's no live events or music at any times – but we will have a noise limiter on our sound system. There are no subwoofers in our venues either, just small 80W speakers.
- We will always ensure that the noise levels are at a reasonable level.
- Volumes of music, people leaving the venue and staff leaving the venue.
- We will have weekly meetings with to ensure our customers are having a positive impact to the area local businesses.
- We will liaise with the centre management team to ensure anyone inside and customers leaving our venue do not disrupt members of the public.



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Stats for Sales

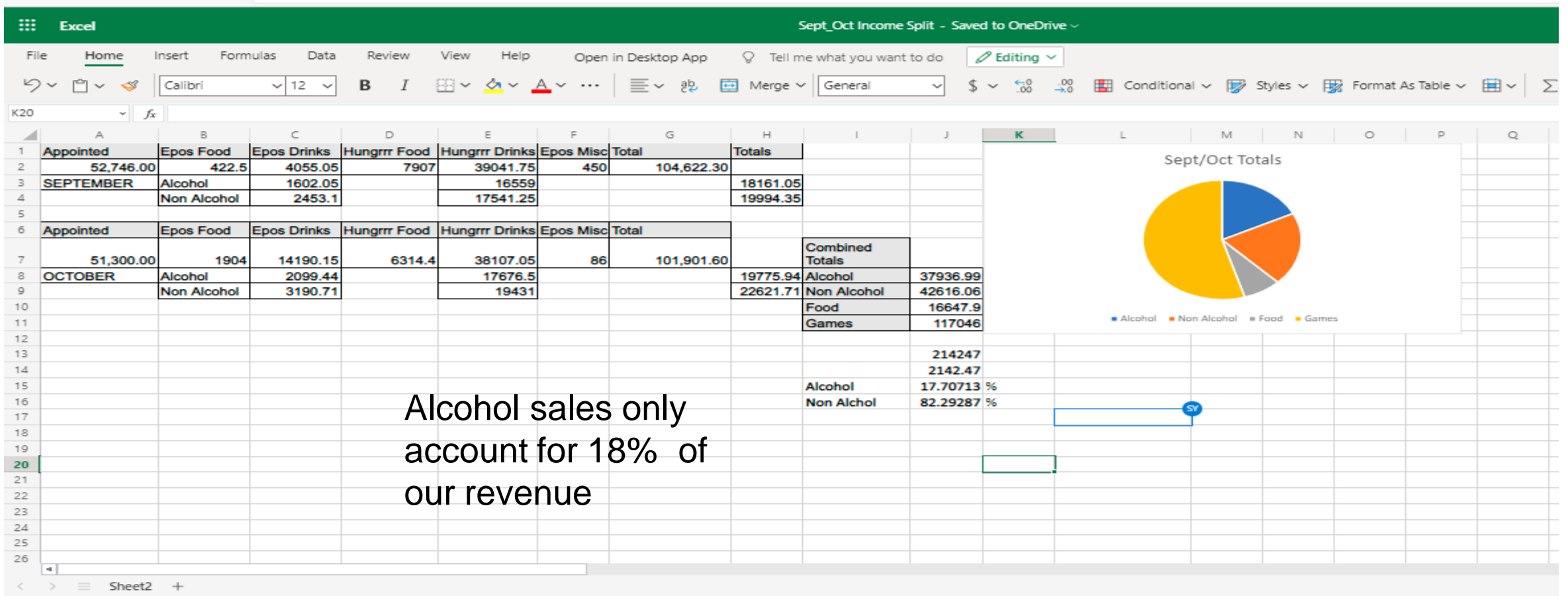
Marketing Photos and Sales
Figures for Sept + Oct Norwich
Site

