

Tech-driven sporting and social venue to open in Hull's Old Town

A new sports and entertainment venue is set to open in Hull

Integrated Sports Experience – a technology-driven centre that will bring coaching, competition and socialising together – has taken a 10 year lease at King William House. Brought forward by York businessmen Guy Kilner and Matthew Bennett, it will focus on cricket, darts and golf – with food and drink provision too.

Set to open next year, it is the first of what could be a wider roll-out – promising to give visitors the “opportunity to learn a new skill, have fun and enjoy a meal all under one roof”.

Read more: [Holiday home demand and high oil prices see Rix revenues rise 42 per cent](#)

Mr Kilner, who alongside an IT consultancy he and Mr Bennett operate, is a director of Point Zero Trampoline Park in his home city, said: “The site at King William House is the ideal location for one of our first experience centres, with its perfect thoroughfare of foot traffic and ideal location for those travelling into Hull.

“Our doors will open to the public in early 2023, offering an all-inclusive multi-sports indoor coaching academy, along with an immersive experience that everyone can feel a part of.”

The letting of 19,000 sq ft of the former Argos store, follows a multi-million pound transformation of the prominent Old Town building. Savills confirmed the deal, with the man behind working alongside city agency Garness Jones.

Josh Howe, associate director of retail at Savills, said: "Competitive socialising has taken the leisure sector by storm in recent years and in spite of recent headwinds, is still continuing to perform particularly well with new concepts emerging and existing operators expanding their offers.



Paul White of Garness Jones, with King William House.

"ISE is now looking to take the market to the next level, combining the fun, social experience that we have come to love from these occupiers with world class, technology driven sports coaching. We're delighted to have secured this deal which will see ISE open a new site in Hull, bringing an incredibly exciting new occupier to the city."

ISE follows Tesco Express to the location, originally a Seventies-built bank and office block.

Paul White, agency director at Garness Jones, had indicated strong leisure interest earlier this year. He said: "This is a welcome addition to King William House and is the ideal tenant for the development.

"The focus has very much been on creating a vibrant mix of retail and leisure on this particular site to sit alongside the excellent residential development which was of course completed a couple of years ago after major investment.

"It is good news for Hull, and for the continuing regeneration of that part of the city, that ISE has recognised the potential of King William House. There has been significant recent investment into this particular area of the city, such as in Whitefriargate and Trinity Square, so it is an exciting time at present.

"Working alongside Savills, we have excellent levels of interest in the remaining places in the building and continue to speak to more potential tenants."

Read next:

[Graduates welcomed to Arco on inaugural programme for Hull safety giant](#)

[Crew Clothing Company berths at Junction 32](#)

[Big interview with MKM co-founder David Kilburn as 100th branch opens](#)

[Green cleaning products company Bio-D opens pick-up point for home city orders](#)

[All your Humber business news in one place – bookmark it now](#)