

Policy & Scrutiny
24th June 2019

Moberly Sports Centre's
1st Anniversary

24th June 2019

ACTIVE
WESTMINSTER



City of Westminster



YOUR CITY, LIVES & NEIGHBOURHOODS



Our Vision is to: Activate Your City, Lives & Neighbourhoods



This vision will be at the very heart of all we do and will be achieved by working together and applying our **PACE** principles of **Promote, Activate, Collaborate** and **Enable**. We enable people to be physically active, where, when and how they choose and we will actively promote the fundamental contribution that physical activity, leisure and sport makes in individual physical and mental wellbeing, our economy, our community and the development of our city.

Moberly - A £26m Sports Centre for Queen's Park

- Innovative Partnership Model with Developer, EcoWorld (formerly Willmott Dixon)
- New centre located on Chamberlyne Road, Kensal Rise – a community hub for the area
- First new public swimming pool opened by WCC in 40 years!



Facilities

- 25 metre Swimming Pool
- Separate learner pool with moveable floor
- 8 court sports hall with 500 retractable spectator seats
- 100 station fitness suite
- Dedicated gymnastics hall
- Spa and treatment rooms
- Multi purpose activity hall suitable for boxing and martial arts
- Community rooms suitable for multi sensory and soft play, community meetings and birthday parties
- 2 exercise and dance studios
- CRUSSH Café
- Changing Places facility suitable for disabled users and their carers

A popular facility - 29 Clubs, 26 Schools and Strictly Come Dancing (one of eight types of event)

Community Sports Clubs & Community Groups include:

- **Angels cheerleading**
- **OpenAge**
- **Muslim Culture – Friday Prayer Group**
- **Sport for Confidence**
- **Dance Flies**
- **5 Rhythms Dance**
- **Bridge Park Gymnastics Club**
- **City of London Gymnastics**
- **Britannia Karate**
- **Choi Kwang Do**
- **London Self Defence Academy**
- **Moberly Judo Club**
- **Taekwondo**
- **Little Kickers**
- **Kiddikicks**
- **Maida Vale Soft play club**
- **Westminster Warriors Basketball Club**
- **Westminster Renegades Netball**
- **Iranian Volleyball Club**
- **Oynx Volleyball Club**
- **Polonia Volleyball Club**
- **Westminster Volleyball Club**
- **Salhuddin Trust Football**
- **Sudanese Youth Football**
- **London Helvecia Futsal Club**
- **West London Futsal Club**
- **Moberly Table Tennis Club**
- **London Tigers Badminton**
- **Chelsea & Westminster Swim Club**



