



PRESENTS...

Competitive SOCIALISING 2020

THE REVOLUTION AND BEYOND...

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Event Programme

#CS2020



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Welcome!

Thank you for attending our very first Competitive Socialising Event. This is such an exciting and vibrant market we felt that there really should be some type of gathering, to get all the key players in one room and share their knowledge and experience with each other. We have assembled some fantastic speakers and panellists who will share their thoughts and ideas, along with some awesome market research and insights.

I would like to thank our wonderful partners and sponsors for supporting us and backing our idea with their brands. It is very much appreciated. Please take your time to chat with them to see how they can support your business. Finally I would like to thank Jade Craig, owner of Inntegra, for pulling everything together. She has done an amazing job making this happen.



Andy Beresford
CEO and Founder
Home Leisure Direct

Schedule for the Day

11:30 - 12:30 Registration

Please help yourself to a drink and nibbles whilst taking a moment to settle in for a jam packed day.

12:30 - 12:40 Welcome Introduction

Andy Beresford provides a background to the event and explains what to expect throughout the day.

12:40 - 13:00 Keynote Speaker - Helene Mills, Incite

Helene Mills delves into the research Incite have conducted on the booming world of competitive socialising in their Whitepaper - which will be available in your gift bag at lunch time.

13:00 - 13:45 Panel Discussion - Investment: Opportunities

George Adams leads a panel with Yasha Estraiakh, Ian Edward and Lyn Goleby regarding investment opportunities in this sector.

13:45 - 14:30 Lunch - Served in Bar and Kitchen

14:30 - 15:00 Market Insight - Kam Media

Katy Moses analyses the competitive socialising market and explores its current trends.

15:00 - 15:30 Keynote Speaker - Steve Moore, Flight Club

Andy Beresford interviews Steve Moore, the CEO and Founder of Flight Club and Electric Shuffle - with added audience Q&A.

15:30 - 16:00 Panel Discussion - Operators: Market Growth

Simon Adams leads a panel with Dawn Clarke and James Sweetnam.

16:00 - 16:30 Break - Tea and coffee served in Bar and Kitchen

16:30 - 17:00 Panel discussion - Operators: Product Innovation

Andy Beresford leads a panel with Will Hawkes, Graeme Hawkins and Steve Mortensen on evolving innovations in the market.

17:00 - 17:30 Product Launches and Payment Technology

Andy Beresford introduces the latest product innovations such as Duckpin, Digipool & BeerPong Pro.

17:30 - 21:00 Product Demonstrations, Drinks & Food

Your chance to roam and have fun! Complimentary drinks and pizzas served from 7pm.

Who are the Speakers?



Andy Beresford - CEO and Founder, Home Leisure Direct

Andy has spent over 30 years at the forefront of consumer retailing. He started at Dixons in the late 80s during the consumer electronics boom, then moved to the board at Phones 4u as mobile phones took off in the 2000s. He co-founded Home Leisure Direct with his wife Michelle as an e-commerce business supplying commercial grade games room products to home customers. The company has since expanded greatly, now also serving the hospitality sector with cutting edge products, rentals, repairs and servicing.



Helene Mills - Director of Consumer Strategy, Incite

Helene heads up the Consumer Strategy practice at Incite (formerly Pragma) and advises both operators and investors in consumer business. She has over 20 years experiences in consumer insight and strategy consultancy, and has led projects across diverse sectors including leisure, food & beverage, retail and fashion. Her passion lies in developing solutions to align propositions to unlock opportunity through understanding the market and target audience.

Incite have prepared a White Paper for this event and will be talking through some of the reasons why 'Competitive Socialising' has generated such a head of steam. Through their own research they unpick what is driving this 'revolution' and outline the opportunities it presents for operators.



Steve Moore - CEO and Founder, Flight Club

Steve Moore is the CEO and co-founder of Red Engine, the dynamic team behind Flight Club Darts and Electric Shuffle. Seeking to redefine moments with friends, Flight Club has 8 venues spanning from London to Chicago and Boston, and their newest concept Electric Shuffle launched in 2019 in London's Canary Wharf. With a background as a Futures Trader, Steve set a Guinness World Record by completing the longest journey made by a fire engine, in memory of his father. This huge exercise in project management helped develop Steve's skillset and ability to take on his next ambitious challenge: reinvigorating the hospitality industry.



George Adams - Investor

George has set up & sold his own businesses in the consumer space but has spent the majority of his career as a professional investor. As a director at 3i & a partner at Piper Private Equity he invested in a range of consumer businesses including those in the leisure sector. He currently invests and sits on the board of five businesses, including Home Leisure Direct, hence his appearance today!



