



Boston Borough Council
GEOFF MOULDER LEISURE COMPLEX
COMPETITION ANALYSIS

February 2022



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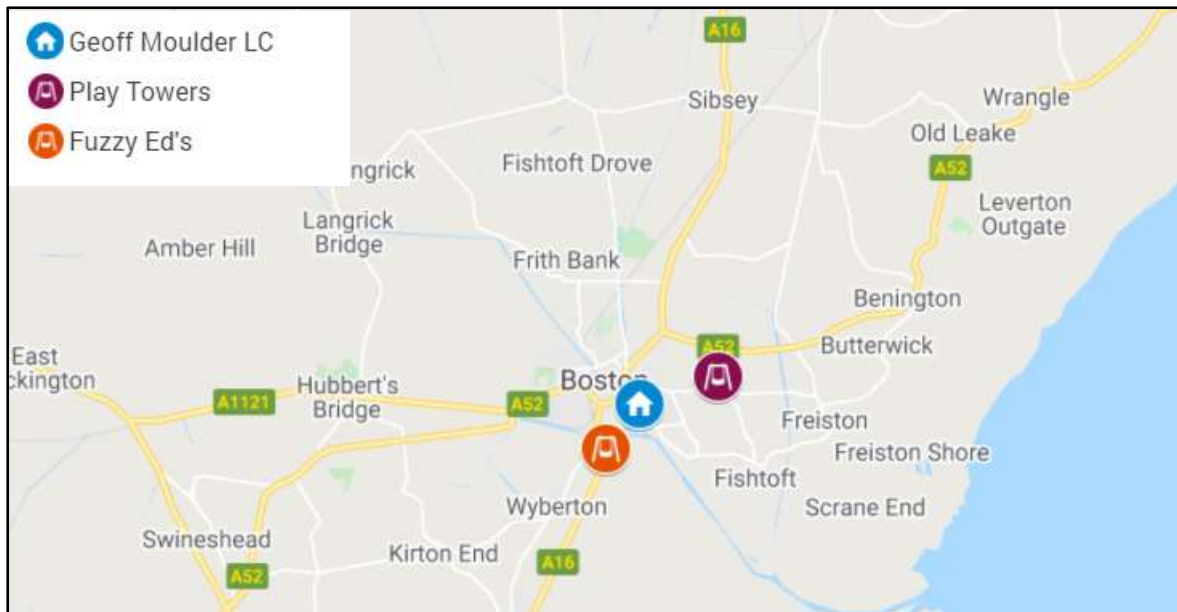
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1. Map of Soft Play within a 20 minute drive of Geoff Moulder Leisure Complex

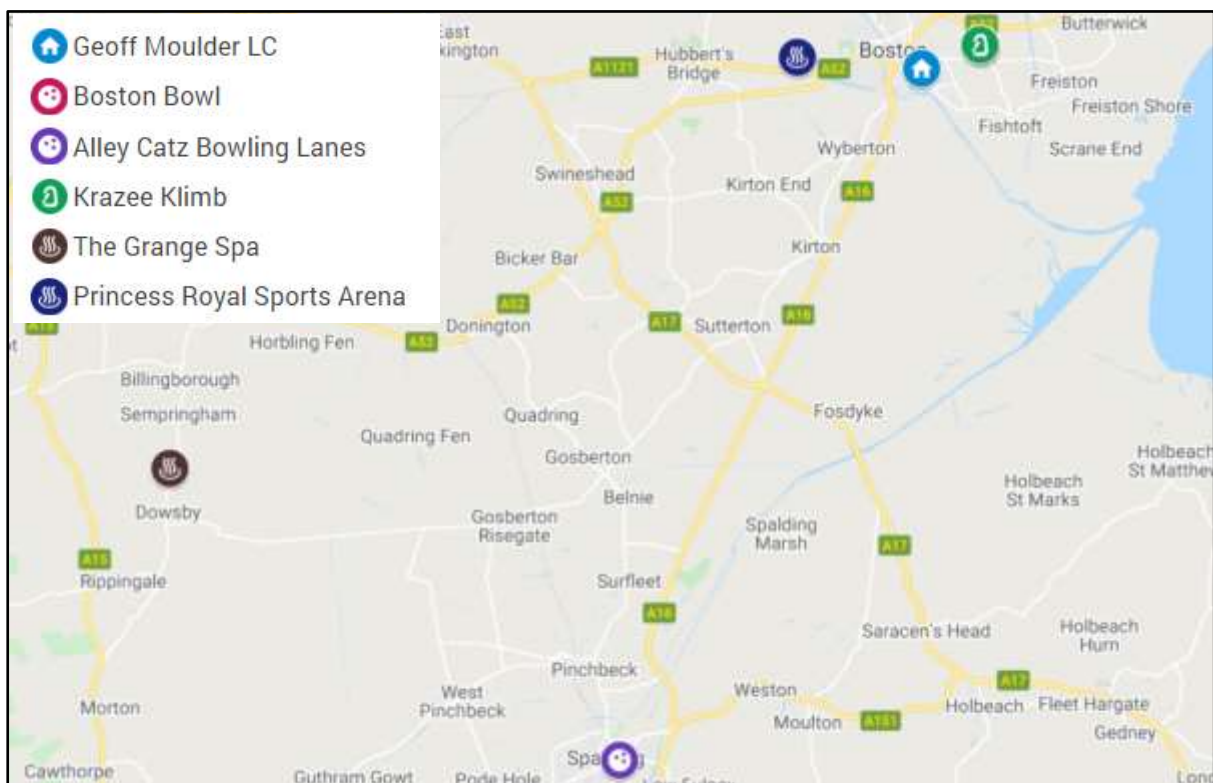
- 1.1 The map below shows soft play facilities within a 20 minute drive time of the Leisure Complex.
- 1.2 There are only two soft play facilities within 20 minutes, which is limited competition.
- 1.3 Fuzzy Ed's, the closest competition is a play area located inside a restaurant/pub.
- 1.4 Play Towers is a larger five storey play facility, which is also home to other leisure activities including Boston Bowl and Krazee Klimb (detailed overleaf). The centre also has 'Battle Warehouse' a laser tag facility.



