



Landsec

Press release

Title Landsec continues to enhance seven-day week destination in Victoria by expanding competitive socialising offer

From Landsec

Date 30 November 2023

Landsec has announced 27,500 sq ft of leisure deals across Victoria, London, as the demand for unique competitive socialising experiences grows. A number of leisure and F&B brands have moved into Victoria over the last 18 months, as it increasingly becomes a seven-day week destination.

French karaoke brand **BAM Karaoke Box** will make their UK debut in Victoria in spring 2024. The 10,000 sq ft space will feature 22 private karaoke rooms with a full-service bar called the BAM BAM bar, outdoor terrace and live music.

Lane7 will open their first venue in London later this year. Spread across three floors, the new location will feature an 18-hole mini golf course and a bespoke adults-only arcade hall, alongside multiple bowling lanes. London-based burger outlet Patty&Bun will also operate inside the venue, in what will be their first partnership with Lane7.

The growth of Victoria's leisure and hospitality offer follows a number of retail deals, including Accessorize and Charles Tyrwhitt as Landsec diversifies the brand offer in the area.

Since the pandemic, Landsec has been repositioning Victoria's retail and F&B mix to create a seven-day week destination. Weekend trade at Nova, part of Landsec's wider Victoria estate, has risen 17% from pre-Covid levels, with Saturday's trading at the same rate as mid-week peaks. F&B and leisure venues in the area are also performing ahead of pre-Covid levels with office space in the area fully let.

Mark Warne, Director of Hospitality & Leisure at Landsec said: "We've been repositioning the offer in Victoria to make it an attractive seven-day week destination. With the expansion of our leisure offer, we're confident that footfall will only increase.

"We've created a new destination in central London which caters as much to tourists and residents as it does to office workers who are increasingly looking to socialise outside of the places of work. With amenity one of the key drivers of leasing decisions amongst office customers, the addition of BAM Karaoke Box and Lane7 will only enhance this further."

Arnaud Studer, Founder of BAM Karaoke Box says, "The opening of BAM Karaoke Box in London is a significant milestone for our brand. We are thrilled to bring the unique atmosphere and energy of BAM to London, providing a new concept where people can come together to have fun and socialise, whilst enjoying the best in food, drinks, and music."

Tim Wilks, the Owner and Founder of Lane7 said: "London has always been a destination for us; however, we've waited a long time to ensure we found the right site. We didn't want to undersell ourselves, or the Lane7 experience. After many years of looking, we have finally found the right site in



London Victoria. The building has 30m of glass frontage over two elevations and spans two floors, meaning it'll be hard to miss our first arrival in the city".

"Finding such a premium site is not only a momentous occasion for us, but for the emerging market of social entertainment too."

Ends

About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)

Please contact:

Press

Amy Cannon