**MAPIC Retail Interview**

**MAPIC interview: In conversation with Tim Wilks, CEO of Lane7**

**MAPIC: Tell us a little about Lane7**
**Tim Wilks:** In 2013 I stumbled across a really cool looking bowling alley somewhere in Scandinavia and realised there was a big gap for premium, late night bowling in the UK market. I grabbed the opportunity with both hands, purchased an old ATS tyre workshop in Newcastle and from there, Lane7 was born. Some 10 years later, with our headquarters firmly grounded in the North east of England, we now operate 16 venues over three brands in some of the best cities across the UK including Edinburgh, Manchester, Liverpool, Birmingham, Bristol and most recently London. Lane7 remains fiercely independent having been grown without external investment which is something not many can boast about.

**MAPIC: What are your plans for the next 12 months?
Tim Wilks:** Building on our incredible success to date in the UK, our first European site is opening imminently at Potsdamer Platz in Berlin which we are incredibly excited about. It is a fantastic milestone for us and marks an important step in our growth and we can’t wait to become part of this vibrant city. We are on site now in Altrincham and our second sites in Newcastle and London, and will be breaking ground in Dublin, Milton Keynes and Ocean Terminal in Edinburgh later this year, the latter of which will be our second opening under our family brand, Gutterball.
Our focus for the next 12 months is looking for locations in the UK and Europe that can accommodate our comprehensive entertainment offerings. Ideal venues will have ample space for bowling alleys, gaming areas and social lounges, along with events. Accessibility and central locations in bustling urban areas are key factors in our search. This reflects our dedication to seizing opportunities and responding to the continued demand for our offering.

**MAPIC: What are your main objectives for the year ahead?**
**Tim Wilks:** The market has matured, and the footprint of the high street has changed. While bowling will always remain at the heart of our business, we continually look to diversify, innovate and enhance our offering. Our objectives are threefold: to grow our footprint in the UK and Europe, innovate our offerings, and expand into new markets, ensuring we deliver the best nights out for our guests and continue to set the standard for competitive socialising in Europe by combining the best elements of entertainment, hospitality, and technology.