

LTR

LEISURE TV RIGHTS

**Exceptional venues.
Outstanding experiences.
Delivered expertly.**



MISSION STATEMENT

We lead in **bringing immersive leisure venues to life.**

We transform beloved TV programmes into **exceptional venues** and **outstanding experiences** for all our customers.

LEISURE TV RIGHTS

**Think you could beat the Warped Wall?
How about out smart the Chaser?
Perhaps you even think you could survive the Jungle...**

Many fans of these beloved, high-engagement ITV programmes have dared to wonder how they'd fare on their favourite show. Through immersive leisure activity venues, Leisure TV Rights are a company passionate about bringing these beloved programmes to life to give the public a chance to take on the challenge.

Focused on providing visitors of all different ages and abilities with the opportunity to immerse themselves in the world of their favourite television show, Leisure TV Rights pride themselves on creating safe and inclusive experiences to be enjoyed by all.

Founded by entrepreneur Mike Anderson, Leisure TV Rights have also secured further investment from Imbiba, who assist with the growth of category leaders in the leisure, entertainment and lifestyle industry.



OPERATIONAL EXCELLENCE

Lisa



Lisa Buckley
CEO

MD/Cote Brasserie
Ops Director/Wagamama

Alison



Alison Wong
CFO

Director/Imbiba
FD/Crepe Affair

Simon



Simon Childs
CMO

Head of Marketing/Ryman
Exec to CEO/Theo Paphitis Retail

Dawid



Dawid Kaminsky
Ops & People Director

Ops Director/Cote Brasserie
Rg. Ops Director/Wagamama

Julia



Julia Poulson
Property Director

Director/RAB Retail
Property Director/Dominos

LOCATIONS

Trading locations

Ninja Warrior UK **Leeds**

Ninja Warrior UK **Walsall**

Ninja Warrior UK **Liverpool**

Future Openings

Ninja Warrior UK **Bristol (Dec 2022)**

Ninja Warrior UK **Gateshead (2023)**

I'm A Celebrity **Newcastle City Centre (2023)**



Our Values



LEISURE TV RIGHTS

ENERGY

We understand the correlation between positive energy and positive results.

We are uncomfortable sitting still and that's why we push ourselves and each other to achieve more.

Our customers come to us full of energy, and we thrive from it.

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COURAGE

We know that fortune favours the bold. We act decisively, with foresight and courage.

We are empowered to take positive steps forward without fear of failure, and we never shy away from challenges.

When we make a decision, we give it our all, we all share an unrelenting drive to break the status quo and innovate where few have dared to go.



FLEXIBILITY

We deal with the unexpected and quickly adapt to new circumstances as they arise. We take pride in delivering results through challenges.

We live in uncertain times, but we are certain about our willingness to adjust. We are resilient and adapt to disruptions with enviable skill and enthusiasm.

We pride ourselves on our agility, and knowing how to do something differently from the majority of the market is our greatest strength.

BALANCE

We know that being successful means having success in many areas of life. We balance our livelihoods, development and wellbeing.

Integrity is at the heart of all we do, we are honest, supportive and self aware. We cultivate a culture that is inclusive of everyone and where anyone can succeed and grow.

We know that no business can succeed on its own. We have a positive impact on our local communities and the world.





A hybrid hospitality experience delivered by

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THE CHASE

A hybrid hospitality experience combining a fun and engaging activity within a traditional hospitality setting. Designed by Kindred Concepts, delivered by Leisure TV Rights.

