Adrenaline Alley...

Building on success

Adrenaline Alley is Europe's largest indoor BMX and skateboard park, boasting a unique combination of ramps, foam pits, and training areas that cater for everyone from new riders to world champions and Olympians.

The 'Alley' is a charity trading as a social enterprise. This means we work closely with the local community, the council, and local charities to create jobs, training, and volunteering opportunities, while providing a safe and secure environment for young people to take part in their sport. All profits are reinvested back into the charity to help us achieve our long-term vision.

We continue to expand and develop to meet both local need and national demand. Over the past 12 years, we have purchased our 6-acre site and trebled the size of the business, strengthening our ability to support communities and inspire the next generation.

Our History

In late 2001, Mandy Young was devastated to learn that her son John had been the target of local louts.

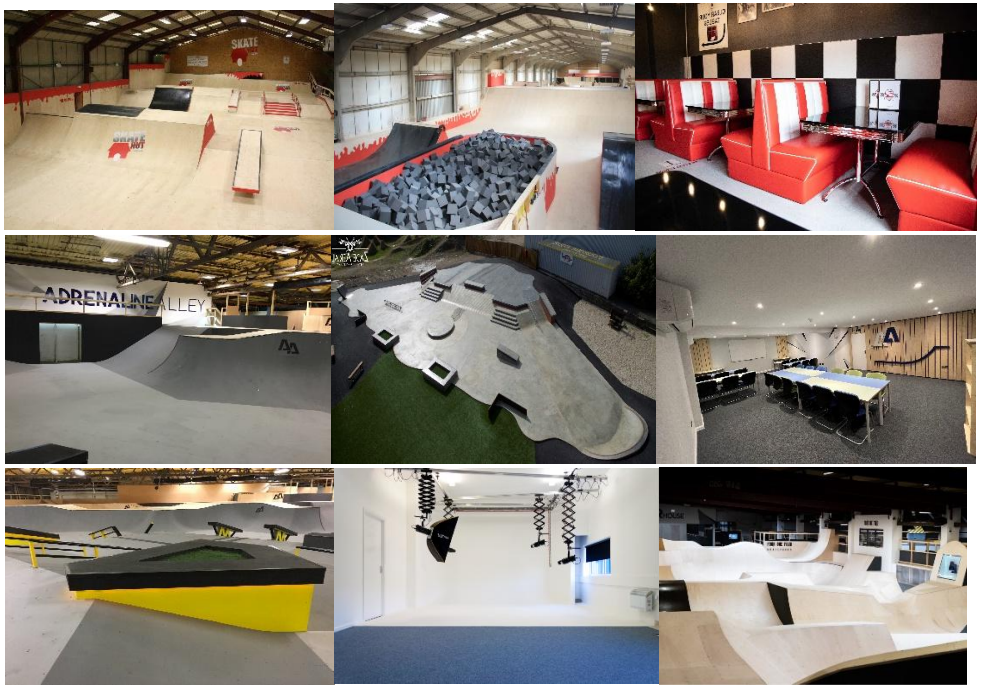
John had struggled throughout his childhood due to an undiagnosed brain tumour, which led to major surgery, radiotherapy, and chemotherapy. At just 13 years old, he finally found a sense of belonging after making friends with a group of local skateboarders. For the first time, he no longer felt the need to explain himself or worry about his appearance or how others perceived him.

However, one night John was viciously attacked by individuals who were aware of his health issues but chose to ignore them. Mandy and her family were heartbroken but determined to turn their experience into something positive.

After speaking with John and his friends, they attended a public consultation meeting. It quickly became clear that intimidation and a lack of facilities were major barriers preventing young people from taking part in extreme sports and that this was not just a local estate issue, but a national one.

With that, the Corby Wheels Project was established in late 2001. For the next two years, Mandy researched the sport and funding opportunities, while recognising that young people also needed an immediate solution to meet their needs.

From that determination, Adrenaline Alley was born.



www.adrenalinealley.co.uk

The Adrenaline Alley vision is simple

"to use action sports to make a real difference to people's lives and the communities they live in"

Mandy initially approached Corby Speedway with a vision to build an outdoor park until an indoor facility became possible. In May 2006, that dream became a reality when the project moved into the Priors Haw Road facility.

Since then, the organisation has gone from strength to strength, trebling in size, membership, development, and expansion, and securing more than £7 million in funding.

The charity continues to provide training and learning opportunities for its staff and volunteers, investing continually in the development of personal, social, and sporting skills. Today, the charity owns its 6-acre site, a remarkable achievement in such a short time.

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 for generations to come.

