



# TEAMSPORT INDOOR KARTING

Central Bedfordshire

UNIT 27, VEREY ROAD, WOODSIDE INDUSTRIAL ESTATE, DUNSTABLE, LU5 4TT

[WWW.TEAM-SPORT.CO.UK/GO-KARTING-DUNSTABLE](http://WWW.TEAM-SPORT.CO.UK/GO-KARTING-DUNSTABLE)



## THE BUSINESS

Fast-growing indoor go karting business, TeamSport is a £30million private equity funded company that is expanding its thrilling, race-based experiences at the rate of five-to-six tracks every year.

The Council's proactive Inward Investment team were first contacted by TeamSport's property agent Savills, to discuss their interest in the unit they now occupy.

The Inward Investment team facilitated the engagement between TeamSport, Savills, and the Council's Planning and Building Control team, which accelerated the planning application process.

In addition, the company was also introduced to the Council's Employment and Skills Service and supported by the Council during its launch event and promotional campaign.

Launched in 1992, TeamSport's growth accelerated following a management buy-out in 2013, and it wasn't long before Central Bedfordshire came into their view.

With 2.2million people living within a 45 minute drive (which also includes the populations and businesses in Luton, Bedford, Milton Keynes, and a large chunk of Hertfordshire), Dunstable soon emerged as a prime

candidate for one of the company's multi-level, high adrenaline tracks.

Further, the area has what the company judged to be a critical mass of other leisure and entertainment offers, making it the kind of place people naturally look to when they have time to spend having fun.

This area of Bedfordshire has a number of nationally popular tourist sites, including ZSL Whipsnade Zoo, Dunstable Downs, and Woburn Safari Park, which attract hundreds of thousands of people annually.

TeamSport's Dunstable indoor karting track, the UK company's 24th, is located in the large Woodside Industrial Estate.

The commercial property agent identified the site, and their research confirmed that it is easily accessible from the M1 motorway, easy to find within the industrial estate itself, and has plenty of secure, on-site parking.

The area's road infrastructure has recently received multi million pounds of investment. A new Woodside Link Road provides access to a new junction, 11A on the M1, and junctions 12, 11, 10 and 9 are also within a few miles. The A5-M1 link road also puts Leighton Buzzard and Aylesbury within easy reach.

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## THE REQUIREMENTS

Apart from the company's commercial property requirements, TeamSport needed access to a flexible and enthusiastic workforce, and this is where Central Bedfordshire Council (CBC) came in.

Laura Thomas, Head of Recruitment at TeamSport Indoor Karting, said: "As an action-focused company we warmly welcomed the Council's proactive approach. Their team fully appreciated the fact that we are bringing a boost to the Central Bedfordshire economy as well as new employment."

"It was great to see the Council taking the initiative when we held a conference call at an early stage. Leading Councillors were also involved. We were so impressed that we now use the relationship and process that we established with CBC as an example of good practice when working with other new track openings."

Central Bedfordshire Council's Employment & Skills Service made the first approach to the company, helping TeamSport to identify potential Bedfordshire job candidates for their 18-strong team of part time workers.

The Council and the company worked together on six assessment sessions, where employees were identified and feedback was given to unsuccessful candidates so that they could identify areas of improvement for future interviews.

*"Having such a positive relationship with a proactive Council is hugely beneficial," said Steve. "If we ever need to make contact with the Council again, we would not hesitate to do so. It's like having a friend at the other end of the phone."*

## THE OUTCOMES

TeamSport quickly achieved a full complement for its team, with some 95% of the workforce living locally.

"We have an impressively open and progressive working partnership with the Council," said Steve Evans, TeamSport's Operations Director.

Laura and Steve praised the work of Bev Auburn (Skills for Work & Life Manager) from the Employment

and Skills Service who impressed them with her enthusiastic support.

"Bev is very passionate about supporting local people into these jobs in Dunstable. We ran a Facebook employment campaign through Fish4Jobs and were impressed that she liked and shared everything, helping to get these opportunities noticed.

The company's job opportunities were also shared at Council events.

## THE FUTURE

TeamSport intends to be a major part of the Dunstable area's leisure scene for many years to come, having agreed a 20-year lease on their premises on the Woodside Industrial Estate.

Going forward the company will have a dedicated Account Manager to act as the single point of contact within the Council.

The Council offers this service to key businesses in the area, to help maintain the relationship, to better understand the company's future plans, to help facilitate business growth and job opportunities, gain intelligence and to identify issues and opportunities to enable the Council to respond accordingly.






"Having such a positive relationship with a proactive Council is hugely beneficial," said Steve. "If we ever need to make contact with the Council again, we would not hesitate to do so. It's like having a friend at the other end of the phone."

Laura added that she "could not fault" the local authority's positive attitude, giving Central Bedfordshire Council nine out of ten for its proactive approach to business investment.

"It is extremely pleasing to know that they are trying to add to the strength of the local community by working with growing companies. It means everyone is racing on the same track!" she added.



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