

Freedome brings trampoline parks to European centres

IF YOU thought trampolines were just for kids then think again. Freedome is a new concept for Europe from the originator of Sky Zone trampoline parks, which has plans to roll out the concept to shopping centres and retail parks across Europe. The company launched its first trampoline park in Las Vegas 10 years ago and is currently the largest specialist in the category with 150 locations across six countries. It already has leases signed for new parks in the UK, Spain, Portugal, Germany and Norway and will have debuted in at least six new markets in Europe next year.

“We have taken our time to come to Europe because we wanted to come with something that was best-of-class and hope that the brand will become the trampoline park of choice across Europe,” said Lesley Hawks, vice-president of global development for the Sky Zone Franchise Group.

In the UK the first Freedome will open in Manchester’s Cheshire Oaks in early 2016. Between five and 10 a year are planned, with discussions with Westfield and others already under way.

“Traditionally trampoline parks have been children’s playgrounds but with Freedome we have extended the opportunity to an older demographic with



Sky Zone Franchise Group’s Lesley Hawks

a cool, edgy, urban approach,” she said.

As well as trampolines the parks — which range in size from around 1,300 sq m to 3,000 sq m — feature other facilities, including climbing walls, to further their appeal.

“We believe we have got the best offering for Europe in this category and want to capture the retail centre opportunity,” said Hawks. “Rents may be higher but volumes are higher too and we believe the opportunities are huge,” she said.