John fell asleep in September 2010 - Adrenaline Alley is his legacy.

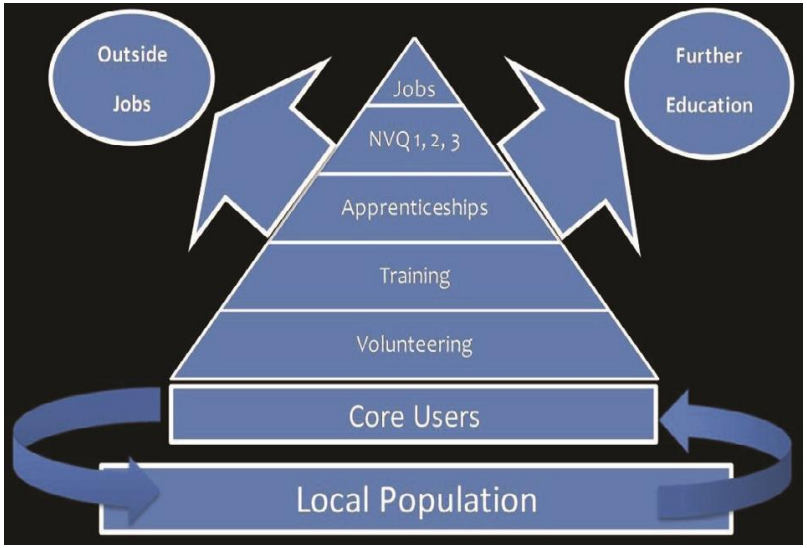
Our Model

Our successful engagement model with local young people begins with consultation, encouraging participation, and creating opportunities for young people to volunteer, undertake training courses that lead to real qualifications, helping to secure employment or further education.

This approach creates a clear 'pyramid of participation' where, through positive engagement and outreach work, young people become core users of the Alley. This naturally leads into volunteering, training, and employment opportunities within the organisation.

Adrenaline Alley is, first and foremost, an extreme sports venue while also catering for all urban wheeled sports such as mountain biking. Through our model, we support young people to progress into employment, further education, or other support services, or to remain with us to continue developing their skills until they are ready to engage in a career or educational pathway.

Participation Pyramid



Continuing to Develop

As part of our long-term development and expansion plans, we purchased our 6-acre site and three buildings in 2015 with support from The Charity Bank. Since then, we have delivered a major programme of investment and transformation, including:

- Installation of a 100-space car park
- We have secured the asset with major roof, drainage and office refurbishment
- Full refurbishment of all parks in our three buildings through a major funded project
- A new reception area
- Construction of linking corridors between buildings
- Development of a European training centre for Olympic athletes
- Installation of a two-storey café and office space
- Creation of an outdoor plaza and pump tracks
- Dedicated space for parents and spectators
- Development of an onsite hotel

This work has been made possible through the support of major funding organisations including Sport England, Power to Change and Grantscape, alongside local funders such as Corby Borough Council and generous private donations.

To complement this, in early 2020 we secured £273,000 from British Cycling to develop the remaining section of Building 1, bringing the total project value to £409,000. This facility was launched on August 1st following our reopening after the Covid-19 lockdown.

But we are not finished yet.

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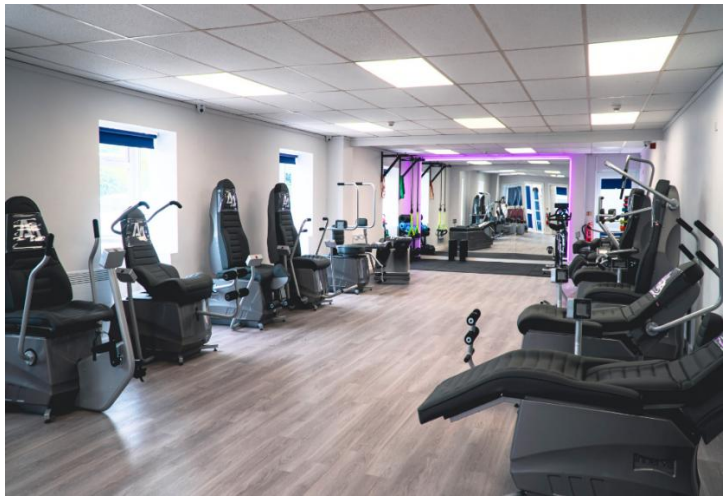
In addition to the parks, we have introduced a new exercise centre called Active In Motion (AIM). This centre was funded by FCC Communities Fund and enabled us to install low impact power assisted machines to improve people's health and wellbeing. Alongside this centre The John Chard-Young Legacy Fund provides funding for those in need reducing costs and making the centre accessible to everyone, including those with additional needs.

