



# Roxy *Ball Room*

ROXY LEISURE, THE TEAM BEHIND THE SUCCESSFUL ROXY BALL ROOM CONCEPT, HAVE OPENED THEIR NEWEST SITE IN LONDON. »





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The successful multi-format competitive socialising venue opened in early April on St Mary Axe, opposite the Gherkin, and features the brand's array of signature activities including tech darts, basketball, beer pong, duck pin bowling, ping pong, shooting pods, pool, tech shuffle, karaoke, ice-free curling and crazy pool.

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As well as friends and couples looking to have a fun night out, the space is also available for corporate packages or bookings over 30 people. The Roxy Leisure sales and events team is on hand to help guests build a custom experience that will make for an unforgettable event.

The drinks menu at Roxy Ball Room London includes a wide range of options to suite all occasions including an expertly designed cocktail and mocktail menu, beers, ciders, wine, premium spirits and non-alcoholic options.

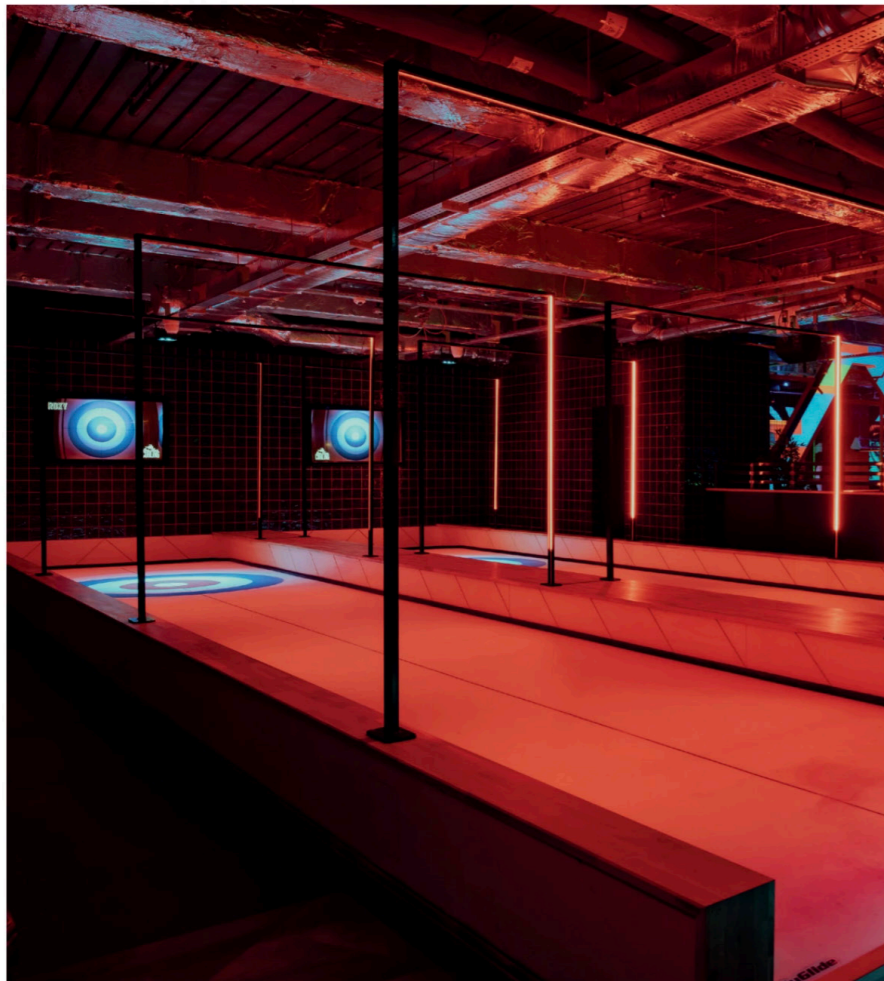
As well as competitive socialising and a wide-ranging drinks menu, Roxy Leisure prides themselves on offering a premium food selection which includes a wide range of American-style sharers such as Italian hand-stretched focaccia pizza, signature wings and sides.

Founded by Matt and Ben Jones, Roxy Leisure opened their first Roxy Ball Room on Leeds' Boar Lane back in December 2013. Following this, they opened their second site and first bowling lane concept, Roxy Lanes, on Leeds' Bond Street in 2014. »



## Competitive Socialising

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Since then, the Roxy Leisure group has continued to expand with 11 Roxy Ball Rooms and 8 Roxy Lanes sites across the estate. In 2024 they opened sites in York and Nottingham, with 2023 seeing them launch five sites in Birmingham, Leicester, Cardiff, Cheltenham, and Liverpool.


In August, Roxy Leisure Holdings announced a name change to Professionals at Play, creating a group brand for leading competitive socialising operators, Roxy Leisure and Pins Leisure. The rebrand to Professionals at Play was also bolstered with a management restructure, with new Chief Operating Officer, Colin Sadler, appointed to take the group forward.

Joel Mitchell, Roxy Leisure’s Marketing Director said: “We’re made up to have brought our signature ‘booze & ball games’ concept to the capital for the first-time after spending the last decade cementing our name across the hospitality scene in the north. We understand that opening a venue in the capital is a whole new ball game which is why we’ve spent a great deal of time researching and sourcing the right site for the Roxy Ball Room brand.”

Roxy Ball Room is a strictly over 18s venue and is open for guests to enjoy until late during the week. ■


Discover more about the Roxy Leisure by visiting: <https://roxyleisure.co.uk>.






Bowltech strikes again at St. Mary Axe!

We are proud of the years of trust Roxy Leisure has in us!



Bowltech is very pleased to have been selected again to supply and install the Duckpin bowling lanes for the newest Roxy Ball Room in St. Mary Axe, London. Bowltech have supplied the Tenpin and Duckpin bowling lanes in all Roxy Ball Rooms and Roxy Lanes to date.

Bowltech is the UK’s number one installer of bespoke tenpin and duckpin bowling centres, commercial and domestic.



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