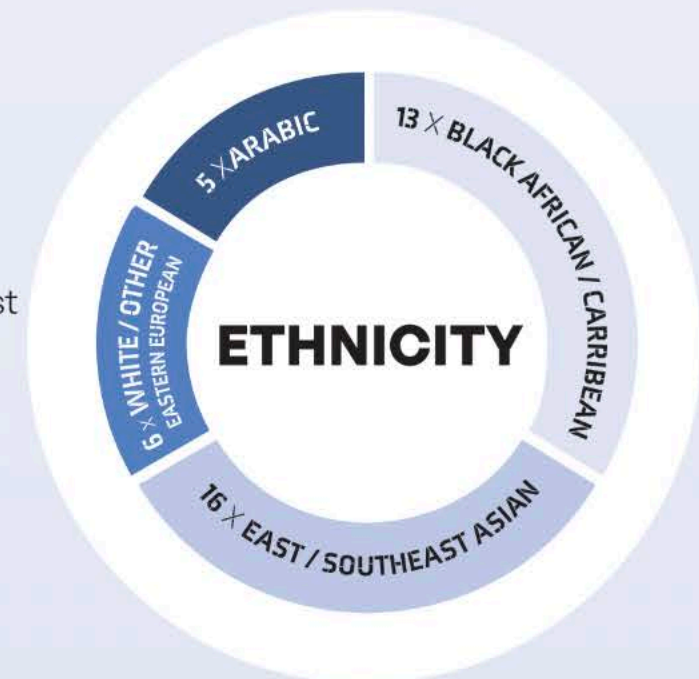
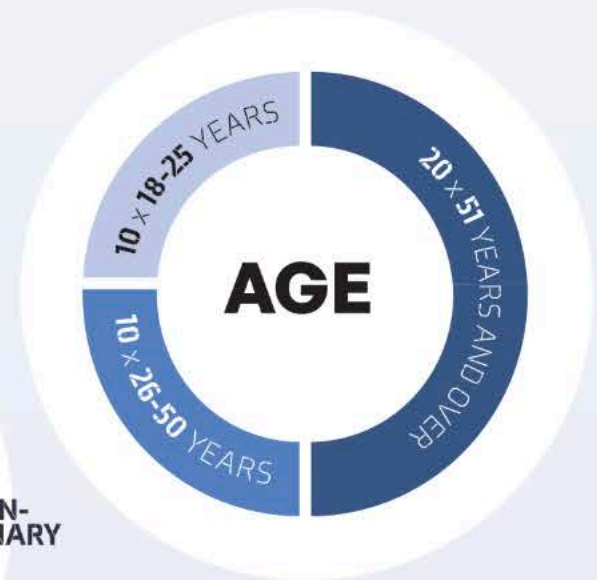
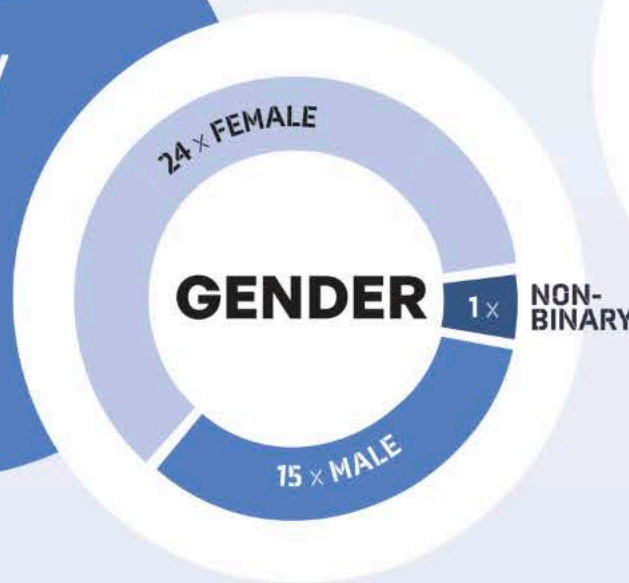


# King Alfred Leisure Centre

## REGENERATION PROGRAMME

A **community research project** with people from ethnically and culturally diverse communities and children and young people.

**40 PEOPLE**  
from ethnically & culturally diverse communities



### What we found:

- Leisure activities are important amongst ethnically diverse communities
- A minority regularly use the council leisure centres; King Alfred was referred to the most
- Mixed experiences and perceptions of the King Alfred Leisure Centre
- Issues around booking systems, upgrade needed, and customer service could be improved
- Need to compete with commercial gyms; a community hub with breadth of activities would encourage use
- Support from staff, specific classes, family positive and a social space would make facilities more accessible and welcoming
- Proximity is a crucial factor to extent of use
- Would expect to pay a reasonable membership fee with additional fees for specific activities
- Facilities and classes for women only and provide greater privacy

