

KICK TOWN

It is with heavy hearts that we regret to announce that KickTown will be closing its doors for good.

After much planning and development, we opened our Concept Arena at The O2 in December last year. Immediately a hit, the brand saw people flooding in from all over the world to take on some of the world's first tech-led football challenges. 2020 started incredibly strong and the team began to plan another site launch in the UK later in the year.

Though growth was promising, it was short lived. Due to the Coronavirus pandemic, the Concept Arena, like many other businesses, closed mid-March. Running a skeleton staff to grow the digital side of the business during lockdown, the physical arena experience was altered to adhere to the ever-changing social distancing rules and the KickTown Concept Arena finally managed to reopen at the end of July.

Unfortunately, it has not been enough. Capacity was halved for social distancing, prices had to be cut to attract ever more nervous customers and 3 months of strong trading has failed to see us through what is still, and likely to continue to be, a precarious and unpredictable business environment.

KickTown would like to thank everyone who played a part in our journey, particularly our brilliant staff at the Concept Arena and the team at The O2 who gave us such a great opportunity to open our doors at one of the UK's leading leisure and retail destinations.