

APSE Best Efficiency and Transformation

Community Partnerships

Cricket in Redbridge Parks

History

- Redbridge has one of the highest numbers of public cricket pitches in the UK.
- In 2020, funding pressures threatened community access.
- Vision Redbridge worked with England and Wales Cricket Board, Essex Cricket and the community to explore community asset transfers.



Cricket in Redbridge Parks

Model of Partnership

- Ekota awarded License to Occupy in 2021.
- Responsible for pavilion + cricket pitch maintenance with annual rent.
- Secured funding to refurbish pavilion + open Emerald Café.
- Café profits reinvested into community programmes.
- ECB has invested nearly £1m in Redbridge cricket facilities.



Cricket in Redbridge Parks

Community Benefits

- Safer, more active park with café, bikes, table tennis, cricket and football
- Modernisation of old changing pavilion - now a community hub for yoga, wellbeing, education, learning
- Strong partnership with Friends of Park, Volunteers, Safer Neighbourhood Team



Cricket in Redbridge Parks Achievements

- Both partners work closely with Essex Cricket, saved £20k/year in public subsidy and secured ~£500k+ external investment. This partnership has been highly endorsed nationally by the ECB
- Transformed disused pavilion into vibrant community hub
- Grew participation from 100 in 2021 to 5,000+ in 2025
- Secured extensive funding from the ECB for cricket pitch renovation, installation of a non-turf pitch, provision of an electric roller and container
- Secured funding for the installation of cycle racks, 12 bicycles from British Cycling, and 8 new bicycles from Bikeworks
- Hosted ECB Hundred launch in association with KP Snacks, renovated and developed their own Ekota cricket hub
- Ekota received the King's Award and visited Buckingham Palace



Active Body, Healthy Mind

Active Body, Healthy Mind

- Engaged 450+ participants through inclusive, fully funded activities across Redbridge
- Reduced health inequalities and improved mental and physical well-being
- Delivered major community events, including Dance Fitness Fest (130 attendees) and International Yoga Day (200+)
- Participant feedback showed high satisfaction, improved confidence, and strong engagement
- Programme shaped by community insight and professional expertise
- Provided accessible, culturally diverse sessions supporting priority groups and encouraging healthier lifestyles



Active Body, Healthy Mind

Key Highlights

- 46% of participants aged 50+; 14% with a disability
- 80% rated sessions very good or excellent
- 100% reported improved confidence; 88% were fully engaged

Participant quote:

“This session was amazing. I have even booked a paid session this week Saturday for another Forest Pilates class. This was really beneficial for my mental and health. It was wonderful to do so in such an amazing park as well, such a beautiful time I left feeling rejuvenated and so blissful.”



Serenity Ilford Women's-only Gym

- Serenity Ilford opened in September 2025, After securing £350k funding from Redbridge Council
- Serenity is a tailored fitness space designed to meet the rising demand for female-focused facilities
- It offers a safe, supportive environment where women of all ages and fitness levels can feel comfortable, confident, and empowered
- With its emphasis on women's health, fitness, and wellbeing, Serenity is more than a gym - it's a place to reach goals, build connections, and nurture overall wellness

*Serenity isn't stillness alone;
it's the calm you feel
after pushing your limits*



Serenity Ilford Women's-only Gym

- Serenity is situated in Clementswood electoral ward which is one of the most densely populated wards in England, 70% identified their ethnic group as Asian, Asian British or Asian Welsh, the highest in all 22 wards in Redbridge.
- Redbridge Public Health Annual Report 2023/24 STIGMA and its impact on services has highlighted several health inequalities for all Redbridge residents and specifically for women including Obesity, Mental Health, Poverty and Domestic Abuse.
- Demand has spiked for women only gyms in the last 12-18 months with searches on google and TikTok up 69%.





Death Positive Library

Death Positive Library

- Responding to Council end of Life strategy and the inability to engage
- Using public libraries as safe trusted spaces to talk about death, dying & grief
- Initially funded by Welcome Trust and Carnegie

Community Engagement

- Death Cafes & Bereavement Cafes
- Workshops with End of Life specialists
- Author events
- Books
- Festivals
- Films
- Arts Projects



Death Positive Library

The need

- Almost 80% of British adults find death difficult to talk about
- 72% of those bereaved in the last five years would rather friends and colleagues said the wrong thing than nothing at all
- 62% say that being happy to listen was one of the top three most useful things someone did after they were bereaved
- 48% said that not being able to see someone before they died or attend a funeral would make it harder to accept the reality of the death
- 62% said that not being able to see a dying person before they died would cause a lasting sadness

The death positive movement is a social and philosophical movement that encourages people to speak openly about death, dying, grief and corpses!



Death Positive Library Aims

- Reduce anxiety
- Remove barriers
- Provide more choice
- Sign post to more sustainable options at end of life
- Empower Individuals
- Greater dignity at end of life



Death Positive Library Impact

- Over 15,000 people engaged
- 90% of participants reported feeling more confident talking to family about their end-of-life plans.
- 85% said they felt less anxious about the topic.
- 75% said they would consider writing an advanced care plan.
- 95% said they felt the library was a good place to discuss difficult subjects.
- Developed a national framework for public libraries



Death Positive Library Testimonials

“I feel so energised and less anxious.”

“Today has made me think about what I need to do to get my affairs in order.”

“Tonight’s event with Dr. Mannix made me feel less afraid of dying.”

“This event transformed my fear of death into a celebration of life.”

“As a parent, I appreciated how the festival created a space for my child to ask questions about death without feeling scared. The creative activities made it easier for us to talk about it as a family.”





We didn't have anything in my local borough.