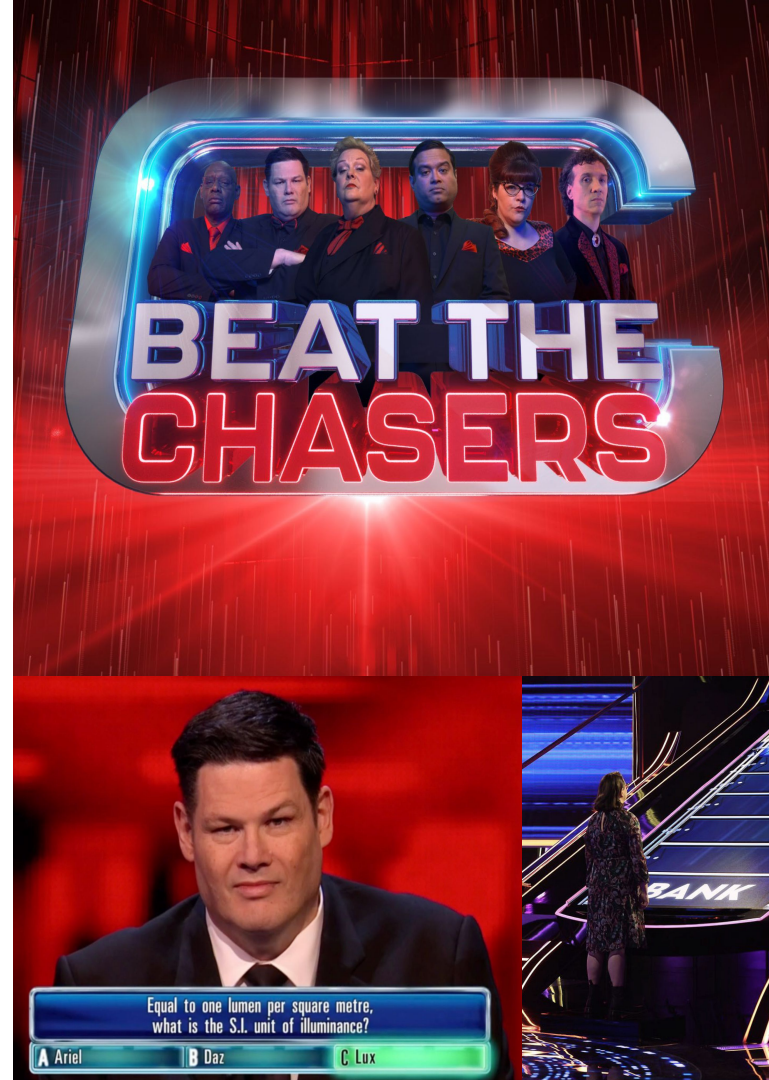
Utilising leading & custom built technology to bring the game show to life for:

Small Groups: 2-5 guests, seated at a “Chase” table with a dedicated interactive screens.

Large Groups: 6+ guests competing in teams seated at a “Chase Base” for up to 12 players and can be combined for larger groups.

Bar Chase: An interactive, high energy group experience hosted by a charismatic presenter.

Offering a great experience for families, corporates & adult social markets.



THE FORMULA

Spend per sqft Activity takes up little room, price per person model vs price per area

Ability to generate high F&B spends The price per person model enhances the 100% margin & almost zero cost of the activity, reducing break evens

Per person price vs group price Price per person model ensures groups of less than 6 appeal to the biz

Competitive level playing field Everyone can quiz, the gameplay and tech create the level playing field

Corporate Appeal Like all competitive socialising this has corporate appeal, especially with the potential of tailored questions

Breadth of market Covers families, corporate and adult social - the 'holy trinity'

Scalability Replicable model with brand recognition plus could be small or large sites

International appeal Quizzing is universal and the brand is already internationalised

Profitability & payback Because of high spends and high margins its highly profitable with excellent payback

Quality of the experience Quizzing is tried and tested and is up there with the most eligible formats to conceptualise

Barriers to entry 'The Chase' brand provides more comfort than unbranded concepts

KINDRED CONCEPTS

This is an exciting new venture
designed with Kindred Concepts,
the creative team behind:

BOUNCE



Puttshack

HIJINGO



PROPERTY REQUIREMENTS

High footfall city centre

Close proximity to public transport
and car parks

Complimentary leisure attractions

8,000 - 10,000 Sq Ft

Ceiling Height 3.8m+

Target Locations:

