




ENGAGING HARD TO REACH GROUPS



Regeneration & Culture





Beacon Authority 2006-2007
Culture and Sport for
Hard to Reach Groups





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APSE Sports & Leisure Seminar



LEICESTER - KEY FACTS

Population	283,000
BME	36%
Under 18	25%
C2, D&E	43%
Super Output Areas	22.5%



Objectives of the Presentation

- Painting a picture of Braunstone 5 years ago
- The challenges we had to meet
- How we met those challenges
- Where we are now
- What we have learnt
- The learning outcomes


BRAUNSTONE - Key Facts (2000)

- Large, predominately white Working Class Estate
- High Crime Levels
- High Unemployment
- High Mortality Rates
- High Levels of CHD, Obesity, Smoking & Cancer
- 130 Housing voids
- Low Educational attainment

Our Challenge

- Huge mistrust of the council and its officers
- A need to persuade the New Deal Community Association to invest in Braunstone Leisure Centre
- Getting political commitment to our philosophy
- Linking partners together
- Dealing with a vocal minority who were against the leisure centre
- Changing the stereotypical image of Braunstone





Braunstone Perceptions

'No One Cares'



'Where's Our Investment?'



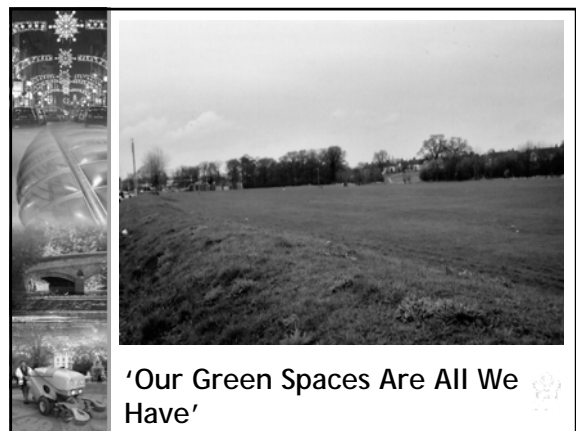
'You're Only Interested in Our Money'



'It's So Broke Here, It Can't Be Fixed'



'This New Leisure Centre Isn't for Us'

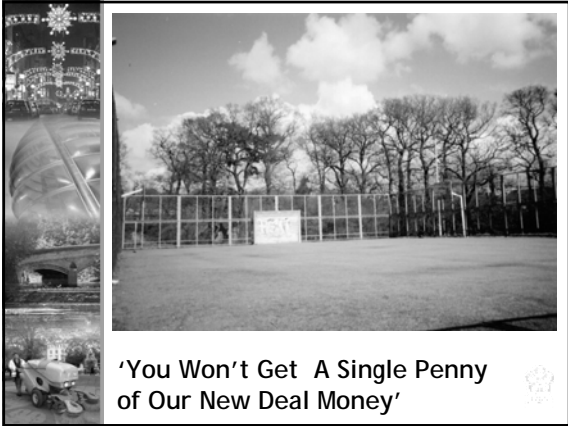


'Our Green Spaces Are All We Have'






'How Is A Leisure Centre Going to Help Us Here?'




'You Won't Get A Single Penny of Our New Deal Money'


How We Met Those Challenges


- Creating partnerships across the estate (SAZ)
- Developing links with Braunstone working for job training
- Selling the dream to elected members (pushing against an open door - 4 different administrations)
- Keeping our promises (job creation, discounted admissions, accessibility, transport and childcare)
- Being honest and open throughout the process

So Where Are We Now?


- Braunstone Leisure Centre has been open over 2 years - no vandalism
- Other sports delivery has been developed on the estate
- We continue to work with our partners - Score 4 Sport, SAZ, Warriors Basketball, FAB
- Residents are seeing real changes in their lives
- Sport is recognised as being a key partner





BRAUNSTONE LEISURE CENTRE(1)

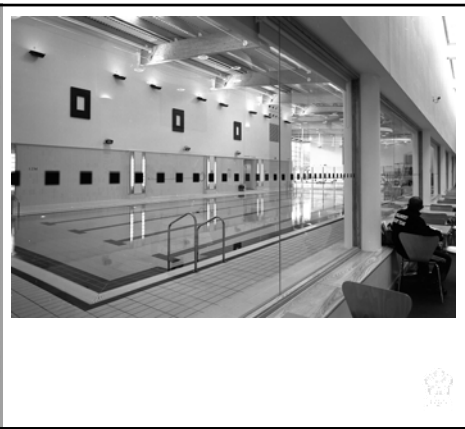
- £10m facility opened in 2004
- 2 pools, Sports hall, & fitness suite
- Creche, Surestart Nursery, Bar & Catering
- Funding from LCC, Sport England, LSP, ERDF and BCA
- Strong Partnership working with BCA and SAZ.





BRAUNSTONE LEISURE CENTRE (2)

- Analysis of residents sporting needs
- Gained confidence of local community
- Discounted Admission for Braunstone Residents
- Removal of barriers to participation
- Sustainable, transport links by the new Braunstone Bus.



