

# Leicester Riders Basketball Foundation

*The Foundation delivers programmes around basketball and a wider social agenda in Leicester, Leicestershire, and the East Midlands. These programmes are usually delivered in partnership with schools, local authorities, local universities and colleges of further education, housing associations, community groups, and charities.*

## CHALLENGE

They needed to improve the options available to get increased return on staging of Events in our Arena. The Events make the Arena financially viable, whilst in parallel, the Arena is available for community activities, which are all generally below cost and affordable for students and other young people.

## SOLUTION

Improve the arena's facilities, particularly related to corporate hospitality, purchasing of associated assets versus rental, and increasing the flexibility in use of existing spaces, including extended wi-fi and power.

## REVENUE

Increased pricing for certain corporate offerings, including offering a mix of corporate options.

## IMPACT

We have increased revenues in spite of reduced numbers at many events due to the cost-of-living crisis.



**6 years**  
Duration



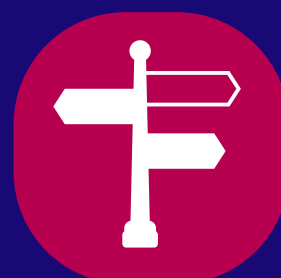
**8%**  
Cost of Capital



**£1.8m**  
Turnover



**£350,000**  
Amount invested



**Unsecured loan**  
Product type