### Recommendations:

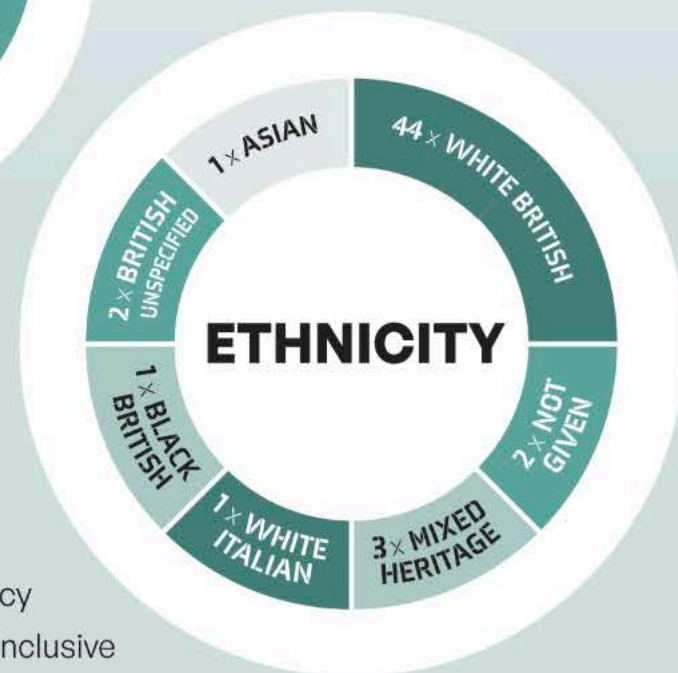
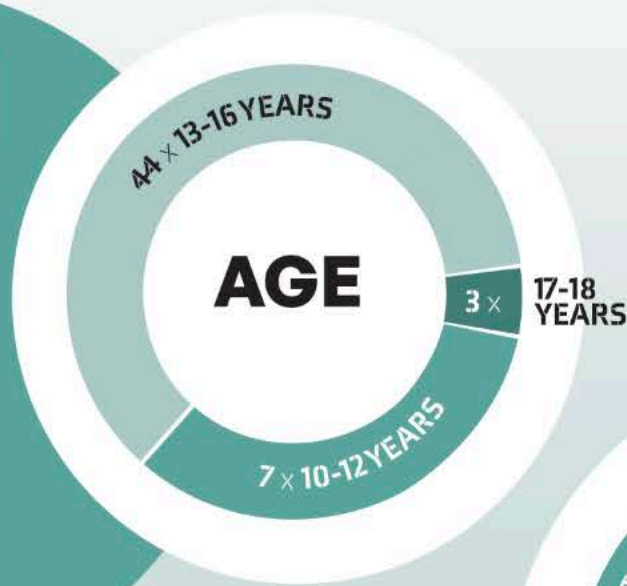
- The term 'leisure' needs to be carefully considered to ensure clarity
- Highlight the positives differences of council leisure centres from modern commercial gyms
- More detailed consultation once there is clarity on the new Kind Alfred Leisure Centre plans
- If the decision is to relocate the King Alfred Leisure Centre, it might impact current users if its new location is no longer perceived to be close to where they live
- The cost of membership and access to facilities in the leisure centre will dictate potential use
- Culturally sensitive practices will be necessary for some





# 54 CHILDREN & YOUNG PEOPLE

from priority neighbourhoods

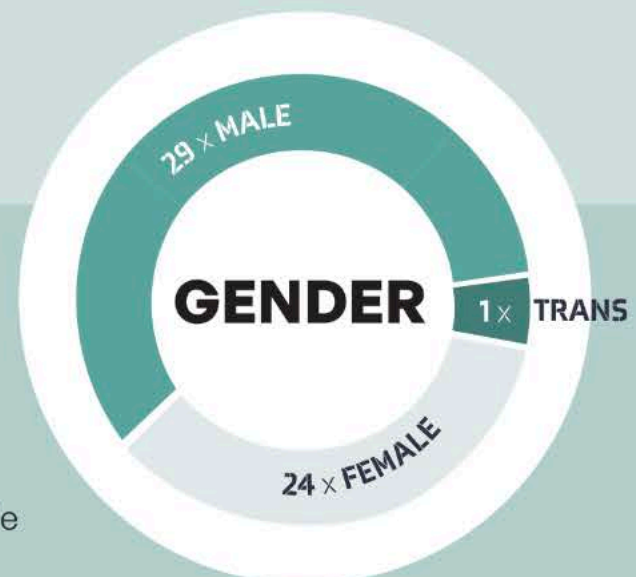


## What we found:

- Swimming and football are the most popular activities amongst young people
- Swimming is the most popular use of council leisure centres amongst young people
- Issues with cleanliness and upkeep of facilities, customer service, cost, location, and privacy
- Areas to relax, quieter and adapted sessions would make leisure centres more accessible and inclusive
- Swimming facilities akin to water parks and young people friendly gyms would encourage use
- Facilities closer to home would increase accessibility
- Young people would like free or low-cost facilities
- Need to improve awareness of the Leisure Card

## Recommendations:

- Swimming facilities and experience could be improved
- More private changing and shower facilities
- Youth friendly and accessible gyms needed
- Increase awareness of BHCC leisure facilities amongst children and young people
- Design leisure facilities with visual aesthetics
- Improve customer service standards of leisure facility staff and management



## General recommendations:

- Consider solutions to increasing activity levels and participation for those for whom cost and/or location are barriers to accessing the BHCC portfolio of sports facilities
- Longer term consultations to contribute to the King Alfred development programme
- Advisory Group of community members to support on-going dialogue around the development programme



Brighton & Hove  
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