Sales for Games July 2020- Jan
2021



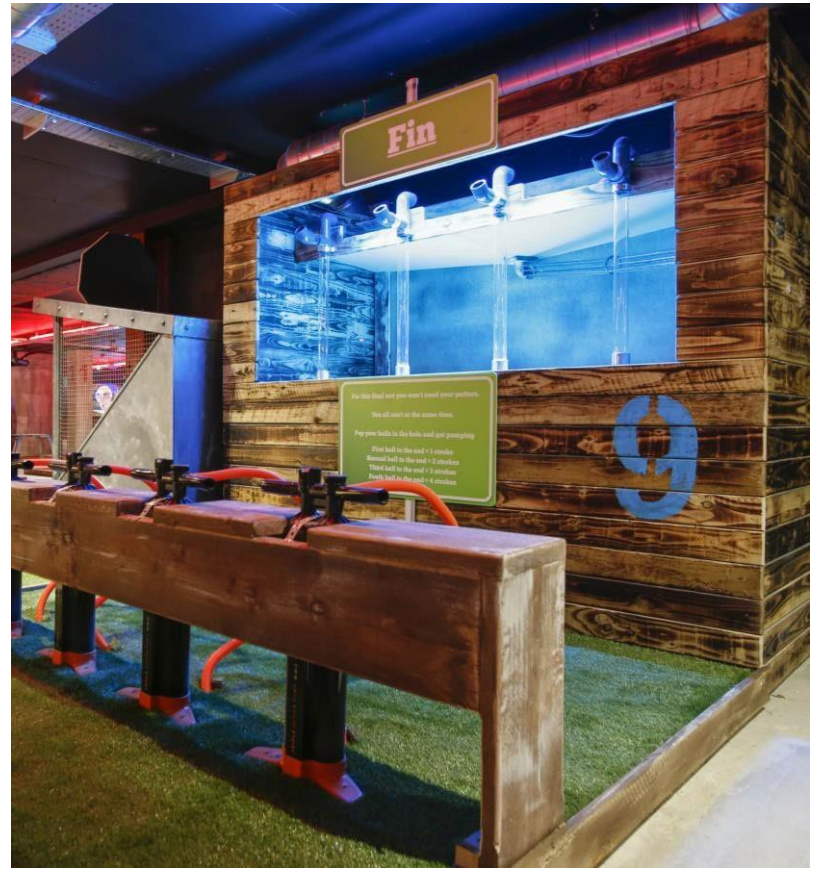
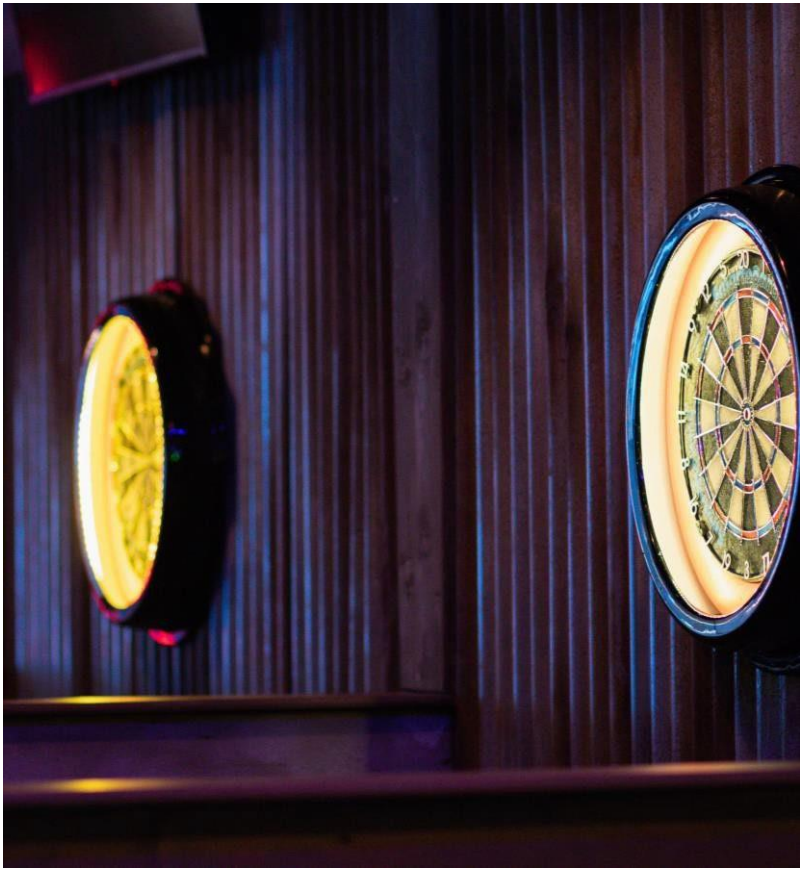
Food & Drink





