

Communities & Customer Services Policy & Scrutiny Committee

Date:	24th June 2019
Classification:	Confidential
Title:	Moberly Sports Centre's First Year
Report of:	Andrew Durrant, Director of Community Services
Cabinet Member Portfolio	Cllr Bott (Sports, Culture and Community)
Wards Involved:	Queens Park
Policy Context:	Moberly Sports Centre is helping to fulfil the Council's City for All 2018/19 objectives by offering excellent local services, having a role in providing a healthier and greener City and being a facility that hosts a number of activities that celebrate our communities.
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1. Executive Summary

- 1.1 The 'Active Queens Park' project is improving the quality and size of sports facilities offered in this neighbourhood, with the redevelopment of the Council's Moberly and Jubilee Sports Centre sites a significant part of this. The Active Queens Park regeneration initially provided a new 3G artificial sports pitch at St Augustine's School and implemented enhancements such as floodlighting, new fencing and a new outdoor gym to the free to access sports pitch area at Queens Park Gardens, all of which are now in use.
- 1.2 The redevelopment of Moberly and Jubilee Sport Centres, has created the new flagship £26m, 80,000 sq. ft Moberly Sports Centre (Phase 1), which is providing the first new public swimming pool in 40 years. Moberly Sports Centre opened on 30th June 2018, the originally intended month, with the Jubilee Community Sports Centre to follow (Phase 2). After the completion of Phase 2, 155 homes and a retail shop will also be provided across the two sites.

- 1.3 The previous two aging sports centres were costing the Council £600k per year in subsidy despite investment and were no longer providing sports or community facilities that were fit for purpose. The new sports centres are now a key component of the net positive contribution to the Council via the management fee from the leisure operator contract with Everyone Active.
- 1.4 In 10 months, the number of users at Moberly Sports Centre has surpassed expectations and significantly exceeded the annual target. This report will provide a review on the performance and types of activities taking place at Moberly Sports Centre with the objective of gaining a steer on what the Council's objectives should be over future years.
- 1.5 Table 1, outlines the outcomes the Council wanted to achieve when the project was originally considered together with high level commentary on what has been delivered across this Active Queens Park investment.

Table 1: Project Review

Issue / Initial objective	Delivered	Comment
Poor standard of facilities, a need to invest and improve	At Moberly Sports Centre, an excellent and popular facility which provides activities for all levels of participation from community, club and regional use	Supports significant change through the ActiveWestminster Strategy
£600k deficit per annum	Supports a net positive contribution to the UK's leading leisure operator management fee	
Consolidation into one facility at Moberly Sports Centre	The large Moberly Sports Centre (Phase 1) open, with a small community-based facility at Jubilee Sports Centre to follow (Phase 2)	After significant local opposition during the original public consultation, the Council decided to retain a facility in both locations

- 1.6 The commencement of Phase 2 is currently delayed by reduced financial viability culminating from increased construction costs and a poorer residential sales market. Council Officers are in negotiations with the development partner, EcoWorld, with the intention of reaching an agreed proposal. In this phase, Jubilee Community Sports Centre will provide a 3-court sports hall and a community room suitable for a variety of activities.

2. Key Matters for the Committee's Consideration

- 2.1 With regard to the first year's use of Moberly Sports Centre, as described in more detail in section 3, it would be helpful to have a steer on the following three questions:
- 2.2 **The current facilities and activities offered at Moberly Sports Centre are shown in this report's section 3. Are there other activities, services or users the Council should consider providing or hosting, that are important to the Queens Park neighbourhood?**
- 2.3 **Through the provision of Moberly Sports Centre, are there any additional Physical Activity, Leisure or Sports events, or community-based activities, that the Council should be supporting as part of the wider ActiveWestminster Strategy in the local area?**
- 2.4 **A key principle of the ActiveWestminster strategy is to increase effective communication and raise awareness to clubs, community groups and schools as outlined in Section 3. Whilst this is an emerging area, Officers welcome recommendations of other channels and methods of communication, that should be considered?**