Yasha Estraiikh - Associate Partner, Piper Private Equity

Yasha is an investor and brand communications specialist, working with leading entrepreneurs and management teams to put the customer at the heart of their brands. He is part of a team of brand experts at Piper, the investment partner of choice for ambitious entrepreneurs growing brands consumers love. Their leisure investments include Flat Iron, Loungers, Frame, Turtle Bay, Las Iguanas, Hickory's Smokehouse and Pitcher & Piano.

COMING SOON!

Interactive Darts

A brand new interactive darts experience coming soon, exclusive to Home Leisure Direct





Ian Edward - Investor

Ian Edward is currently a senior leisure adviser to leading mid-market corporate finance firm Clearwater International, who are advisers to Junkyard Golf. He is also a founder of Hippo Inns, the director, founder and shareholder of Pizza Pilgrims; investor and non-exec at Thunderbird Fried Chicken, and Seafood Pub Company. He had his own corporate finance business in the sector for over 20 years following a career in New York and London.



Lyn Goleby - Film and Event Cinema Expert

Lyn's working life has largely been spent conceptualising and building places for people to enjoy their leisure time. In the 1980's Lyn focussed on reinventing the high street cinemas which were steadily declining. The demise of cinemas was going to 'spell the end of the high street'. Sound familiar? Cinema is alive and thriving. It feeds the human need to gather together to hear and watch stories and it contributes to the heart of communities.



Katy Moses - Founder and Managing Director, Kam Media

Katy has 20 years experience in business development, research and consultancy roles. She's passionate about pubs and bars (not just about being in them) and small format retail. Katy has run research programmes for some of the biggest names in FMCG and major retail, including: Heineken, Diageo, Heinz, The Co-operative, Waitrose and McColl's. Since what seems like the dawn of time, Katy has worked with pub and bar companies as a consultant, and runs bespoke and syndicated research programmes for pub and casual dining brands and suppliers such as Punch, Enterprise, St Austell, Shepherd Neame, First Drinks, and Carlsberg.



Simon Adams - Partner, RSM

Simon is a partner in RSM's employer solutions team, with a particular focus on advising employers on share schemes and remuneration planning. He works with a range of businesses from start-ups through to fully listed companies in the leisure and hospitality space.

Simon works with employers and businesses across all aspects of the employment tax spectrum, specifically employer compliance, global mobility and share schemes and remuneration planning, both in the UK and internationally.



Dawn Clarke - Head of Electronic Leisure, Mitchells and Butlers

Born and bred in Burton Upon Trent in the Midlands, Dawn went to Birmingham University where she scored a not so shabby 2:1 in Business Administration. She went on to Post Graduate to study Multi-Unit Hospitality Leadership. As a young 'whipper snapper' Dawn joined the leisure and gaming industry in 1997 and, after an inexorably upward incline from Call Operative to Account Manager for Rank Leisure, she made it to the dizzy heights of Head of Electronic Leisure for Mitchells & Butlers.



James Sweetnam - Founder, Event Corporation

After becoming unenthused with a long career in aviation, James decided to embark in the thrilling world of business ownership. While the roots of his business can be traced back to rudimental event organisation like Car Boot Sales, James soon became engrossed and fascinated by the weatherproof industry that is indoor leisure and entertainment.



Will Hawkes - General Secretary, British Foosball Association

Ranked in the UK's top 30 players, last year Will coached the Team GB senior team to a silver medal at the Table Football World Cup. Using this extensive knowledge, Will is responsible for the development of table football as a sport with the British Foosball Association and the International Table Soccer Federation. Away from the table, Will spent 20 years as a management executive at HSBC. More recently he is with Deloitte Consulting in marketing and digital sectors, and is a trustee of two charities.



Graeme Hawkins - Founder, London Shuffle Club

While frankly stating that he didn't really come up with a new idea, Graeme utilised his unique insight and experience to transform a Eureka moment into one of London's coolest activity bars. During a trip to New York in 2016, one of Graeme's wife's friends recommended that they try Shuffleboard in the city. People putting away their phones in favour of embracing their competitive natures, and getting stuck in with shuffleboard - Graeme took the idea and rolled with it.

