

YORKSHIRE CHAMPIONS GROUP



Jasbir Athwal Esq, DL Property

Developer Deputy Lieutenant for West Yorkshire

Background Information:

Jasbir Athwal is a driven and enthused business consultant who is keen to help businesses of all sizes reach their potential by providing strategic advice and practical solutions. Jas has a vast array of contacts in the business world, both locally and nationally, and helps companies reach their potential by providing the links and key contacts that would otherwise be difficult, if not impossible, to obtain.

After completing my education in 1978, I promptly joined the family business. After eleven successful years, the family business divided, due to the increasing geographical distance between the different business sites. I remained in this position until 2010, when I finally sold the business.

After a few successful years of business ownership, I was in a position to diversify away from my primary business. I was involved in the pioneering “LOTS” (Living Over the Shop) Government Scheme and with the help of Bradford council was able to effectively convert the space over the shop into six self-contained flats. Following my initial property success, I subsequently purchased two working men’s clubs in Bradford and was able to convert them into fourteen self-contained units. The renovation process was extremely successful and drew a number of offers from a range of different housing associations.

Since selling my businesses in 2010 I have been fortunate to help many businesses as an ambassador, consultant and advisor. The most prestigious and rewarding positions during this time have been my appointment to be a Deputy Lieutenant for West Yorkshire and becoming the chairman of my local Rugby League club.

From a young age I developed a keen interest in the sport of Rugby League. I was fortunate enough to play for Bradford Bulls academy and was offered professional contracts, but due to the constraints of the family business, I declined the opportunities. My interest in sports expanded and soon I found myself an avid fan of golf. In 1999, I became the first Sikh Captain of a Golf Club when I was asked to captain Waterton Park Golf Club.

My role as captain was a great experience but more importantly it made me realise the socioeconomic divide that golf creates. After some research I was staggered to find out how few Asians in Bradford were playing the sport. In the Spring of 1999, I decided to set up the British Asian Golf Society whose aim would be to increase ethnic participation in the sport and break down many of the perceived barriers held by both communities. The Society has been extremely successful and

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has been privileged to have worked with many great sponsors such as RBS Bank, Coutts Bank and Empire Direct. The society is now nationally revered and has been recognised for its success when it was recently nominated for a Prince’s Trust Award.

Sectors worked in and routes taken:	

What I would like to get involved in: (please tick)			
Inspirational Talk	Visits to my place of work	Mentoring / Coaching young people	Other (please state)