Alcohol sales only account for 18% of our revenue

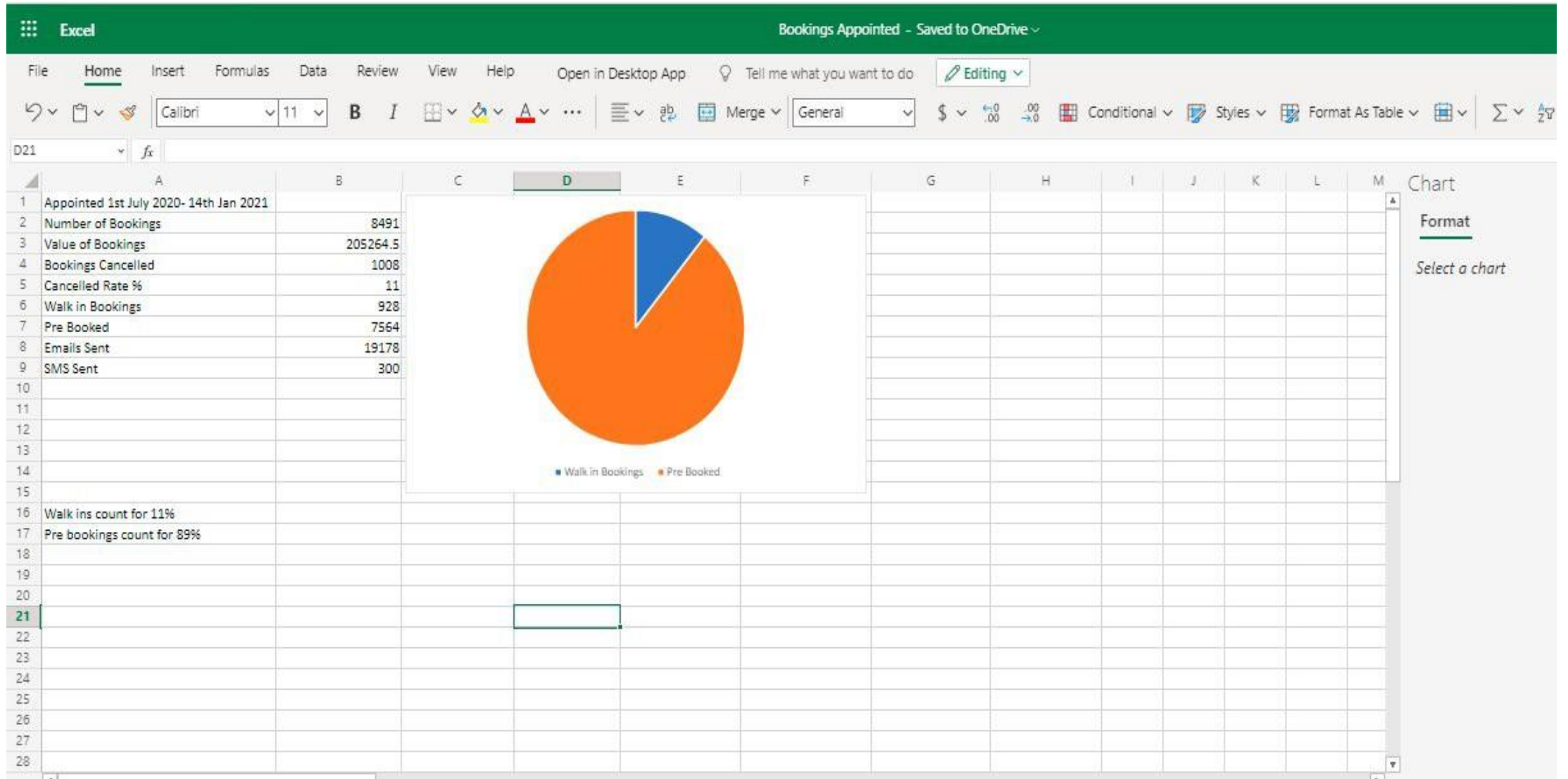
Sales Figures From Norwich Sept/Oct 2020



Gaming

Sales of Games/Booking Types

89% of Games are pre booked



Our Investment in The Oracle Centre, Reading



- We are investing £1.2M into The Oracle in Reading site.
- The unit have been vacant for a some time & by adding a unique business of gaming to the area we are adding more than just financial investment.
- A family friendly indoor gaming facility will increase footfall in the area. Our venue is for all ages.
- Additional work for local companies, suppliers, security, etc. as well as creating 50 jobs.
- Our customer focus and profile is 24-35.
- We attract customers that would rather spend time socialising than simply going to the pub.
- Our sales mix of games, street food & cocktails diversify us and protect us from consumer fads in the hospitality industry.
- Our venues offer the most diverse range of competitive socialising games in the Uk & Europe.
- The landlord sees us as a key tenant within The Oracle Shopping mall