Manchester

Leeds

London

Edinburgh

Glasgow

Birmingham

Liverpool

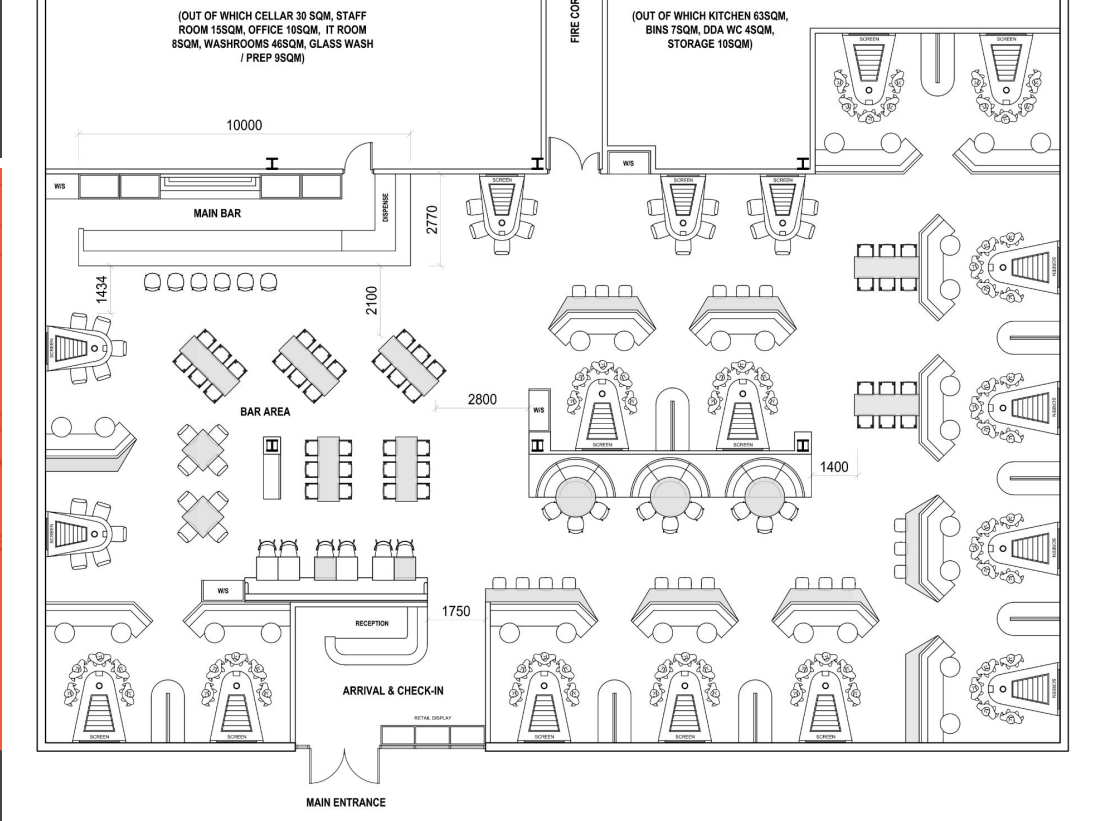
INVESTMENT

Capital Investment of c. £3.5m

Location will be managed directly by the Leisure TV Rights team.



EXAMPLE FLOOR PLAN



THE CHASE

By Leisure TV Rights



Brand new competitive socialising concept

In partnership with ITV delivering a globally recognised brand

Experienced industry leaders delivering operational excellence

High level of investment for the long term

Global appeal and expansion



Ninja Warrior UK delivered by

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Ninja Warrior UK

Ninja Warrior UK Adventure Parks are supervised leisure and activity venues inspired by ITV's hit programme **Ninja Warrior UK!** These safe and inclusive venues are targeted towards visitors of all different ages and abilities. As they climb, swing and jump their way through the various obstacles, visitors are encouraged to test their skills and have fun whilst doing so.

Alongside the main Ninja obstacle courses, each venue has a giant inflatable and a designated soft play area for toddlers aged 0 - 3 years, meaning that there is something for the whole family to enjoy. Every Ninja Warrior UK Adventure Park has a fantastic food and drink offering suitable for visiting customers or larger gatherings such as parties and corporate events.





FUN FOR EVERYONE

Attracting around 100K to 150K visitors per venue each year, Ninja Warrior UK Adventure Parks are designed to provide a fun challenge for visitors of varying ages and abilities, ensuring that everyone gets a chance to test their Ninja skills.



