

Bridge Park New Leisure Centre (NLC) Consultation Plan

1.0 Summary

- 1.1 In June 2017 Brent Council formally exchanged the Bridge Park Conditional Land Sale Agreement (CLSA) with “Stonebridge Real Estate Development Ltd,” a UK registered subsidiary company that has General Mediterranean Holdings SA (GMH) as the parent company, and Harborough Invest Inc, (owners of the adjacent ex-Unisys site) as the second guarantor.
- 1.2 The Council has recently procured and instructed its own architect to progress the design of the New Leisure Centre (NLC). The appointed Architects are Roberts Limbrick, who specialise in the design of sports and recreation buildings, to oversee the design of the NLC.
- 1.3 We are now inviting local residents and current users of the existing Bridge Park Community Leisure Centre (BPCLC) to engage with the design process for the NLC and have the opportunity to comment as the architects begin to develop their proposal. The consultation is open from 23rd October to 3rd December 2017.
- 1.4 The purpose of this consultation is to:
 - Update people on progress with the CLSA
 - Share information on the wider Bridge Park redevelopment proposals
 - Seek input on the emerging design for the NLC.

2.0 Background

- 2.1 The Council previously undertook public consultation during August - September 2013 on four design options for the NLC.
- 2.2 In total 177 consultation responses were received and in February 2014 the Council selected the Option 3 facility mix for the NLC that included the following:
 - Four court sports hall
 - Four lane swimming pool with moveable floor
 - 65 station gym
 - Children’s soft play and party room
 - Sauna and steam rooms
 - Studios
 - Spin Studio
 - Small meeting room
 - 50 car park spaces
 - Changing rooms etc.
- 2.3 The Option 3 facility mix for the NLC was selected for the following reasons:
 - The provision of a pool is likely to attract a greater percentage of female, disabled and under 16 participants than a facility without a pool. As swimming is often a family activity it will encourage all ages to participate.

- The revenue implications are not too dissimilar to those for option 2 and is still making significant savings compared to the current cost of Bridge Park Community Leisure Centre (BPCLC).
- The local community wanted to see the provision of a swimming pool.
- Function halls are relatively expensive to run and generate little income and have low levels of utilisation.

2.4 In addition to selecting Option 3, the Council also agreed the following vision for the NLC:

“To provide a modern, attractive, quality facility that can compete in the mixed economy leisure market which is sympathetic to the diversity of Brent’s residents resulting in their increased participation and engagement in the centre’s activities thus realising a healthier more active population and best value for the Council and residents.”

3.0 Detail

3.1 Between February 2014 and June 2017, Brent has been in negotiations with GMH to secure the most appropriate conditions for the Council to enter the CLSA. This resulted in both the Council and GMH needing to secure additional approvals which impacted on timescales.

3.2 Since CLSA Exchange, the Council has been working with Roberts Limbrick Architects to develop proposals for the NLC and formulate an updated consultation plan. This consultation proposal involves the planning and organisation of a series of events (detailed further below) to engage with local residents, specific user groups, other Brent forums, and statutory consultees.

3.3 There will be a public event at BPCLC which will display architectural plans for the NLC and a questionnaire for people to provide formal feedback.

3.4 It is expected that representatives from GMH will also attend certain events to share information on the wider Bridge Park redevelopment which include plans for new housing and a hotel.

3.5 Roberts Limbrick’s role will include supporting the Council during the consultation process, gaining feedback on the emerging design for the NLC, and helping to finalise the brief. Roberts Limbrick will also provide graphic/written information, such as presentation boards, and attend consultation meetings as and when requested.

3.6 Council officers in partnership with Roberts Limbrick have worked together to consider the essential components for undertaking a robust and transparent public consultation such as understanding key user groups, producing the consultation materials, promoting events through using a range of communication channels, and Member engagement.

3.7 The consultation will be publicised by:

- Engaging Cabinet and Ward Members in advance of the consultation
- Inviting Stonebridge residents to specific consultation events
- Emailing current BPCLC members using registered emails
- Advertising the consultation at BPCLC, on the Council’s website, YourBrent email newsletter, Twitter and Facebook pages.
- Council press release and an article in the Brent and Kilburn Times.

