

A Case Study-The Sheffield Cluster

Paul Reeve

Sept 2014

Agenda

- The Sheffield Climbing Wall Market .
- The Foundry Climbing Centre .
- Components for surviving.
- Can Climbing Centres & Walls work together.
- Trends and the Future.
- In Summary.

The Sheffield Climbing Wall Market

Classifieds

Our classifieds listings contain over 2,000 indoor climbing walls, gear shops, climbing clubs, campsites, club huts, climbing instructors and gear manufacturers from all over the UK and Europe.

Search by Business Type

Indoor Walls

Search by Location (your address or postcode)

sheffield

Show 10 miles from this location

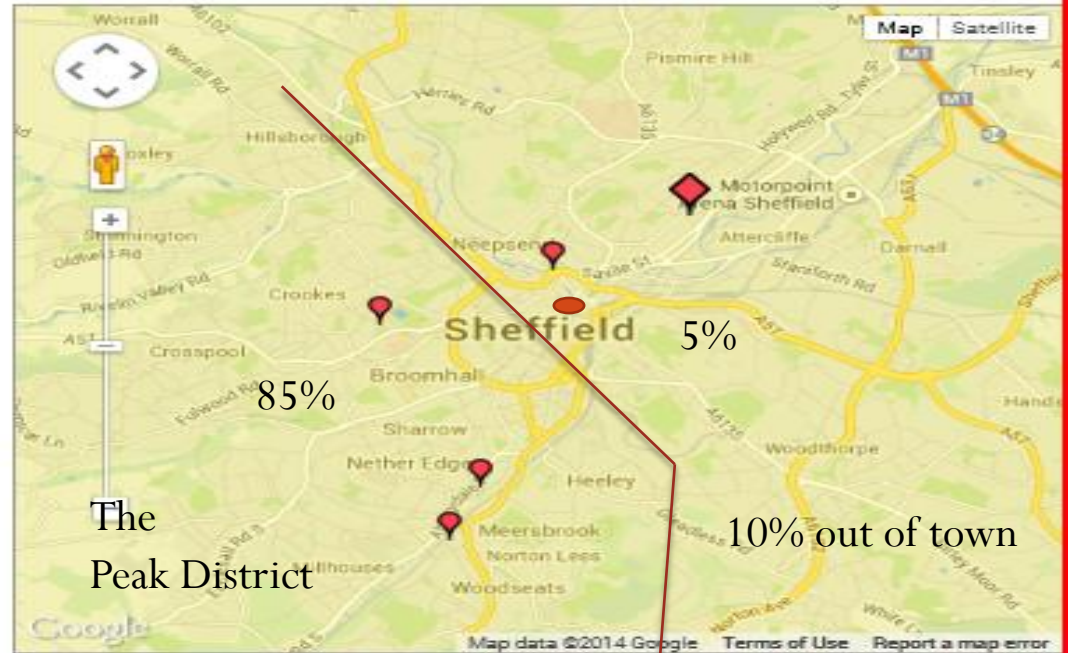
Search by Name

Search Find me?

Please read our [Helpful tips for using this page](#)

- Zoom in for more
- Accommodation
- Indoor Walls
- Instructors/Guides
- Outdoor Shops
- Goods/Services
- Climbing Clubs

KEY TO MAP



Search results 10 matches found

Awesome Walls Climbing Centre Sheffield

Sheffield, SOUTH YORKSHIRE
Dedicated centre. "Here are a few facts and figures for Awesome Walls Sheffield- 2,000+sqm of climbing surface 105 lines with 3 routes on each 3 auto belay lines with the..."
awesomewalls.co.uk
1.7 miles NE



The Matrix
Sheffield, SOUTH YORKSHIRE
1.1 miles W

Sheffield Hallam University Gym (Al Rouse Wall)
Sheffield, SOUTH YORKSHIRE
Now closed.
1.1 miles WSW

The Climbing Works
Sheffield, SOUTH YORKSHIRE
Dedicated centre.
2.1 miles SSW

High Sports
Rotherham, SOUTH YORKSHIRE
Dedicated centre.
6.1 miles ENE

The Foundry Climbing Centre
Sheffield, SOUTH YORKSHIRE
Dedicated centre.
0.6 miles NNE

Virgin Active
Sheffield, SOUTH YORKSHIRE
1.6 miles SSW

Herringthorpe Leisure Centre
Rotherham, SOUTH YORKSHIRE
Now closed.
6.5 miles ENE

The Edge
Sheffield, SOUTH YORKSHIRE
Now closed.
0.8 miles SSW

????

