



# THE BRIDGE

## Case Study

Turning unused pub space into profit: how The Bridge boosted revenue by 25% with competitive socialising

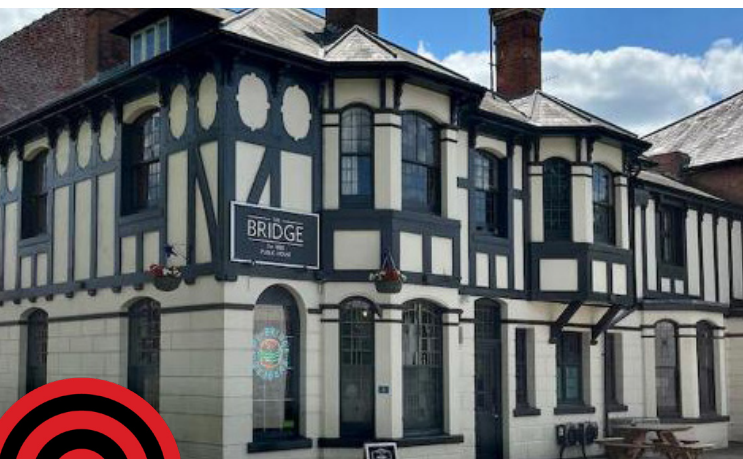


## The Bridge

Located in the picturesque town of Tenbury Wells, The Bridge is a long-established pub with a rich heritage. Since 2006, it has been owned and managed by Bob and Sarah Webb, who have built a reputation for quality hospitality and a welcoming atmosphere.

The venue includes two busy bars, a gourmet kitchen, and seven letting rooms. Yet despite its overall pub-based success, their underutilised upstairs space (once a grand ballroom) presented a clear opportunity for transformation.

Previously leased to martial arts groups, the room began to cause concern due to damage to the property, prompting a rethink of how the space could be better used.



## Solution

Working closely with Gamechangers partners, Bob transformed the upstairs space into “CO-SO”—a dedicated games room offering a unique social experience. Key elements included:

1

### Interactive Smart Darts

Two lanes offering an immersive gaming experience. Provided by **501 Fun**.

2

### Shuffleboard

Providing a social, competitive element. Provided by **Home Leisure Direct**.

3

### Pool Tables

Two pool tables set for casual and competitive play. Provided by **Home Leisure Direct**.

4

### F1 Simulator Room

Adding variety and excitement to the offering. Provided by **Phoenix Sim Racing**.

5

### Karaoke Pod

Available for private hire, ideal for group entertainment. Provided by **SingPods**.



# Result

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.

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.



## 25% Performance Increase

Overall performance rose by 25% within the first four months of operation. This growth remained consistent even through the quieter months of January and February.



## Halo Effect

The addition of the gamesroom has driven greater footfall and boosted overall customer spend, positively impacting other areas of the business.



## Boost in F&B 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



## 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.