3. Background

Facilities and Activities

- 3.1 This redevelopment of the new Moberly Sports Centre is part of the Active Westminster Physical Activity, Leisure and Sport Strategy (2018-2022). Moberly Sport Centre is one of the main Council's investments, as a new Active Place, that is intended to provide high quality sports and leisure facilities to the local community.
- 3.2 In the final year before the Moberly and Jubilee Sports Centres closed, the total number of visits per annum across both of these facilities totalled 285,000. Over the first 10 months since opening, Moberly Sports Centre has significantly surpassed its usage targets with the total number of visits being 444,000 between July 2018 to April 2019. A pertinent way of showing how this new facility and the Council is performing against the original promises made on the project, is a review of the Council KPI's agreed with Sport England.
- 3.3 Sport England made a £1m funding contribution towards the cost of providing the new Moberly Sports Centre. This funding was attached to several agreed performance related KPI's which were forecast over a 5-year period. The success of this new facility can be measured in the following Table 2 which provides existing usage information across the original Moberly and Jubilee Sports Centres, the KPI's and the actual usage of Moberly Sports Centre alone.
- 3.4 By the end of its first year Moberly Sports Centre is expected to exceed several significant milestones. This Sports Centre in its first year has within 10 months already exceed the 5-year swimming lesson and 5-year gym member KPI's and

is expected to exceed the 5-year total visits KPI by having an expected 500,000 visits.

Table 2: Moberly Sports Centre Usage Summary

Activity / Year	Existing	18-19	19-20	20-21	21-22	22-23
Total Visits	285,000					
KPI		360,000	405,000	450,000	472,500	495,000
Actual		444,000*				
Swimming Lessons	5,200					
KPI		5,920	6,660	7,400	7,770	8,140
Actual		9,998**				
Gym Members	1,526					
KPI		2,800	3,150	3,500	3,675	3,850
Actual		4,512*				

* To April 2019

** Annual estimate from our operator, Everyone Active

3.5 In the same 10-month period, 19,873 unique individual users have visited Moberly Sports Centre. Within this total, the sports centre has 4,512 fitness suite (gym) monthly members and 1,045 swim lesson members (both of these 10-month figures are the highest memberships in the Everyone Active Westminster portfolio). The number of individual users is comparatively high compared to other sports centres which underlines the demand for quality facilities and both a wide coverage of users and a broad variety of facilities on offer. Usage data held confirms a broad range of ages use the facility and the gender split is generally even between male and female.

3.6 Moberly Sports Centre provides the following facilities:

- 25m, 6 lane swimming pool
- Separate teaching swimming pool with moveable floor
- 8 court sports hall with 500 retractable spectator seats
- 100 station fitness suite (gym)
- Dedicated gymnastics suite
- Spa and treatment rooms

- Multi-purpose activity hall suitable for boxing and martial arts
 - Community rooms suitable for multi-sensory, soft play, community meetings and birthday parties
 - 2 exercise and dance studios
 - Crussh café
 - Changing places facility suitable for disabled users and their carers
- 3.7 This new facility has proven very popular, the Council in partnership with our operator Everyone Active, are providing a facility that supports a variety of users from first time, community, competitive and national level activities. As shown beneath there are five new clubs that were not present at the old Moberly and Jubilee Sports Centres and they offer dance, martial arts, soft play, swimming and all-round sports activities.
- 3.8 There are a significant variety of clubs, currently totalling 29, actively using Moberly Sports Centre on a regular basis. These are shown in the following table 3 with several notable achievements as shown:

Table 3: Clubs and Community Groups

Activity	Club / Group	New Addition?	Achievement
Badminton	London Tigers		
Basketball	Westminster Warriors Basketball Club		Division 1 Winners
Cheerleading	Angels Cheerleading		Grand National Champions
Community	Open Age (activities for 50 years plus)		
Community	Muslim Culture, Friday Prayer Group		
Community	Sport For Confidence (inclusive sports for people with a disability, are homeless or with complex health needs)	New Addition	
Dance	Dance Flies		
Dance	5 Rhythms Dance (Free Flow)	New Addition	
Football	Salhuddin Trust Football		
Football	Sudanese Youth Football		
Futsal	London Helvacia Futsal Club		Premier League Futsal Winners
Futsal	West London Futsal Club		
Gymnastics	Bridge Park Gymnastics Club		
Gymnastics	City of London Gymnastics		
Martial Arts / Self Defence	Britannia Karate		