The New School from Moon

The Picture House

YMCA
Sheffield, SOUTH YORKSHIRE
Now closed.
1.0 miles WSW

The Foundry Climbing Centre

Opened Dec 1991

-The main businesses:-

- The Foundry Climbing Centre Ltd.
- The Foundry Cafe Ltd.
- The Foundry Climbing Shop Ltd (Trading as CragX).
- Foundry Indoor Activities Ltd.
- Foundry Rentals

Affiliated :-

- Foundry Mountain Activities Ltd
- Foundry Activity Centre Ltd.
- Instructors and Coaches

Next Door on site:-

- Jagged Globe
- New Accommodation Hostel to be built in 2015.

The Team

Jerry Moffatt (Director)

Paul Reeve (MD)

Tim Gould (MD)

Neil Bentley (GM)

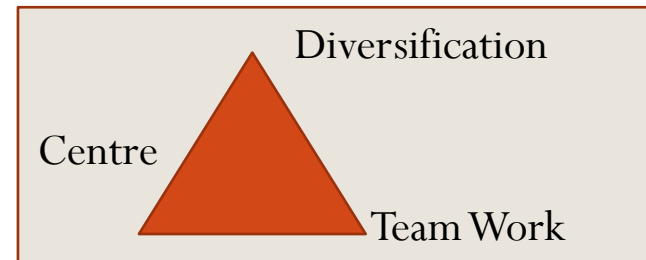
Rob Napier (Secret Weapon)

Ed Austin(Shop)

Jenny Clinging(Admin)

Too many part timers to mention

Plus many members



Components for surviving

The Finances

- Cashflow & P&L
- Tax
- Rent vs Purchase
- Pricing
- Profit

Marketing

- Location
- Demographics
- Advertising
- Social Media
- Vibe & Social Interaction.
- Competitors
- The Grape Vine
- The Las Vegas Syndrome
- The Weather



The Management

- Leadership (Vision)
- Staffing
- Safety (Planning)
- ABC
- The Facility
- Bills
- Projects

The Centre

- Safety & Safety .Checks (Delivering)
- Instruction & Coaching
- Route Setting
- Cleaning
- Customer Service

Can Climbing Centres & Walls Work together

- Strategically (YES: Its essential).
 1. Safety is paramount. Climbing is dangerous? Corporate Responsibility. You are Accountable.
 2. Operate an Association. Guidelines, Conditions of use, Shared Experience, bulk purchase.
 3. If you think you know it all, your a fool? Learn from each other and share mistakes. Knowledge is Power.
 4. Set Standards & Raise Standards.
 5. Work together with the Authorative Body(s). Eg IMC, & Local Council/ Government, Insurance Companies.
 6. The Las Vegas Syndrome. More Centres & Walls, this will drive growth.
 7. This is a growing service industry, learn from the mistakes of other industries.
- Tactically (NO: Compete like crazy).
 1. Business is War (see Sun Tzu & The Art Of War). As a company you have tax ,wages and dividends to pay.
 2. Competition drives up standards. This is good.
 3. Customers will decide if you have got it right.
 4. Some Walls will work together where there are mutual benefits.

Trends & the Future.

- Climbing Centres vs Specialist Walls . E.g Leading, Bouldering & Training Facilities. Can you do everything?
- Small or Bigger still is Size everything.
- Resin vs Featured Ply Panels vs Blank Ply Panels.
- Holds & Volumes
- Route Setting vs Works of Art.
- Fun/Social Climbing vs Training for a Goal.
- Dusty Dirty Walls vs Virgin Gym like experience.
- Experienced Climbers vs General Public.
- Instruction vs Coaching.
- Local Competitions vs Televised Spectaculars.



Where do you see your
self

In Summary.

- Never stop investing. New holds, volumes, walls, toilet's, carpets. Enjoy investing money back into the business.
- Location & Convenience is key. No-one enjoys sitting in traffic.
- Do not ignore the social networks, clubs, friendships, new members.
- Your selling a Dream, its a Life Style choice. A gateway into a bigger world.
- Try new ideas. Its better to try and fail then to stick with the status quo. Give people something to talk about.
- Passionate Staff = Passionate Customers.
- Recognise the needs of your changing customer profile. *The Foundry has now been open 24 years we are now into our 3rd Generation of customers and Owners get old. 50 year old Owners don't understand the 18-25 year old trends. These youngsters will build the new centres/walls of tomorrow.*

END