

What is Extreme Wheels Roadshow!

Overview

Extreme Wheels Roadshows is now in its 24th year of operation and has established itself as a 'Lifestyle engagement provider' in offering non-traditional sports activities at both a local level and on a national basis. It provides a wide range of activities, programmes and initiatives to Local Authorities, police forces, Community Safety Partnerships, health organisations, as well as traveling the country attending major events in London, Great Yarmouth, Air shows and McLaren F1 team to name but a few.

The team prides itself on being a bespoke provider with the services and programmes it offers to organisations, but with a key focus being on what young people want and what will engage them. One of these areas the management particularly focus on, is young peoples 'Lifestyles' as especially today's generation is very different to those 10+ years ago. With this in mind, we have slightly altered our ethos which is 'Lifestyle engagement provider' mainly focusing on young people who hang around the streets in the evening and at weekends and working for those organisations who wish to target these types of young people.

Action Sports have always been an exciting alternative to traditional sports such as football and cricket. BMXing and skateboarding in particular, tap into the whole street culture movement and with its own style of music and clothing has become a lifestyle choice that appeals to a lot of young people, making it an ideal way of positively engaging with young people, especially in areas where lack of physical activity, boredom and disaffection lead to an increased incidence of anti-social behaviour.

Historically, despite the popularity of action sports, mainstream providers have in the main failed to recognise, value or invest in either increasing participation in a structured way or developing accessible and affordable local facilities. As a consequence, participation has tended to be cyclical.

The International Olympic Committee has now recognised the potential of non-traditional sports by including BMX racing as part of the 2008 Olympic Games in Beijing. This has been further boosted by BMX Freestyle, Skateboarding and Surfing being included in the 2020 & 24 Olympic Games. GB Team for BMX freestyle, BMX racing and Skateboarding secured many medals and as a result the demand for wheeled sports has dramatically increased and Extreme Wheels aims to harness this latent interest.

The Extreme Wheels Offer

- **Urban, Extreme and Action sports** activities – we offer over 10 different activities based around young people's lifestyles and culture. We provide a wide range of the latest extreme/action sport activities for them to participate in which are often linked to their lifestyles such as brands, music and events. Plus, they don't get these types of activities every day of the week!
- **Community sessions** – providing sessions such as weekly or summer holiday sessions in local communities in conjunction with parish councils, community groups.
- **Extreme Outreach** – an outreach programme in targeting young people on 'their patch' in engaging young people in a non-activity role. Patrol local parks and communities in contacting young people who choose to be out in the communities and be 'eyes and ears' for them and other agencies.
- **Indoor Sessions (Youth Hubs)** – The team deliver numerous indoor sessions during the autumn and winter months to give young people somewhere warm and welcoming for them to hang out based around their lifestyle. The aim is to provide an environment that interest them in a non-structured way along with providing a vast array of indoor activities by bringing an 'Extreme' experience inside to engage and entertain today's young people.
- **Diversionsary Activities in Hotspot areas** – work with Community Safety Partnerships and Police, along with Police Commissioners to target hot sport areas within local neighbourhoods. Often working alongside police officers, ASB officers and youth workers.
- **Positive Rewards Programme** – work with local authorities and youth councils to deliver positive rewards in schools to pupils who have achieved and done well either in schools or out in the community.

- **Public Health programme** – targeting young people who drop off from physical activity during their mid to late teens in traditional sport. This is focused very much on teenagers' lifestyles and providing activities for them in 'their time' and on 'their patch' which mainly focuses on open spaces that contain skate parks around the area.
- **Extreme Wheel Academy (Volunteering)** – this unique volunteering scheme which focuses around extreme and action sport target young people (secondary school) who are switched off from the traditional forms of volunteering and sport. This focuses around their lifestyle and delivers a mixture of action sports along with employability skills and therefore prepares young people for the work place.
- **Music Events** – Often today music is a massive part of young people's lifestyle and culture. Well with 'Extreme Bass' sessions, we can provide mini music events within your own community, in which we can either provide some local top DJ's or alternatively let your people DJ themselves from our Roadshow truck!
- **Party in the Park** – this is a cross between an action sports event and music festival, great for schools, galas, youth groups and event organisers in which we can offer multi extreme sports activities along with the music roadshow truck to any location! To have the Ultimate package Extreme Wheels can also provide a BMX pro demo show with UK's top BMX pro riders in the performing stunts to your audience!
- **Motivational and Inspirational talking** – deliver a range of talks to young people both in the community and in schools using extreme wheels and its current Pro Demo Riders in the field of Mountain Trails and BMX who are still competing along with having a massive social media presence.
- **New Skate park builds & Consultation** – Sometimes organisations find it hard to consult with young people especially those who hang around on the street or on open spaces. Over the years we have developed a number of options in order to engage these young people along with some innovative consultation methods to find out what they want or feel in their community.
- **Galas and events** – Extreme Wheels delivers to a number of galas and shows in supporting their events with activities and shows.
- **National events** – is commissioned to deliver activities and Pro Action Demo Shows across the country with notable clients such as McLaren HQ, Great Yarmouth Borough Council, London Marathon Event teams, Scout Jamboree and many more.
- **Pro Action Sport Demo Shows** – Extreme wheels works with many of the UK top professional BMX, Mountain Bike Trials riders putting on breath taking shows both locally and nationally using skateparks or Extreme Wheels own mobile Jump box ramp and Trials bike rigs.