Delegates

| Company | Name | Company | Name |
|------------------------|----------------------|----------------------|--------------------|
| 10% Pub Co | Andy Merricks | Charged Up | Sammy Sadek |
| Adventure Bars | Thomas Kidd | CIL M. Consultants | Scott Pettipher |
| All Our Bars | Patrick O'Looney | City Mazes and Pins | James Sweetnam |
| All Star Lanes | Charles Freeman | Colliers | Abban Magos |
| All Star Lanes | Emily Smith | Colliers | Maddi Ellis |
| All Star Lanes | Graham Cook | Colliers | Paul Bugeja |
| All Star Lanes | Miguel Franco | Colliers | Ross Kirton |
| All Star Lanes | Roberta Ringhieri | Concept Taverns Ltd | Ben Warren |
| Alterx | David Goldstein | Core | David Allen |
| Antic | David Ellacott | Core | Hannah Melia |
| Antic | Mark Walsh | Core | Krishnan Doyle |
| Antic & Downing | Mark Crowther | Dabbers Social Bingo | Kamal Mahamdallie |
| Aviko | Jon Borzacchiello | Dabbers Social Bingo | Ed Wethered |
| Aviko | Jonathan Brown | Disco Bowls Group | Simon Moffett |
| Aviko | Paul Halliwell | Ei Group | Helen Cook |
| Ballie Balerson | Andrew Stones | EI Group PLC | Nathan Wall |
| Ballie Balerson | Lizzie Ryan Ryan | Electric Star Ltd | Rob Star |
| Bar Works | Scott Chillery | Electric Star Ltd | Steve Macri |
| Barcade Ltd | Fran Kitching | Enhanced Hospitality | Justin Wallace |
| Barcade Ltd | Joe Dowling | Eques | David Hordle |
| Barcade Ltd | Marc Jones | Eques | Jonathan Knight |
| Barclays | Keith Herod | Escape Hunt | Andrew Jacobs |
| Beds And Bars | Dan Bailey | Escape Hunt | Sarah Lloyd-Baker |
| Beds And Bars | George Quinn | Escape Hunt | Karen Bach |
| Beds and Bars | Hamish Mcneil | Everyone Entertained | Andrew Mugliston |
| Belushi's | Andrew Brian | Everyone Entertained | Andrew Mugliston |
| Blacklock | David Roberts | Everyone Entertained | Grant Wright |
| BMO Real Estate | Victoria Shiells | Experience Bars Ltd | Sam Elrick |
| BOC | Carl Goode | Fest and Revel Pubs | Chris Kelly |
| BOC | Gavin Denham | Fest and Revel Pubs | Vin Read |
| BOC | Kerryn Johnson | Fleet Street Comms | Charlotte Cavanagh |
| Boom Battle Bar | Elliott Shuttleworth | Fleet Street Comms | Kaye Rawlings |
| Boxpark | Ben McLaughlin | Flight Club | Steve Moore |
| Boxpark | Damian Ossowski | Flip Out | Dave White |
| Boxpark | Dan Fullarton | Frontier Pubs | Ben Chapman |
| Boxpark | Simon Rogers | Frontier Pubs | Peter Myers |
| Brighton Peir | Anne Ackord | GC Mallen | Gary Mallen |
| Brighton Peir | John Smith | GCW | Chris Hovington |
| Bristish Foosball Ass. | Will Hawkes | George Adams | George Adams |
| Camerons Brewery | David Scott | Go Ape | Jon Noakes |
| Camerons Brewery | Mark Connor | Great Northern Group | Thomas Holodynsky |
| Camm & Hooper | Ian Babks | Great Northern Ltd | Owen Roach |
| Capreon | Henry Joseph | Greene King | Andrea Greenwood |
| Charged Up | Hakeem Buge | Greene King | Jason Lockwood |

Delegates

| Company | Name |
|----------------------|--------------------------|
| Greene King | Lee Murden |
| Greene King | Lee Newman |
| Greene King | Louise Ainsworth |
| Grosvenor casinos | Rebecca Reeves |
| Growth Capital Ptnrs | Liam Bennett |
| Growth Capital Ptnrs | Michael Gray |
| Hijingo | James Gordon |
| Ian Edward | Ian Edward |
| Incite | Helene Mills |
| Incite | Helene Mills |
| Intu Properties plc | Dan Shaw |
| Junction Leisure Ltd | Olga Bradbury |
| Junction Leisure Ltd | Sean Bradbury |
| Junkyard Golf Club | Georgie Pilling |
| Junkyard Golf Club | Sam Jones |
| KAM Media | Blake Gladman |
| KAM Media | Katie Jenkins |
| Kam Media | Katy Moses |
| Kongs Bars | Max Pioli |
| Kongs Bars | Toby Stringer |
| Legacy Hospitality | Ashley Moore |
| Leisure Machine... | Ashley Cope |
| Leisure PR | Maureen Heffernan |
| London Shuffle Club | Graeme Hawkins |
| Lucky Voice | Charlie Elek |
| Lucky Voice | Nick Jones |
| Lyn Goleby | Lyn Goleby |
| M&B | Dawn Clarke |
| Malvern Inns | Gavin Chapman |
| Maples Teesdale | Anastasia Klein |
| Maples Teesdale | Caroline Daubeney |
| Maples Teesdale | Chris Xitsas |
| Maples Teesdale | Dersim Karadag |
| May & Company | Zak Eckstein |
| May&Company | Samuel May |
| McManus Pub Co | Gary McManus |
| McManus Pub Co | Tom McManus |
| McMullen & Sons Ltd | Heydon Mizon |
| Merchant Heart | Aldric Charles de Geuser |
| Merchant Heart | Alex McMillan |
| Merchant Heart | Bradley Goldsby |
| Merchant Heart | Michael Doxey |

