

The Princecroft Willis Award for Best New Business

Rodeo Leisure Ltd.

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Rodeo Leisure Ltd is a party and event hire company, offering a wide variety of party attractions and services to its customers.

Rodeo Leisure

The Party & Event Hire Specialists

The main business activities include the hiring of bouncy castles and inflatables to private clients and providing team building activities for the corporate sector. They supply many local schools, fetes, charities and venues with equipment, friendly staff and management. Locally, they work with many of the large tourist attractions, several team building companies and events planners.

The company has shown rapid growth since its launch in October 2010 with the client base and number of bookings rising steadily month on month. The business has now become VAT registered employing two full time staff with over 20 casuals employed on a seasonal basis.



As well as expanding the variety of party attractions available, the business has also expanded into party planning and catering. The former of these allows Rodeo to offer a complete package rather than selling individual components. Common themes chosen include the 'Wild West' and 'Pirate Party'. The functionality of the website has recently been improved to allow for online party bookings.

Customer and staff feedback has become an important element of company's development. The feedback received is fed back into the planning for future events and has led to the recruitment of additional staff and the provision of further vans to assist the transporting of equipment.

