

## ASSET TRANSFER

Sporting Assets working with Leeds City Council and Cycle Pathway CIC

### Supporting social enterprise to repurpose an underused community facility

Like many local authorities in the current funding environment, Leeds City Council have had to consider the value for money offered by local community facilities. Repurposing assets to meet the changing needs of a community has brought new life to not only the facilities themselves but the communities who use them.

Leeds Urban Bike Park is a project which transformed an underused council owned golf course to a vibrant community facility that is used by the local population and riders from across the country.

Sporting Assets were engaged by Leeds City Council (supported by Sport England) to undertake a feasibility study into Leeds Urban Bike Park and Cycle Pathway CIC as operator.

We worked to develop a robust business plan, including detailed 5-year financial model, to support the investment and ensure that the Bike Park could both generate sustainable revenues and deliver valuable community services. Through developing customer experience journeys, Sporting Assets also supported the redesign and redevelopment of the community hub, to enable it to meet the needs of a wide variety of users.

This work, from early stage mentoring support and helping volunteers on governance and operations, through to detailed business planning and robust financial modelling has enabled:

- Cycle Pathway CIC to become a sustainable community sports business (generating revenue of over £11k in the first month from the café alone);
- Cycle Pathway CIC to attract £100k of investment from Sporting Capital to create a community hub that provides the local community with a social space, education and

training opportunities and a pathway into activity, whilst delivering a great experience for the trail users and community alike; and

- Leeds Urban Bike Park to attract £1.2m funding from Sport England, Leeds City Council and British Cycling for the project capital works.

Sporting Assets helps to develop sustainable sports and community organisations, by supporting them to take ownership of facilities, develop new resources and diversify their revenue streams. We launched Sporting Capital to provide much needed investment into organisations using sport to deliver impact for the local community. The £3m fund is currently open and offering between £50k and £150k to community sport organisations.

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**For further information contact:**

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