

## CASE STUDY

### TALACRE SPORTS CENTRE: CAMDEN, LONDON



### Increasing Participation

#### WHAT DID WE DO?

The Talacre Sports Centre in Camden opened in 2002 at a total cost of £6.2 million, over half of which (£3.46 million) was funded through the Sport England Lottery fund. Both owned and managed by Camden Council, the facility was constructed primarily to support the ongoing development of the flourishing Camden Gymnastics Club with a dedicated gymnastics centre.

In addition to a state of the art gymnastics facility, the centre boasts a four court sports hall, a full-size floodlit synthetic turf pitch as well as a range of other ancillary facilities and classroom space making it a truly valuable multi-purpose resource for local residents, community groups and schools.

#### WHAT WERE THE RESULTS?

- Participation levels for all ages and across a broad range of sports and activities offered at the centre are extremely high. For under 5's a variety of activity sessions are on offer but pre-school and parent and toddler gymnastics are particularly popular with almost 3,000 attendances were made in January 2007 alone.
- With so many under fives receiving an early taste of gymnastics it is no surprise that the Junior Programme (7 to 16) is equally popular, so much so that the centre no longer advertise the activity due to the length of the growing waiting list.
- Numerous courses and sessions are available in a range of other sports including badminton, basketball, hockey, trampolining and football, attendance figures for January 2007 totalled 3,460 with a further 1,110 gymnastics squad training attendances.
- It hasn't just been young people benefiting from the centre - adult gymnastics has been one of the most popular adult programmes and has seen a rise in attendance figures of over 300% (131 to 395 people) between January 2005 and January 2007.
- A customer satisfaction survey undertaken in 2006 identified that over 30% of respondents felt that their participation in sport and leisure activities had increased as a result of the Talacre Centre opening.
- As the first new venue to be built by Camden Council since 1964 the centre has been a great success, and in 2004 gained national recognition for excellent design as part of the 2004 Civic Trust Awards. The management and operation of the centre is also highly rated, scoring 66.7% in the most recent Quest assessment (a recognised quality standards assessment) and 82% in an internal Council quality audit.