



REDHILL VENUE

CASE STUDY

**Revitalising a Legacy Venue
with Home Leisure Direct**



The Brief

After the success of Spots & Stripes Southwark, founder Nigel saw an opportunity to breathe new life into another venue—this time in Redhill.

The site, which had been a snooker and pool club for decades, had recently closed down and was in need of a complete transformation.

Despite the challenges of taking over a failed venue, Nigel recognised its potential as a 'sleeping giant'—a space that, with the right investment, could become a thriving hub for cue sports once again.

The key to success? Top-quality tables, a refreshed atmosphere, and a focus on customer experience.

The Solution

To establish Spots & Stripes Redhill as a premier venue for American and English pool, Nigel once again partnered with Home Leisure Direct, this time focusing on:

- Rasson Apollo English Pool Tables –renowned for precision play and durability
- Rasson Ox American Pool Tables –used in international tournaments, offering a premium playing experience.

Nigel completely opened up the space, removing outdated partitions to create a more welcoming, modern environment.





A standout feature of the venue is the dedicated Apollo Arena, where players can compete on high-end tables and even live stream their matches to the club's YouTube channel. (see image below)

The club also introduced a new pricing model, with the Apollo tables priced at £20 per hour to reflect their premium quality, while maintaining the £15 per hour rate for other tables.





The Results

In just five months, Spots & Stripes Redhill has exceeded expectations, **financially achieving in 5 months, what was originally planned for the first full year:**

- **Consistently high occupancy rates, with English pool and snooker tables booked at 80–100% capacity most nights.**
- **Massive demand for competitions, including sold-out English pool events and the relocation of Total 9-Ball from Southwark.**
- **Hosting major tournaments, including the return of the GB9 Tour, further cementing Redhill's reputation in the competitive scene.**
- **Boosted customer retention, thanks to impeccable table maintenance and a high-quality playing environment.**



Nigel, Founder of Spots & Stripes:

“This venue had so much untapped potential. By partnering with Home Leisure Direct and bringing in the Rasson Apollo and Ox tables, we’ve transformed it into a true hub for cue sports.

The Apollo Arena has been a massive hit—players love the tables, and the live streaming feature has taken the experience to the next level. We’re seeing more players than ever, and the feedback has been fantastic.”

Andy, Managing Director at Home Leisure Direct:

“Spots & Stripes Redhill is a perfect example of how the right investment in tables and venue design can completely change a business.

Nigel’s passion and attention to detail—especially in table maintenance—sets this venue apart. We’re excited to see how the success here continues to grow.”



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