

Adrenaline Alley... Building on success

Adrenaline Alley is one of Europe's largest indoor BMX and Skateboard Parks boasting a unique combination of ramps, foam pits and training areas catering for new riders, world champions and future Olympians.

The 'Alley' is a charity trading as a social enterprise. That means we work with the local community, the council and local charities to create jobs, training, and volunteering opportunities and to provide somewhere safe and secure for young people to take part in their sport. We then plough our profits back into the charity to help us reach our vision.

We continue to expand and develop to meet local need and national demand and have purchased our 6-acre site and trebled the business over the last 10 years.

www.adrenalinealley.co.uk

The Adrenaline Alley vision is simple

“to use urban sports to make a real difference to people's lives and the communities they live in”

Our History

In late 2001, Mandy Young was devastated to learn that her son John had been the target of local louts. John had struggled through his childhood due to an undiagnosed brain tumour, which resulted to major surgery, radiotherapy, and chemotherapy.

At 13 years old, he made friends with a group of local skateboarders and he no longer felt the need to explain himself or worry about his appearance or feelings.

However, one-night John was attacked viciously by those who knew of his health issues but ignored them. Mandy and her family were devastated, but were determined to turn the experience into a positive one...

After talking with John and his friends they attended a public consultation meeting. It quickly became apparent that intimidation and lack of facilities was a major barrier for young people participating in extreme sports, and that it was not just an estate problem but a national one.

With that, Corby Wheels Project was established late in 2002. For two years Mandy researched the sport and funding opportunities while realising young people also needed a quick fix to meet their immediate needs...



Our history continued...

Mandy approached Corby Speedway to build an outdoor park until an indoor facility became feasible. In May 2006, that dream became a reality they moved into the Priors Haw Road facility. Since then the business has thrived trebling in size, membership, development, and expansion and secured more than £6m in funding.

The charity continues to provide training and learning opportunities for its staff and volunteers and invests continually to improve personal, social, and sporting skills.

The charity now owns its 6-acre site, a remarkable achievement in such a short time and the social mission of the charity remains at its heart, The Corby community. Now hailed as a World class facility and one of the best parks in the world the Board of Trustees guide and lead the strategic goals of the charity ensuring it remains sustainable.

John fell asleep September 2010 – Adrenaline Alley is now his legacy!

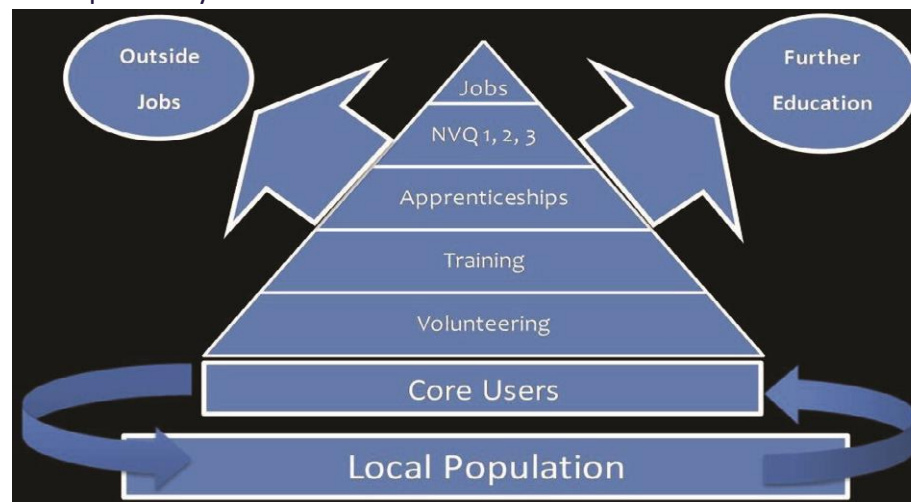
Our Model

The successful engagement model with local young people (see opposite) begins with consultation, encouraging participation and providing opportunities for young people to volunteer, undertake training courses, apprenticeships leading to real qualifications to help secure employment or further education.