BRAUNSTONE LEISURE CENTRE (3)

- 40% of jobs filled by Braunstone people
- 8629 New Leisure Cards from Braunstone Residents (75% of all new cards issued)
- 400,000 users (69% of all usage - Braunstone residents)
- Stretch targets for increasing percentage of adults participating in moderate intensity sport



Our Customer Base Has Changed

- We are hitting hard to reach groups C²'s, D's and E's - 54%
- Our BME participation rates have increased from 24% to 35% in the last 2 years
- There is recognition from a range of partners that sport is making a real difference



And, in addition, the community has achieved:

- 55% more residents feel the New Deal for Communities has programme has improved the estate
- 14% reduction in the fear of crime at night
- 23% reduction in crime on the estate
- 11% reduction in the number of smokers on the estate
- Reductions in mortality rates on the estate
- Increases in people's perception of their health improving

"Our Leisure Centre makes a difference!" - Braunstone resident - *Leicester Mercury*





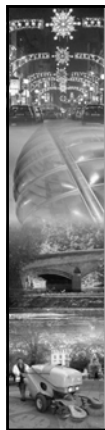
So What Have We Learnt?

- We have to break the mould
- Stop telling people what they need and listen
- Be willing to invest in their decisions
- Give ownership back to communities
- Work in partnership to maximise resources and give added credibility



Performance Management Driving Our Improvements

- Our City has a 17% over-60's population
- Our customer base for 60+ was 8%
- CPA middle threshold requires us to attain 11%
- A free swim for 60+ initiative costs £55,000
- Fees and charges increased for those who can afford to pay by an average of 6.5% to pay for this initiative
- This year (2006/7), 60+ attendance has risen 30%
- An additional 13,750 visits



Our 60+ usage now sits at 12% Sufficient for middle quartile performance



Performance Management Driving Our Improvements

- 60+ Scheme now broadened to include 'dry' activities
- NRF Funding of £61,000 to pay for the scheme
- Potential for sustainability of initiative past 2007 through fees and charges
- PCT buy in of the initiative



The Learning Outcomes

- PCT's are on board with our dreams
- Braunstone is a place people are proud to live in
- They now have a housing waiting list
- Braunstone young people have a chance
- Elected members are seeing evidence of their commitment. More readily available resources, i.e. Street Sport - Community Cohesion Bid, Fit Active Families - NRF

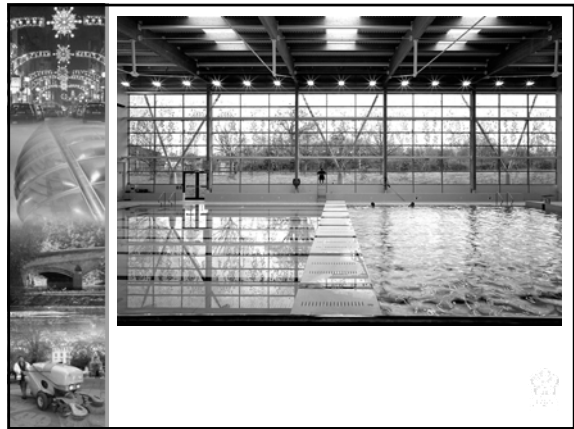
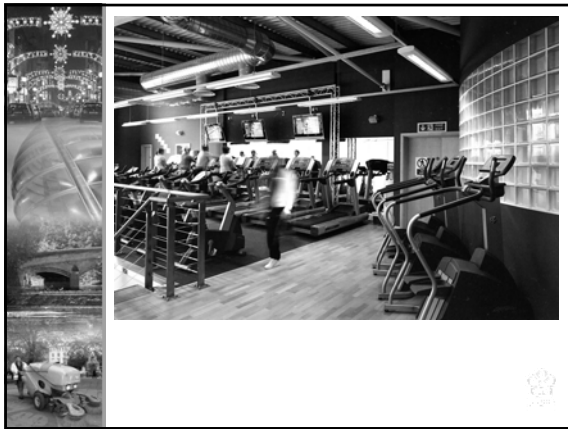


'These sessions are great'



'I know I will come back'



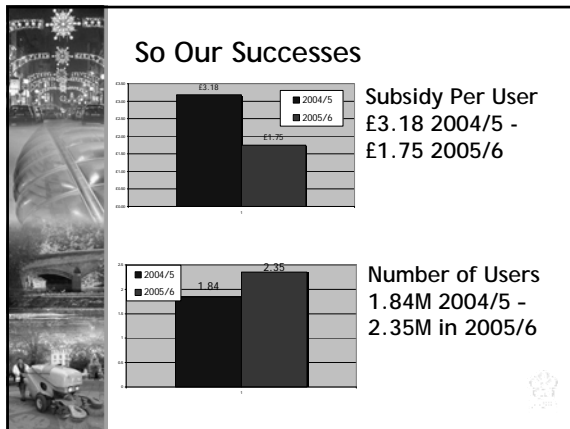


■ The FAB scheme was launched for the real hard to reach

'I cannot tell you what a difference this is making in my life'

'I'm losing weight ,
believe it or not'

'It's given me a new
Lease on Life'



Keith Beaumont, Former Chief Executive, Braunstone Community Association

"Sport is having an impact on people's lives out of all proportion to its size in the NCD programme - it is having more impact in Braunstone than any other theme."

Deb Watson, Assistant Director of Public Health, Leicester City West and Eastern Leicester PCT

"Braunstone Leisure Centre is making a significant contribution to tackling health inequalities in Braunstone and is an excellent example of creative, innovative and successful partnership work to improve well being in a deprived area of the city".

- So In Conclusion**
- We work in a clear strategic format
 - We have strong political leadership and true partnership working
 - We collect robust data and usage of our services
 - Age, gender, ability, social class, residency, ethnicity
 - We set targets to improve usage
 - We listen
 - We utilise skills and strengths in our staff
 - We keep our promises and if we cannot, we explain why not

Thank you for listening

Any questions?

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