

March 2014

Bicycles - UK

“If safety concerns around cycling on the roads can be definitively tackled, it could open the floodgates to a new era of mass cycling participation.”

Lotteries - UK

“The biggest issue facing the lottery industry over the last 12 months has been the impact of the £2 Lotto ticket. Unfavourable economic conditions surrounding its launch mean a true picture will take time to emerge but initial indications are that while around half of players have reassessed their habits ...

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Leisure Centres and Swimming Pools - UK

“Technology (whether in the form of an app or wearable products) can be a powerful tool to boost motivation and increase retention levels, because it allows regular and accurate measurement of performance and fitness.”

Leisure Venue Catering - UK

“Operators could look to more specific targeting of particular consumer groups to ignite interest. Investing in enticements such as healthier and faster payments options, both of which are of interest to households with children, would offer tangible benefits to parents, potentially encouraging them to spend more and feel that they ...

Betting Shops - UK

“Gaming machines are now embedded within shops’ culture and all-round offering, contributing to the formation of social circles in shops, one of the few things that is difficult to replicate online. Any further legislation that limits machine play would see regular visitors spend less time and money in shops, which ...