This leads to a 'pyramid of participation' where, through positive engagement and outreach work, young people become core users of the Alley that leads to volunteering, training, and employment. Adrenaline Alley is, first and foremost, a BMX and skateboard park that also caters for all urban wheeled sports.

Through our model we encourage young people to move on to other employment or further education or access other services or indeed remain with us to increase and improve their skills until they can engage in a career or educational pathway.

Participation Pyramid



Continuing to Develop

Adrenaline Alley's drive to continue providing a facility that motivates riders and skaters to return has exceeded all expectations. The facility has become a destination to many people nationally as well as to European and international riders and skaters. Mandy's vision to continue changing, re-inventing, secure funding and ensure the business remains sustainable is truly inspiring and her enthusiasm is as great today as 20 years ago when she started with John to create the Dream that exists today.

Our Success

Adrenaline Alley boasts a membership of over 164,000 people with 62% between 11 and 21 years of age. To date, the Alley enjoys 55,000 visits a year. The Alley is a sustainable social enterprise with over 18 full time jobs and supported by over 35 volunteers. We also work in partnership with the local council and county council, Police, Youth Offending Teams, sports clubs, private sector, schools, colleges, and universities.

“As a young sport, we are short of infrastructure, training facilities and grass roots development programs. Adrenaline Alley is currently the only facility

outside of North America attempting to address this shortfall” Simon Tabron, UK 5 times BMX freestyle world

Adrenaline Alley is an award-winning social enterprise and has been recognised locally and regionally for its achievements:

- Over 1m visits since March 2003
- Over 164,000 registered database members
- 460 paid gold members
- Not 1 call to the police since opening
- From 1 employee (Mandy) to 19 in 2020
- M&S social entrepreneur of the year
- Northampton University Changemaker Award of the year 2020
- NCC Pride of Northamptonshire Award
- Mandy Young – EMDA Businesswoman of the Year runner up
- BBC Enterprise in Sport Award
- Corby young volunteer and volunteer of the year
- Ride Magazine – Best UK skatepark
- Unsung hero awards from the Police to 3 volunteers
- Spirit of Corby Award

Community & Disability

The Corby community will always remain at the heart of the organisation. Throughout the history of the charity over 150 partnerships have been created that strive to ensure we provide services to schools, communities, colleges, university and community groups. The charity has been supported by local, private, statutory organisations providing funding, advice, support and expertise to the charity. We provide discounts to affiliated community groups and hire equipment for those who may not have their own and have over 100 children attending our BMX, skateboarding and scooter Wednesday evening training clubs. In addition, we provide 1-2-1 coaching sessions for those who require personal training in all the sports using qualified and experienced coaches.

All areas of the parks are wheelchair friendly and WCMX (wheelchair skateboarding or Wheelchair Motocross) is becoming more popular for people in wheelchairs or with other disabilities.

Expertise across the board

We continually attract expertise from people in our community and further afield who help take this amazing and exciting charity to the next level and its future sustainability helping to deliver its vision. We already have a range of skills and expertise led by the current chair David Laing – Lord Lieutenant of Northamptonshire. We continue to seek to build a skilled, diverse, and passionate team of Trustees and Advisers, and would welcome interest for our Board of Trustee and 2 sub-committees.

We have recently undertaken the Tier 2 (governance criteria) exercise with Sport England, which is a detailed analysis of our operating and governing documents to ensure all our trustees understand their roles and responsibilities. Once we are aware of your interest, we will direct you in due course to a new password protected web page where you will find all our policies and procedures.

Sub-Committees

In addition to our Board of Trustees we have the following sub-committees that prepare, analyse and detail strategic reports for the board meetings, reducing board time but enhancing the strategic focus which allows the board to guide and lead the charity to success. Some board members may be required to join these committees; however, we hope to engage more advisers to progress these committees when we return after the COVID-19 lockdown.

- Finance & Remuneration
- Development
- Governance

Contact us

For more information

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Our Senior Management Team

Mandy Young MBE DL – CEO/Founder

Paul Young - Operations Director

Nicky Brown – Senior Park Manager

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