

News

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Gravity signs up at Time Square

One of the UK's premier family activity providers, Gravity Active Entertainment, has become the latest operator to officially sign at Time Square, the mixed-use destination in the heart of Warrington town centre.

The £142m development is being delivered by Warrington & Co on behalf of Warrington Borough Council, with innovative, urban regenerator, Muse Developments appointed as development manager.

Securing the 31,000 sq ft market building - which served as a temporary home for the town's award-winning market - for its 13th site, Gravity will start its fit out in July and will be open in Q4 of 2020. Along with wall to wall trampolines, the inclusive concept will also bring clip n climb, ninja course with drop slides, wipeout, soft play, social darts, next generation sports simulator, as well as a fully-stocked café and bar to Time Square visitors.

Leon Guyett, Development Director at Muse Developments, added: "The signing of Gravity highlights that despite these unprecedented times, there is growing confidence in the market for high-quality and innovative schemes. One of the key strands of our strategy at Time Square, has been to deliver a best-in-class, family-friendly scheme that will complement what's already happening in the town centre.

"Working collaboratively with partners, together, we've been able to bring a new vibrancy and purpose to the beating heart of Warrington, by blending high-quality, well-designed new buildings, with historical elements of the town centre by retaining a historic façade for the market to create a striking statement building. Through this, we've been able to create a scheme that's truly special and a shining example of what town centre repurposing really is that will benefit the town for years to come."

Michael Harrison, Co-Founder and Chief Operating Officer of Gravity, commented: "We're very much looking forward to bringing Gravity to Warrington, which will also create around 50 jobs for the town. Gravity isn't just for kids, it's also a great experience for adults too, as the venue will change as the day progresses to cater for older visitors. We're all about entertainment at Gravity and we're excited to welcome Warringtonians when we open to eat, drink and play!"

Warrington Borough Council Leader, Cllr Russ Bowden, said: "Gravity is a leading leisure brand which has become a huge success across the country. It's great news that they are now coming to Warrington.

"Securing our latest high profile name demonstrates the confidence the big brands have in Time Square. It adds another family-friendly element to the development and further boosts our ambitions to make it a truly diverse, inclusive destination, with something for everyone."

According to a report by CACI, Time Square will increase Warrington's catering market potential by 14% to £68.5 million moving Warrington up three places to make it a top ten dining destination in the North West.

Situated in the centre of Warrington with excellent accessibility via the local road network, Time Square will meet the area's high demand for a fresh retail, leisure and entertainment destination.

Alongside the cinema, bars and restaurants, Time Square is home to Warrington Borough Council's new 103,000 sq ft office and a 1,160-space carpark.