See Appendix 1 for more details

2. Map of Ten Pin Bowling, Trampoline Parks, Indoor Climbing and Spas within a 30 minute drive of Geoff Moulder Leisure Complex.

- 2.1 The map below shows other commercial leisure competition within a 30 minute drive time of the Leisure Complex.
- 2.2 Overall, competition is limited, with no indoor skate parks, trampoline parks or Tag Active facilities within a 30 minute drive time, meaning there is reduced competition for peoples' leisure time in the area.
- 2.3 There are no other indoor leisure pools within a 30 minute drive time, therefore the existing water facilities such as the 45m flume at Geoff Moulder Leisure Complex is a valuable attraction, which sets it aside from other traditional pools.
- 2.4 Boston Bowl and Krazee Klimb (as well as Play Towers detailed previously) are all located within the same building, a nine minute drive from the Leisure Complex.
- 2.5 The only other ten pin bowling facility in the catchment, Alley Catz in Spalding.



See Appendix 1 - 4 for more details

APPENDIX 1 – Soft Play

	Postcode	Contact Details	Drive Time	Distance	Facility Mix
Play Towers https://www.bostonbowl.co.uk/playtowers	Boston PE21 9RH	01205 359525	5 mins	1,8 miles	<ul style="list-style-type: none"> • 5 storey adventure play • Separate Under 4s area • Interactive floor game system • Cafe
Fuzzy Ed's – Spirit of Endeavour https://www.sizzlingpubs.co.uk/findapub/eastandwestmidlands/spiritofendeavour/fuzzyeds	Boston PE21 7QS	01205 356678	4 mins	1.2 miles	<ul style="list-style-type: none"> • Soft play for under 12s • Under 5's area • Parties

APPENDIX 2 – Ten Pin Bowling

	Postcode	Contact Details	Drive Time	Distance	Facility Mix
Boston Bowl https://www.bostonbowl.co.uk/	Boston PE21 9RH	01205 359525	5 mins	1,8 miles	<ul style="list-style-type: none"> • 12 lanes • Cafe
Alley Catz Bowling Lanes http://www.alley-catz.com/	Spalding PE11 2AF	01775 722211	25 mins	14.7 miles	<ul style="list-style-type: none"> • 10 lanes

APPENDIX 3 – Indoor Climbing

	Postcode	Contact Details	Drive Time	Distance	Facility Mix
Krazee Klimb https://www.bostonbowl.co.uk/krazee-klimb	Boston PE21 9RH	01205 359525	5 mins	1,8 miles	<ul style="list-style-type: none">• 12 clip and climb walls• Leap of faith• Cafe

APPENDIX 4 – Spas

	Postcode	Contact Details	Drive Time	Distance	Facility Mix
The Grange Spa https://www.thegrangespa.co.uk/	Sleaford NG34 0NF	01778 440511	30 mins	18.6 mile	<ul style="list-style-type: none"> • Pool-waterfall – 12 m pool • Experience showers • Gem stone steam bath • Herbal bath • Aroma bath • Ice fountain
Princess Royal Sports Arena https://www.1life.co.uk/princess-royal-sports-arena/	Boston PE21 7PB	01205 358666	9 mins	2.8 miles	<ul style="list-style-type: none"> • Swimming Pool • Jacuzzi • Steam room • Sauna

PE21 9rh