TAKE ON THE CHALLENGE

Obstacles Include:

Warped Wall, Ninja Reaction Zone, Giant Inflatable, Multiple-Level Soft Play Area Spider Wall, Jump Tower, Sea of Swings, Tilting Beams, Rolling Logs, Scramble net, Sea of Doors, Floating Bridge, Ninja Climbing Wall, Giant Airbag & Foam Pits

EXPERIENTIAL LEISURE

FOOD & DRINK

Each of the venues have a cafe serving a wide range of food and drinks, including healthier and allergy friendly options to accommodate guest needs.

SPECIAL CELEBRATIONS

Those looking to celebrate a birthday or other special occasion at Ninja Warrior UK Adventure Parks can choose from a range of party packages available at price points to suit different budgets.

OFFERS & DISCOUNTS

Guests can also enjoy a number of offers and discounts to help them save on their visit. Some of the savings available include group bookings and student, Blue Light card and carer, all of which are applicable when booking through the website.

MERCHANDISE

Ninja Warrior UK Adventure Parks also offer a range of merchandise including socks, headbands, sweatbands and gloves to help visitors “get the Ninja look” before taking on the course.



PROPERTY REQUIREMENTS

20,000-35,000 sq ft
Eaves height 6m+
Large catchments
High footfall areas
Class E planning use
Onsite parking

Target Locations:

Glasgow
Edinburgh
Brighton
Birmingham
Nottingham
Reading
Croydon

INVESTMENT

£1m investment into each UK Venue
Location will be managed directly by the Leisure TV Rights team.



NINJA WARRIOR UK

By Leisure TV Rights



A proven & recognisable offering

In partnership with ITV delivering a globally recognised brand

Experienced industry leaders delivering operational excellence

High level of investment for the long term

Global appeal and expansion



I'm a Celebrity Get Me Out of Here! Delivered by

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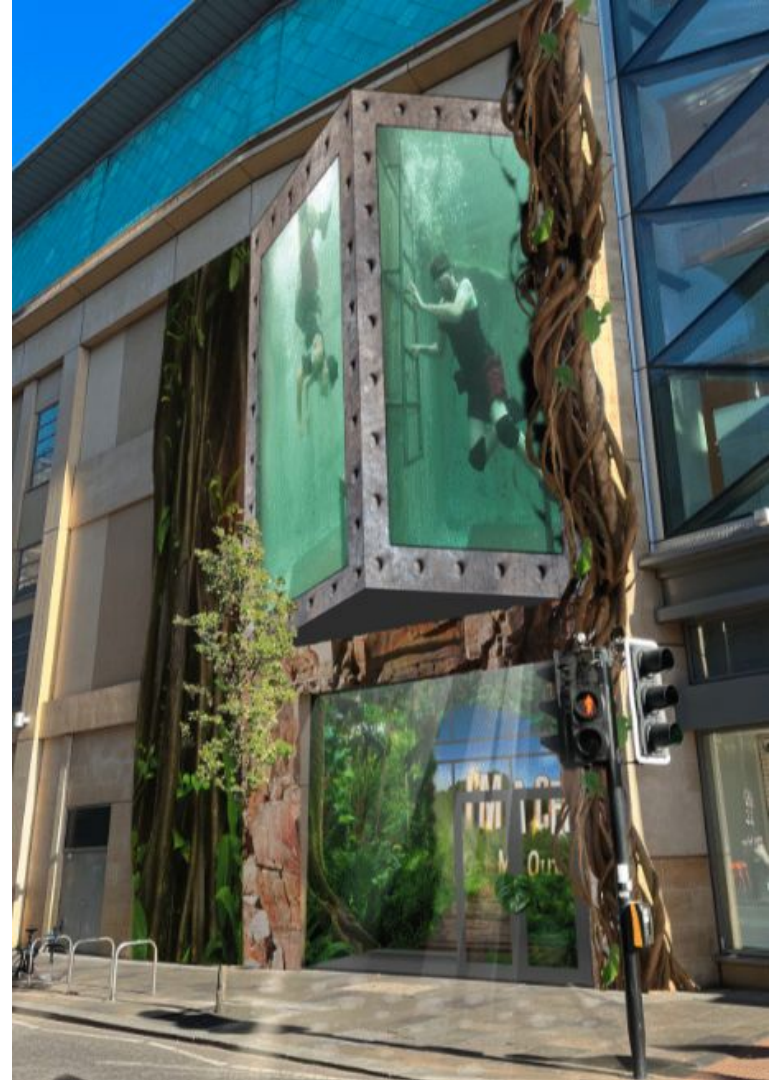
I'M A CELEBRITY