Moberly's first year



WESTMINSTER WARRIORS
COMMUNITY BASKETBALL

MENS BASKETBALL
MOBERLY SPORTS CENTRE
FRIDAY 8 TO 10

WOMENS BASKETBALL
CAPITAL CITY ACADEMY
TUESDAY 8 TO 10PM

JUNIOR 14-18 BASKETBALL
PADDINGTON ACADEMY
FRIDAY 6 TO 9PM

UNDER 14s BASKETBALL
MOBERLY SPORTS CENTRE
SATURDAY 12 TO 2PM

FOR MORE INFO
CONTACT 07462 566 674
OR 07958 499 272

everyone ACTIVE City of Westminster



LONDON HELVÉCIA FUTSAL CLUB
www.londonhelveciafutsal.com

CHAMPIONS 2018/19 ★
FA NATIONAL FUTSAL LEAGUE

1/4

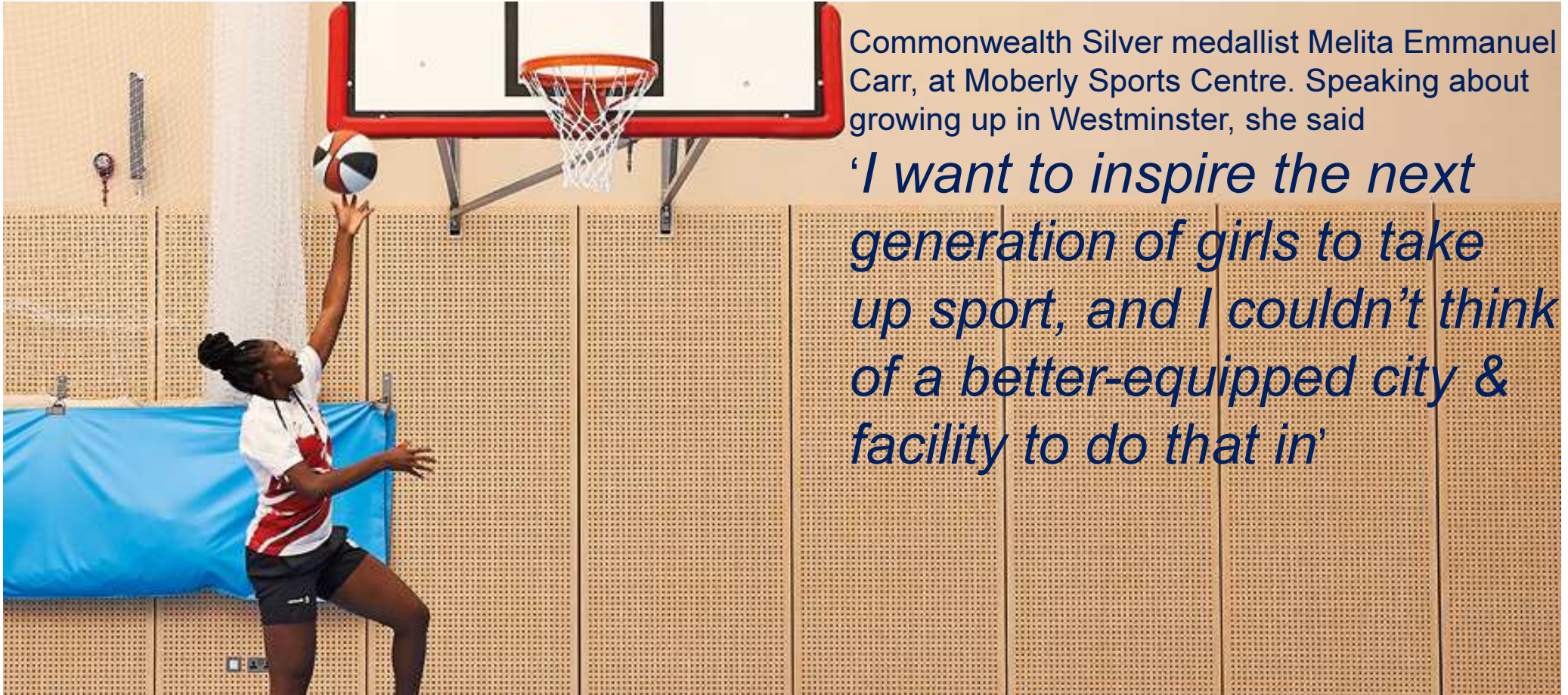
BAZAART®

A group photo of the London Helvécia Futsal Club team. The players are wearing blue kits and are posing in front of a futsal goal. A banner in front of them reads 'LONDON HELVÉCIA FUTSAL CLUB' and 'www.londonhelveciafutsal.com'. The text 'CHAMPIONS 2018/19' and 'FA NATIONAL FUTSAL LEAGUE' is overlaid on the bottom of the photo. A '1/4' badge is in the top right corner.



Melita Emmanuel Carr

Team GB & Team England Basketball



Commonwealth Silver medallist Melita Emmanuel Carr, at Moberly Sports Centre. Speaking about growing up in Westminster, she said

'I want to inspire the next generation of girls to take up sport, and I couldn't think of a better-equipped city & facility to do that in'

Going from Strength to Strength

10 Month stats

- over **444,000 visits** in 10 months (2018/19, annual target: 306,000)
- **4,512** gym members (2,800 annual target)
- **1,045** Learn to swim programme and **9,998** lessons (5,920 lesson annual target)
- Highest figures in the Westminster leisure contract proving just how well received the new facilities have been
- The facility's performance and the Leisure Contract continues to help with MTP savings for the Council
- In Phase 2, Jubilee Community Sports Centre will provide a 3 court sports hall and community room



Max Whitlock – Double Gold Olympic Medallist at Moberly Sports Centre



Communication and Outreach

- Daily interactions alongside more strategic network meetings with local **Schools**
- **Club and Community group** partnerships and regular **ActiveWestminster** newsletter
- **ActiveWestminster website** launching publicly by September 2019
- **ActiveWestminster App**, live activity finder
- **Open Active website**, Community activity sharing
- **Social Media** outreach, **Westminster Mile**

Number 2 Trending on Twitter in London

4.5 million social media audience

55,000 views on BBC iPlayer



Key Matters for the Committee's Consideration

Are there other activities, services or users the Council should consider providing or hosting, that are important to the Queens Park neighbourhood?

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?

A key principle of the ActiveWestminster strategy is to increase effective communication and raise awareness to clubs, community groups and schools. Whilst this is an emerging area, Officers welcome recommendations of other channels and methods of communication, that should be considered?