Martial Arts / Self Defence	Choi Kwang Do (Female Only)	New addition	
Martial Arts / Self Defence	London Self Defence Academy		
Martial Arts / Self Defence	Moberly Judo Club		
Martial Arts / Self Defence	Taekwondo		
Netball	Westminster Renegades (Girls Netball)		
Soft Play & Children	Kiddikicks		
Soft Play & Children	Maida Vale Soft-Play Club	New addition	
Soft Play & Children	Little Kickers		
Swimming	Chelsea & Westminster Swim Club	New addition	
Table Tennis	Moberly Table Tennis Club		
Volleyball	Iranian Volleyball Club		
Volleyball	Onyx Volleyball Club		
Volleyball	Polonia Ladies Volleyball Club		Compete in Super League, National Volleyball League, London Premier League, London League Division 1 & the National Cup
Volleyball	Westminster Volleyball Club		

- 3.9 Through the provision of the new sports centre, the Council has formed close partnerships with 26 local schools who are actively using the new facilities:

Ark Atwood School
Ark Brunel School
Ark Franklin School
Bales College School
Essendine Primary School
Islamia Primary School
Kilburn Park Foundation School
Marylebone Boys Secondary School
Portland Place
Queens Park School
Queens College Prep School

Rosa Home Education School
Russian Embassy School
Salisbury School
Southbank International
St Augustines School
St Edwards School
St Johns Wood School
St Lukes Primary School
St Mary Of Magdalene School
St Marylebone Bridge School
St Peters Primary School
St Thomas Primary School
Westminster Kingsway College
Wetherby School
Wilberforce Primary School

3.10 Moberly Sports Centre has also attracted a whole host of special booking events from Community, Council and National Television activities and include the following:

- City West Homes Open Day
- Clair Scott Fashion Show
- Flowmotion Yoga
- Formula Kidz (Indoor inflatable Go-Karts)
- The Last Leg (Channel 4 TV)
- National Childbirth Trust Baby Show
- Sponge Ltd (Swimming Technic filming)
- Strictly Come Dancing (BBC TV)

Communication and Awareness

3.11 Improved communication and marketing is an integral strand of the new ActiveWestminster strategy, it is recognised that the full-service offer is sometimes not known by residents, schools and community groups. The Council is part of a number of initiatives to promote increased participation for all our residents and visitors. The Council is an early adopter of OpenActive, which harnesses data and activities online to encourage more local people to take up physical activity.

3.12 Council Officers work closely with local schools via network meetings each term which bring together all school PE co-ordinators for updates on services provided, to collect feedback and offer support. There is also a very active partnership with community groups and clubs. Current information on activities being offered, together with spreading awareness of funding opportunities and how to gain volunteer support is shared.

3.13 In the ActiveWestminster, Physical Activity, Leisure & Sport (PALS) strategy 2018-2022, 'Activate Your City Lives & Neighbourhoods', the Council has committed to the maximisation of digital technology to promote timely and

relevant leisure opportunities. This includes utilising open data through a dedicated ActiveWestminster website designed to be the 'one front door' for all physical activity, leisure and sport opportunities across Westminster. This website incorporates an open data activity finder as well as being supported by the new ActiveWestminster app. Both the website and app were launched internally in March 2018 and the public launch is anticipated to be part of the annual ActiveWestminster weekend on 31 August / 1 September 2019, to coincide with the (re)launch of the ActiveWestminster Card.

- 3.14 The vision is to provide users with a seamless, quick, search experience through the ActiveWestminster activity finder, demonstrating the opportunities presented by open data. They will be able to find hundreds of opportunities and activities in one place. The app will enable users to instantly find any type of activity on offer right next to where they are, at any given time.
- 3.15 The Council is also utilising larger scale platforms. Through working with our ActiveWestminster partners on this year's Westminster Mile, this event was trending at Number 2 on Twitter in London, approximately 4.5 million users were reached via social media and BBC iPlayer had 55,000 views. Activities are also promoted via Facebook and Instagram.

Final Comment

- 3.16 2018-2019 has been a very successful year for Moberly Sports Centre as shown by the target beating number of visits and activities taking place which has worked well alongside the number and breadth of clubs, schools and events enjoying this new facility. The Council's Community Services team will look to continue this momentum over future years with the steer on key matters to be considered further helping to enable this.

If you have any queries about this Report or wish to inspect any of the Background Papers, please contact Dominic Wilde x1363
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APPENDIX:

- Please find attached a copy of the presentation that will be delivered on the 24th June 2019