For more info, visit: www.adrenalinealley.co.uk/active-in-motion



Adrenaline Alley's drive to provide a facility that motivates riders and skaters to return time and time again has exceeded all expectations. The Alley has become a destination venue, attracting visitors from across the UK as well as European and international riders and skaters.

Mandy's vision to continually evolve, reinvent, secure funding, and ensure the organisation remains sustainable is truly inspiring. Her enthusiasm is as strong today as it was over 20 years ago when she and John first set out to create the dream that now exists.

Our Success

Adrenaline Alley now boasts a membership of over 260,000 people, with 62% aged between 11 and 21 years old. The facility welcomes more than 100,000 visits each year and operates as a sustainable social enterprise, employing the equivalent of 20 full-time staff and supported by over 35 dedicated volunteers.

We work in partnership with the local borough and county councils, Police, Youth Offending Teams, sports clubs, private sector partners, schools, colleges, and universities to deliver meaningful outcomes for young people and the wider community.

Adrenaline Alley is an award-winning social enterprise that has been recognised locally, regionally, and nationally for its achievements and community impact.

"The correlation between my riding better and being here was just direct. It's the best facility in the world"

– Kieran Reilly, BMX Olympic Silver Medallist

Since opening in March 2003, the Alley has welcomed over 1 million visits and built a membership database of more than 260,000 registered users. The organisation has grown from a single employee (Mandy) to a team of 40 staff by 2025 and continues to operate without a single adverse call to the police since opening, a testament to its positive youth engagement model.

Our achievements and recognitions include:

- Over 1 million visits since March 2003
- Over 260,000 registered members
- Zero adverse police callouts since opening
- Growth from 1 employee to 40 by 2026
- Corby - Special recognition award to John Chard-Young
- M&S Social Entrepreneur of the Year
- University of Northampton Changemaker Award 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 Awards
- Ride Magazine – Best UK Skatepark
- Unsung Hero Awards from Northamptonshire Police
- Spirit of Corby Awards including the 2025 Health & Wellbeing Award for AIM.
- 2024 & 2025 North Northamptonshire Active Communities Awards for AIM.

These accolades reflect not only sporting excellence, but the strength of our social mission and the life-changing impact of our work with young people and communities.

Community & Disability

The Corby community will always remain at the heart of Adrenaline Alley. Throughout the history of the charity, we have built more than 150 partnerships to ensure we provide high-quality services to schools, communities, colleges, universities and community groups. 68% of participation comes from outside Northamptonshire, however 25% are from local communities and 7% are international visitors.

The charity has been supported by a wide range of local, private and statutory organisations, providing funding, advice, support and professional expertise. We offer discounted access for affiliated community groups, provide equipment hire for those who do not have their own, and currently have over 200 young people attending our BMX, skateboarding and scooter training clubs every Wednesday evening.

In addition, we deliver 1-to-1 coaching sessions for individuals who require personalised support, delivered by qualified and experienced coaches across all disciplines.

All areas of the park are wheelchair accessible, and WCMX (Wheelchair Motocross / wheelchair skateboarding) continues to grow in popularity for riders with disabilities. Inclusion and accessibility are central to our mission.

Expertise Across the Board

We continually attract expertise from across our community and beyond, helping to take this exciting and ambitious national asset to the next level and secure its long-term sustainability. Our Board is currently led by our Chair, Mr Andre Gonzalez de Savage.

We are committed to building a skilled, diverse and passionate team of Trustees and Advisers and welcome expressions of interest in joining our Board of Trustees and its two sub-committees.

We have completed Sport England's Tier 2 Governance Assessment, a detailed review of our governance and operational framework to ensure best practice and clear understanding of trustee roles and responsibilities. Interested parties will be directed to a secure, password-protected portal containing our full governance documentation, policies and procedures.

Sub-Committees

In addition to our Board of Trustees, we operate the following sub-committees, which are a Finance & Remuneration and Development. These committees prepare and analyse strategic reports for board meetings. This structure enhances strategic focus and ensures strong governance while reducing operational burden on the Board.

Contact us

For more information

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enquiries@adrenalinealley.co.uk

Our Senior Management Team

Mandy Young MBE DL – CEO/Founder

Paul Young - Operations Director

Harry Tucker – Harvey – Marketing Director

Gary McQuade – Active In Motion Manager

Christopher Lapsley – Catering Manager

Jodie Young – HR/learning & development Coordinator

Aleksandra Blyskolsz – Administrator

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