



SOUTHWARK VENUE

CASE STUDY

Transforming London's Pool Scene
with Home Leisure Direct



The Brief

For over 14 years, Spots & Stripes has been at the heart of London's pool scene, creating a dedicated space for players of all levels to enjoy high-quality tables in a social, welcoming environment.

Founded by Nigel, a lifelong English pool player, the venue started with just eight English pool tables but quickly expanded due to growing demand.

After facing major challenges during COVID-19, including an 18-month closure and a £150,000 rent bill, Nigel had to rethink the future of his business.

That's when a lightbulb moment struck—introducing high-quality Rasson American pool tables to the London market, a move that would set Spots & Stripes apart from the competition.

The Solution

Recognising the increasing popularity of 9-ball pool and the lack of top-tier American tables in London,

Nigel turned to Home Leisure Direct to elevate his venue. The first step was investing in two Rasson Victory II American Pool Tables, known for their professional-grade build and Tournament-quality playability.

The response was overwhelming, with customers eager to play on the same tables used in international tournaments.



Encouraged by this success, Spots & Stripes expanded further, adding:

- Rasson Apollo English Pool Tables , which delivered an even higher level of precision and gameplay
- A dedicated Mosconi Mezz area (see image below), featuring the actual Rasson Ox American Pool Tables used in major tournaments, drawing in top UK and international players.
- Adding more Rasson Victory II American Pool Tables, a sleek and durable option ideal for competitive players.

This strategic shift not only improved the playing experience but also increased customer retention, event hosting capabilities, and overall revenue.





The Results

The introduction of quality Rasson Pool Tables from Home Leisure Direct completely transformed the business:

- **Explosive customer interest** – Players were traveling from all over country to experience the Rasson tables firsthand.
- **Boost in Social players**, ending up with a split of 80% social players, 20% serious players – A well-balanced mix that ensures consistent table bookings.
- **Increased revenue** – By offering £15 per hour play rates, with membership discounts, on more tables Nigel was able to build a sustainable pricing model.
- **Higher dwell time & wet sales** – Groups stayed longer, boosting food and drink sales significantly.
- **Bigger tournament potential** – Expanding the American pool section allowed Spots & Stripes to host official 9-ball events, further enhancing its reputation.



Nigel, Founder of Spots & Stripes:

“Bringing in the Rasson tables from Home Leisure Direct was a game-changer. Players kept calling to ask, ‘Do you really have Rassons?’ The answer was YES, and that instantly put us on the map as the go-to venue for 9-ball in London.

The investment was a gamble, but it paid off massively. We’ve seen a huge increase in bookings, and the buzz around the tables is incredible.”

Andy, Managing Director at Home Leisure Direct:

“Spots & Stripes is a perfect example of how high-quality products can elevate a venue. Nigel’s vision and passion for the sport made this an exciting project, and we’re thrilled to see the success our Rasson Pool Tables have brought to his business.

With the popularity of pool on the rise in the UK, we expect even bigger things ahead for Spots & Stripes.”



How You Can Get These Results?

As the exclusive UK supplier of Rasson pool tables, we offer the same high-quality tables used in professional tournaments—giving your customers an unbeatable playing experience. and you extra revenue.

Our team, Ben Flack and Fred Wintle, are experts in commercial games solutions. They're ready to help you find the perfect setup for your venue.

 Call us: 01454 613636

 Email us: commercial@homeleisuredirect.com

 Visit us: www.homeleisuredirect.com

We offer both purchase and lease rental options, so you can spread the cost to suit your budget. Plus, delivery and installation are included, and we can provide ongoing support and servicing to ensure your investment continues to perform at its best.

Join the many successful venues that have partnered with us to bring world-class pool tables to their customers and increase profitability and customer experience