| Company | Name |
|---------------------|----------------------|
| Merchant Heart | Nicolas Morvan |
| Mighty Adventures | Alex Lewis |
| Mighty Adventures | Allan Saud |
| NAMCO UK Ltd | Robert Cook |
| NAMCO UK Ltd | Trevor Sutton |
| NDML | Michael Dawson |
| NDML | Vitoria Romero-Trigo |
| Pier Nine Brighton | Ethan Dewitt-Bukater |
| Piper Equity | Yasha Estraiikh |
| Polaris | Neil Westwater |
| Polaris | Richard Forster |
| Poptato ltd | Ilias Georgatos |
| Poptato ltd | Marco Maiocchi |
| Pub Love | Ben Stakhouse |
| Pub Love | Mat Aket |
| Puttshack | Angela Murillo |
| Puttshack | Chris Lincoln |
| Puttshack | Hugh Knowles |
| Puttshack | Paul Hunter |
| Puttshack | Roberto Moretti |
| Puttshack | Sophie Evans |
| Red Engine | Dustin Acton |
| Red Engine | Ludovica Pirazzi |
| Revolution Bars | Emma Lusty |
| Revolution Bars | Rachel Lane |
| Rileys | Carl Stock |
| Rileys | Tom McMahon |
| Rileys / Bierkeller | Craig Mayes |
| Rileys / Bierkeller | Vicky Davis |
| Roxy Leisure Ltd | Ben Jones |
| Roxy Leisure Ltd | John Crowe |
| Roxy Leisure Ltd | Matthew Jones |
| RSM | Andrew Westbrook |
| RSM | Paul Newman |
| RSM | Peter Graham |
| RSM | Robyn Duffy |
| RSM | Ryan Broomfield |
| RSM | Saxon Moseley |
| RSM | Simon Adams |
| Salty Dog | Dom Crowther |
| Salty Dog | Aavron Newland |
| Scarlett Pub Co | Alex Major |

Delegates

| Company | Name | Company | Name |
|----------------------|---------------------|----------------------|--------------------|
| Scarlett Pub Co | Rob Perrott | Thorley Taverns | Philip Thorley |
| SFG Club | Chris Burnett | Throwback Leisure | Rob Gribbin |
| SFG Club | Neil Garner | Throwback Leisure | Shaf Allyman |
| SFG Club | Nick Frow | Transport for London | Tracy Goddard |
| SFG Club | Tiago Coelho | Tripudio Group | Richard Beese |
| SKY | Louise Newman | Urban Village Pubs | Daniel Keen |
| SKY | Tracy Harrison | Urban Village Pubs | Gavin Drew |
| Snug Bars | Giles Fry | Urban Village Pubs | Ian Grundy |
| Social Entertainment | Dov Penzik | Urban Village Pubs | Steve Hipgrave |
| Social Entertainment | Sam Pollard | Venners | Elyske Ven Der Pol |
| Sourced Market | Scott Macdonald | Venners | Kevin Green |
| Startle | James Picken | Venners | Scott Hulme |
| Startle | Melanie Frazer-Reid | Wagestream | Jamie Lyons |
| Stay On Target | James Bidgood | We Are Bar Group | Simon Alderton |
| Stonegate Pub Co | Elliott Cantor | We Are Data Hawks | Victoria Searle |
| Stonegate Pub Co | Hannah Lumby | Whistle Punks | Chris Poole |
| Stonegate Pub Co | Hayley Collins | Whistle Punks | Frank Bandura |
| Stonegate Pub Co | Karl Johnson | Whiting & Hammond | Brian Whiting |
| Strikeout | Samira Kearle | Whiting & Hammond | Georgie Douthwaite |
| Strikeout | Sarah Bowen | Wi5 | Weybudur Rahman |
| Swamp Motel | Daniel Hemsley | Wireless Social | Harry Fallows |
| Swamp Motel | Will Herman | Wireless Social | Bryony Jones |
| Tamweel | Adam Spencer | Woods Whur | Andrew Woods |
| Tamweel | Ali Anezi | Woods Whur | Luke Elford |
| The Bierkeller | Julian Pace | Woods Whur | Paddy Whur |
| The Raging Ball | Ben Tresidder | Young & Co Brewery | Patricia Moody |
| The Raging Ball | Gavin Tresidder | Young's | Gillian McLaren |
| The Rank Group | Barry Lyons | Young's | Hattie Liddle |
| The Rank Group | Callum Scott | Yummy Pubs | Tim Foster |

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