

Cube Partnership was incorporated on the 16th September 2019 as part of the wider Cube International Group, to deliver a specialist, sports related clothing solution.

Andrew Graham was appointed CEO of Cube International Group in February 2023. He said: *“The clothing and apparel for several high-profile events were serviced by Cube Partnership from its Manchester Office, over the ensuing 3 years. In 2022, Cube Partnership were responsible for the merchandise and retail solutions for the Birmingham Commonwealth Games. Partnership resourced positively for this event, ensuring that the delivery and product was of the required standard.*

Despite the forecasts providing a more positive outlook, the reality, on the back of a COVID Pandemic, and a less than positive economic position, was not such a positive story and I can confirm that we have closed Cube Partnership.

It was clear that Partnership was carrying too much debt, with ineffective strategic realignment to manage a way through it in the timescale necessary. This was having a negative impact on the wider group, but also on the sports related merchandise and apparel segment of Partnership itself.

At all times, employment, and debt management, respecting the ethical approach to satisfying both, was uppermost in our minds. No staff positions were directly lost through this process and Partnership debt was restructured and transferred to a new trading entity.

We carefully planned to mitigate any potential damage to partners and have built healthy relationships to ensure longevity in this regard.

The wider Cube Group continues to trade through the historic challenges and has successfully delivered at the IOM TT, Formula E, Rugby World Cup and other significant national and global events from its Worcester HQ. ”

The contract for the Official Licence to deliver the Isle of Man TT Races merchandise is held by Cube International Ltd, following a competitive tender which was concluded in 2022. Cube International Ltd is already developing a new range of Merchandise for the 2024 Isle of Man TT Races and is looking forward to sharing these designs with Isle of Man based retailers shortly so that they can place orders and provide merchandise for their customers in 2024.

The new range will be available to buy from Isle of Man based retailers and online via the Official Isle of Man TT Races website (www.iomttraces.com) in early 2024, ahead of the 2024 TT Races and via retail concessions in Nobles Park and behind the TT Grandstand during the event.