

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 Buckley
CEO

MD/Cote Brasserie
Ops Director/Wagamama



Alison Wong
CFO

Director/Imbiba
FD/Crepe Affair



Simon Childs
CMO

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



Dawid Kaminsky
Ops & People Director

Ops Director/Cote Brasserie
Rg. Ops Director/Wagamama



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**

Ninja Warrior UK **Bristol**

Future Openings

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.





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

Contact



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