

Pop-Up Cycling Event Receives Global Innovation Award

Submitted by: The StreetVelodrome Company

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Cube Management's pop up cycle sport concept 'StreetVelodrome' has been named 'Highly Commended Innovation' in an international award scheme recognising the achievements and contribution of organisations across the leisure industry.

The World Leisure Organization is an international body created to promote leisure as integral to social, cultural, economic and sustainable environmental development. Its most prized partnership is its recognition as a consultive organization with the Economic and Social Council of the United Nations.

The World Leisure Organisation's International Innovation Award honours business around the world that design, develop and implement creative solutions which foster local, national and international leisure opportunities.

StreetVelodrome was created in 2014 and is the world's most accessible cycle sport. It offers an innovative self-contained pop-up cycle sport event solution that brings all the excitement and drama of Olympic-style pursuit racing right to the heart of a community.

The track delivers inspiring cycle sport events world-wide, can be set up almost anywhere without the need for road closures, and provides a range of exciting experiences for both beginners and skilled riders alike. With free participation offered at all levels, including equipment loan and pro coaching, it enables anyone to have fun, be entertained and to get inspired into being more active through cycling.

Cube Management has taken its innovative pop-up cycle track to many locations around the world. Carl Thompson, Cube's Event Director and founder of StreetVelodrome said the company was "delighted" its event solution had been recognised on such a global stage.

"We are thrilled to have received this accolade from the World Leisure Organisation. Our aim was to create an entertainment-based cycle sport event that has the power to energise change.

"We want to be accessible and relevant to the communities we visit and like to appeal to everyone, including those hard to reach groups such as women, young people and those on lower incomes. To do this we had to remove all the usual barriers to participation in cycle sport. At every level our concept seeks to readdress those barriers and to ensure taking part in StreetVelodrome is always fun, free and inspiring for all participants.

"In addition, by creating media value for our commercial partners via our Pro-Series events, we are able to ensure getting on track remains free for all and our accessible cycle sport message can reach millions."

Cube Management's MD, Andy Moss, who was at the Awards ceremony to receive the prize, added: "Our core vision is to make being active by cycling more accessible. Its 'free at the point of participation' offering makes it truly unique. Our goal is to be recognized as the 'gateway to cycle sport' for the world and enable our partners to engage with elite sport yet still energise change at

grass roots level.”

A spokesman the World Leisure Organisation said: “We are looking for innovations which represents the use of leisure as a creative solution to enhancing collectively the social, cultural, environmental, and economic quality of life in an area. StreetVelodrome has achieved just that with its fine blend of elite/novice, community-wide, environmentally-friendly and economically-sustainable innovation.”

The awards ceremony was held in Hangzhou, China during the World Leisure Organisation’s Expo & Forum on 18 October 2019.

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