



Brighton
i360

SIXES

5 April 2023

Brighton i360 to be the first Sixes Social Cricket venue on the beach

Sixes Social Cricket, the world's first immersive cricketing experience, is launching a brand-new venue at Brighton i360 this June.

Brighton is set to become the fifth city in the UK to welcome the hugely popular Sixes brand, and the brand's very first beachfront location. This marks Sixes' eighth venue to date and follows Manchester, Birmingham, Leicester and four sites in London.

Re-imagining cricket for the modern socialite, guests can look forward to precision sports technology alongside burgers, sharing plates and wood-fired pizzas as well as a full menu of classic cocktails, beer, wine and shakes. Quality food and drink is at the heart of what Sixes offers, making it a must visit destination with or without the cricket.

When it comes to the cricket, guests can prepare for adrenaline fuelled batting as you take to the nets placed throughout the venue. From cricketing novices through to the professionals, guests can simply grab a bat, select their level and swing for the boundaries. Sixes' cutting-edge technology bowls out soft cricket balls, with points scored depending on which targets you hit. Sure to bring out everyone's competitive side, it's the perfect activity for groups and corporate events as well families and an evening out with friends.

Calum Mackinnon, Co-Founder of Sixes, says, "We have always dreamed about having a Sixes on the beach and our new location at Brighton i360 gives us just that! As well as our indoor nets, we plan to have three enclosed and weatherproof outdoor nets, which can be enjoyed all year round, with wonderful beach and sea views. We are super excited to be adding to the amazing experiences that Brighton i360 and the city of Brighton already offer."

Julia Barfield, Chair of Brighton i360, says, "Our vision for Brighton i360 is to create a 21st century beachside entertainment hub – a modern day West Pier - offering our visitors an exciting mix of world-class attractions, entertainment, eating and drinking options. Sixes will add to the ever-popular Brighton i360 observation tower, the Nyetimber Sky Bar and the adrenaline-fuelled Extreme 360 activities. Social entertainment games bars are a huge trend at the moment, and Sixes Social Cricket is a fantastic addition to the Brighton i360 site, appealing both to our existing visitors and attracting new audiences. Birthday party, corporate entertaining and group packages will be available combining a ride up to 450 feet on the Brighton i360 pod with a fun game of cricket and great food and drink at Sixes or in our beachside events spaces. No where else in the UK offers this unique combination of top-class entertainment options."

Sixes Social Cricket will be moving into the current onsite restaurant space at Brighton i360 in June 2023. Brighton i360 will be closing West Beach Bar & Restaurant from 5th June.

Notes to editors

- Venue images for Sixes and Brighton i360 are available to download [HERE](#)
- Sixes Social Cricket will be found at beach level at Brighton i360

About Sixes Social Cricket

ABOUT SIXES

The social cricket venue, co-founded by Mac & Wild's Calum Mackinnon and Andy Waugh, has revolutionised the UK's entertainment landscape, allowing visitors to eat, drink, and bat with state-of-the-art tech-enabled batting nets available to play and compete amongst friends and family.

Styled as batting nets, the Sixes Cricket tech is the ultimate immersive experience, taking social entertainment to new, refined heights in the world of the quintessential English sport. Having won best burger in the UK with their previous restaurant Mac and Wild, expect nothing less at Sixes with the delicious Beefy Botham and a selection of other burgers, pizzas, and easy to share dishes-the perfect fuel for families, socials and corporate groups. Grab a drink too, with a variety of classic and craft drinks to keep you refreshed during your visit.

Website: www.sixescricket.com

Instagram & TikTok: @sixessocialcricket

About Brighton i360

Brighton i360 was conceived and designed by Marks Barfield Architects, creators of the London Eye. It was formally known as British Airways i360 until the attraction rebranded on 1st November 2022.

The iconic tower has an overall height of 162m, and a glass observation pod that glides up from ground level to 138m above Brighton beach. Visitors enjoy unfolding views across Brighton and Hove, the South Downs and the beautiful Sussex coast. The glass pod can carry up to 175 passengers. It departs every 30 minutes. While on board, guests can enjoy a drink at the Nyetimber Sky Bar – the south coast's highest bar - which serves a range of drinks from Sussex including Nyetimber, an award-winning sparkling wine.

The adrenaline-fuelled Extreme 360 activities offer a more thrilling way to experience views of the city. Release your inner daredevil on Walk 360, combat the coastal aerial adventure of Drop 360 or scale new heights on Climb 360.

At the base of the tower, the building has flexible beachside events spaces which can be hired for private and corporate functions. The attraction is licensed for weddings and couples can marry in the pod, saying 'I do' at 138m above Sussex.

Brighton i360 worked with the West Pier Trust to reconstruct two of the original West Pier tollbooths using Victorian building techniques. The reconstructed buildings now grace the entrance to the i360 and house the West Beach Café Bar and the i360 ticket office. The i360 shop stocks gifts and souvenirs, many of which have been created by local Brighton artists.

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