Inspired by ITV's hit reality show *I'm a Celebrity - Get Me Out Of Here!* Deep in the dark jungle, take on challenges that put your bravery, resilience and intelligence to the test. These safe and inclusive venues are targeted towards visitors of all ages and abilities. But only the brave will compete and be crowned jungle champion!

Get stuck into all the jungle action. Immerse yourself in the gold star bonanza obstacle course & giant tree house slide. Can you solve clues to get out of the escape rooms before the time runs out or will you be shouting "I'm a celebrity, get me out of here!"?

Take on all that the jungle has to throw at you, your survival is in your hands! The perfect family day or night out with friends.

Refuel by tucking into some bush themed grub at the cafe & bar area serving fantastic food, drinks and jungle themed cocktails.





Get Me In Here!

Brave the trials & experience all the jungle has to offer at I'm a Celebrity adventure parks. Designed to provide an interactive & immersive experience for visitors of varying ages and abilities. Discover a range of surprising and exhilarating bush themed challenges with family and friends.



WELCOME TO THE JUNGLE

Attractions Include:

Giant Tree House Slide with Spider Feature, Crazy Critters Adventure Golf, Dark Interlinked Beastly Burrow Crawl Tunnels, Trapped Escape Rooms, Lost Mirror Maze, Gold Star Bonanza Obstacle Course, Cyclone Ball Pad & Multiple-Level Soft Play Area.

The Studio; including presenting on Ant & Dec's chairs & a photo opportunity as you are crowned King or Queen of the Jungle.

The Kiosk; spend your dingo dollars

EXPERIENCE IS EVERYTHING

FOOD & DRINK

Each of the venues have a themed cafe and bar area serving a wide range of delicious food, drinks, and cocktails appealing to all age ranges, especially families, couples and groups.

PARTY PACKAGES

Celebrate at I'm a Celebrity with party rooms and a party package to suit all budgets. Party areas to be cosy jungle caves, magically lit with space for chill-out hammocks. A totally unique party experience..

OFFERS & DISCOUNTS

Guests can also enjoy a number of offers and discounts to help them save on their visit. Some of the savings available include group bookings and student, Blue Light card and carer, all of which are applicable when booking through the website.

GIFT SHOP & MERCH

Feel like a campmate with your very own official I'm a Celebrity merchandise. Head down to the 'Outback Shack' to browse a range of high quality I'm a Celebrity Get Me Out Of Here-inspired gifts and merch.



PROPERTY REQUIREMENTS

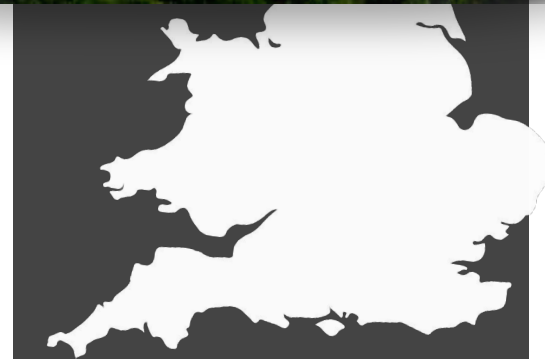
40,000 sq ft on multiple flrs
Street level entrance
Prominent venue
Good transport links
City centre or out of town

Target Locations:

Manchester
Leeds
London
Glasgow
Birmingham
Liverpool

INVESTMENT

£3m investment into each UK Venue
Location will be managed directly by the Leisure TV Rights team.



I'M A CELEBRITY GET ME OUT OF HERE!



By Leisure TV Rights

Designed to provide an interactive & immersive experience

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