

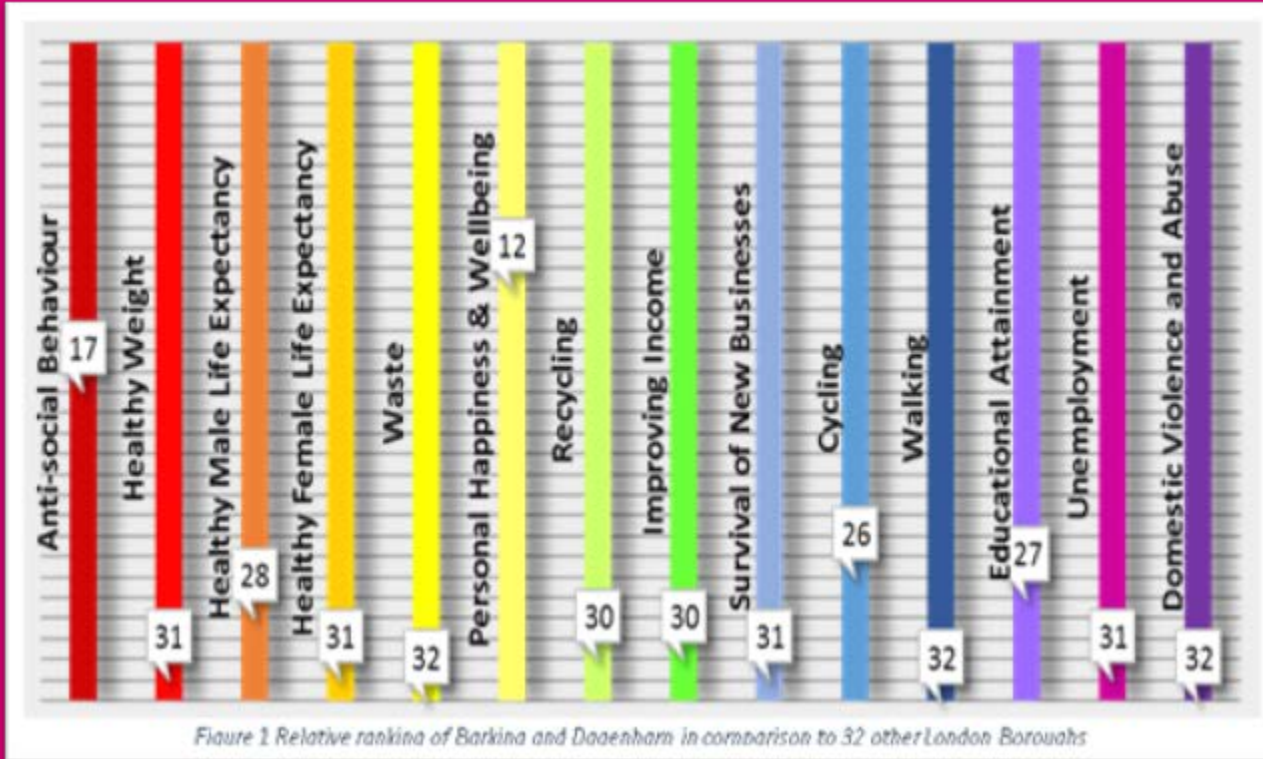
APSE Sports & Leisure Management Advisory Group – (Southern Region)

INCREASING LEISURE CENTRE USE FROM
800,000 TO 1.5 million visits

ANDY KNIGHT

HEAD OF COMMISSIONING FOR HEALTHY LIFESTYLES

The Challenge



“For a borough with our health inequalities, getting a good, exciting leisure offer in place was a major priority.”

Councillor Maureen Worby, Cabinet Member for Social Care & Health Integration

- One of the most deprived communities in the UK
- 1 in 4 children aged 4-5 and 1 in 3 children aged 10-11 are overweight or obese
- 2 in 3 adults in the borough are overweight or obese
- Huge demographic change. In 2001 the population was 90% White British, in 2017 less than half are
- 30% of the population is under the age of 18 where half of these are 7 or younger

2008 – 2010: A new beginning

- Improved reputation (QUEST Award, National Pool Safety Award)
- Workforce development
- Reduce operational costs
- Secure capital investment
- Realigning strategic priorities with Public Health



2011-2016: The opportunity

- Opening of Becontree Heath Leisure Centre (2011).
- Leisure centres used as Olympic training venues.
- ASA Swimming Pool Operator of the Year.
- Healthy Lifestyle team established.
- Success breeds success... Cabinet approve a new leisure centre in Barking (Opened 2015).



From 2016: A service for the future

- As Council budget pressures begin to bite, borough launches its transformation programme.
- Leisure centre visitor numbers hit 1.5m.
- Cabinet agree to seek a not-for-profit commercial partner, and maintain social value in the leisure service.
- September 2017 new partnership starts with Everyone Active



The Future - Barking Riverside

- Healthy New Town
- 11,000 new homes
- Health Hub in the 'District Centre'
- Family focused
- Maximising the wider community assets
- Due to open 2021