- 3.8 Attendees will be invited to leave formal feedback via Questionnaire forms that will be provided at each event, and can be completed at the event or sent in afterwards. These can be returned at the event; or afterwards to 'Freepost Civic Centre'.
- 3.9 The Questionnaire will also be available from 23rd October to 3rd December 2017 online via the Brent Council Consultation Portal – <http://brent-consult.objective.co.uk>
- 3.10 Survey responses in paper format will be accepted until 6th December 2017.
- 3.11 The Council will work with Roberts Limbrick to circulate feedback to the attendees via the Council website or directly via email as/where required.
- 3.12 Following completion of the consultation, these responses will be analysed as part of refining the design brief for the NLC. A report will be drafted in early 2018 highlighting the key findings, as well as informing the next stage of the design process and developing a planning application for the proposed scheme.
- 3.13 The Public Consultation Timetable below outlines the events that will be taking place during October and November 2017:

Public Consultation Timetable					
No	Event	Key Objectives	Date/Time/Location	Audience	Outcome
1	Public Consultation Meeting with Stonebridge Residents	<ul style="list-style-type: none"> • Update people on progress with the CLSA. • Share information on the wider Bridge Park redevelopment proposals. • Seek input on the emerging design for the NLC. 	Date: Tuesday 24 th October 2017 Time: 6.30pm – 8.00pm Location: BPCLC	Portfolio Lead Members Stonebridge Ward Members Stonebridge Residents	
2	Brent Connects Harlesden	<ul style="list-style-type: none"> • Update people on progress with the CLSA. • Share information on the wider Bridge Park redevelopment proposals. • Seek input on the emerging design for the NLC. 	Date: Wednesday 25 th Oct. 2017 Time: 7pm – 9pm Location: Salvation Army, 32 Manor Park Road, NW10 4JJ	Ward Members Harlesden, Kensal Green & Stonebridge residents	
3	Public Consultation Meeting with drop in session	<ul style="list-style-type: none"> • Update people on progress with the CLSA. • Share information on the wider Bridge Park redevelopment proposals. • Seek input on the emerging design for the NLC. 	Date: Thursday 2 nd November Time: 6.00pm – 8.00pm Location: BPCLC	Open to all Brent residents	

4	2 Sessions aimed at seeking input from sports clubs, block bookers and user groups)	<ul style="list-style-type: none"> Detail key factors which enhance experience of accessing leisure facilities from a range of different user perspectives. 	<p>Clubs/Sports Hall Bookers Wednesday 8th November Time: 6.30pm – 8pm Location: BPCLC</p> <p>Room Bookers Saturday 11th November Time: 10am – 11.30am Location: BPCLC</p>	Target groups (Invitation only - 2 Sessions aimed at seeking input from sports clubs, block bookers and user groups)	
5	Commercial Tenants Drop In Session	<ul style="list-style-type: none"> Update tenants on progress with the CLSA. Share information on the wider Bridge Park redevelopment proposals. Discuss relocation needs and potential options. 	<p>Wednesday 22nd November Time: 6.30pm – 7.30pm Location: BPCLC</p> <p>Further one to one meetings will be organised with tenants if requested</p>	Commercial Tenants (Invitation only)	
6	Inform Strategic Partners and Leisure Centre operators of consultation and offer one to one meetings if needed	<ul style="list-style-type: none"> Build relationship between Strategic Partners and the project. Share information on the wider Bridge Park redevelopment proposals. Discuss key risks/issues that will need to be addressed as part of developing planning application. Understand latest/future market trends in the leisure industry. 	One to one meetings will be organised with strategic partners and leisure centre operators as required.	<p>Key Strategic Partners and Leisure Centre operators</p> <p>One to One Meetings will be organised if necessary</p>	

		<ul style="list-style-type: none"> Seek advice on what kind of facility mix/ specification for the NLC will maximise income generating potential. 			
7	Drop in Sessions	<ul style="list-style-type: none"> Update people on progress with the CLSA. Share information on the wider Bridge Park redevelopment proposals. Seek input on the emerging design for the NLC. 	<p>Saturday 4th November 10am – 11.30am Location: BPCLC</p> <p>Saturday 11th November 12pm – 1.30pm Location: BPCLC</p>	Open to all Brent residents	