



**CO-SO**  
COMPETITIVE SOCIALISING  
GAMES ROOM



WELCOME  
TO THE  
*Jungle*



**TENBURY WELLS**

# CASE STUDY

**Turning Unused Pub Space into Profit:  
How The Bridge Boosted Revenue by  
25% with CO-SO**



# The Brief

**Located in the picturesque town of Tenbury Wells, The Bridge is a well-established pub with a rich history. Taken over back in 2006 it is now owned and managed by Bob Webb and Sarah Webb.**

**The venue comprises of two bustling bars, a gourmet kitchen, and seven letting rooms. However, an underutilised upstairs space—formerly an old ballroom—presented a unique opportunity for expansion.**

**Originally rented out to martial artists, the room became a concern when activities started causing damage to the property. This led Bob to rethink the space's purpose...**





**Inspired by a visit to Flight Club in Birmingham Bob decided to attend Home Leisure Direct's 'Competitive Socialising' event in 2024—a dedicated industry gathering designed to educate and inspire hospitality venues on how to successfully implement competitive socialising concepts.**

**This annual event showcases the latest trends, technologies, and strategies for transforming venues into dynamic, revenue-generating hubs that customers love.**

**It also offers valuable insights on booking systems, customer engagement, and product selections, empowering business owners to drive growth and enhance customer experiences.**





# The Solution

Working closely with Home Leisure Direct, Bob transformed the upstairs space into "CO-SO"—a dedicated games room offering a unique social experience. Key elements included:

- **Interactive Smart Darts – Two lanes offering an immersive gaming experience.**
- **Shuffleboard – Providing a social, competitive element.**
- **Pool Tables – Two quality tables set for casual and competitive play.**
- **Golf Darts – A unique twist on traditional darts.**
- **Karaoke Room – Available for private hire, ideal for group entertainment.**
- **F1 Simulator Room – Adding variety and excitement to the offering.**



**The room was styled with an edgy, "urban derelict" aesthetic, complete with foliage and graffiti-style art, giving the venue an authentic and contemporary vibe.**

**Investments included repairing the roof, installing a new ceiling, and creative interior design touches that contributed to an immersive atmosphere.**

**Bob also implemented a seamless booking system, "To Go," which integrates with their website for efficient customer management. This system allows for easy online payments and ensures a smooth booking experience for guests.**





# The Results

The transformation delivered remarkable results:

- **Increased Revenue – Overall performance rose by 25% within the first four months of operation. Importantly, this growth remained consistent even through the quieter months of January and February.**
- **Halo Effect on the Business – The addition of the games room has driven greater footfall and boosted overall customer spend, positively impacting other areas of the business.**





- **Boost in Food and Beverage Sales** – The games room has driven cross-sales, with guests dining in the restaurant or enjoying drinks after gaming sessions.
- **Enhanced Customer Experience** – Guests appreciate the diversity of entertainment options, from competitive games to social experiences, all within a stylish and comfortable environment.
- **Stronger Community Ties** – Bob has actively engaged with local sports teams, offering sponsorships and hosting team events, which has further strengthened the venue's community presence and family appeal.
- **Higher Customer Engagement** – The versatile room layout attracted various group bookings, including children's parties, football teams, and private events, with room hire priced at £150.



**Bob Webb, Owner of The Bridge:**

**"Bringing in Home Leisure Direct's solutions has been a game-changer for us. The impact on revenue and customer engagement has been phenomenal. The space has become a destination for groups looking to relax and have fun, and it has created a real buzz around our venue.**

**I would highly recommend Home Leisure Direct's Competitive Socialising event to anyone looking to transform underutilised space in their pub or venue. It provided invaluable insights into driving revenue and enhancing customer experience. The advice and support from the Home Leisure Direct team have been second to none."**

**Andy, Founder & CEO of Home Leisure Direct:**

**"Visiting The Bridge and seeing the transformation firsthand has been incredible. Bob has done an outstanding job of turning an underutilised space into a thriving hub for competitive socialising.**

**It's venues like The Bridge that showcase the power of investing in creative, engaging spaces. We're proud to have supported Bob's journey and look forward to seeing how this success continues to evolve."**





# How You Can Get These Results?

**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](mailto:commercial@homeleisuredirect.com)**

** Visit us: [www.homeleisuredirect.com](http://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**