

Case Study

Regent's Park

Multi-service
centre

What were our objectives?

To attract target groups to sport and physical activity



Project description

Capital funding through the Active England programme worth £2million went towards building the Hub, a multi-sport and community facility based in the heart of Regent's Park. The total project cost £3.35million. The project uses the skills of three Active Sports Officers (Multi-sports coaches and personal trainers) to attract people from six hard to reach groups to the park. They encourage people to take part in sport and physical activity by organising sports and physical activities including football, cricket, rugby, indoor exercise classes such as Yoga and Pilates, jogging, Nordic Walking. They also encourage local people to gain sports qualifications and to use these qualifications to help run activities for others to enjoy.

Project origin

The site of the Hub was formerly a dilapidated building that the local authority wanted to do something with. The local council also wanted to increase community engagement opportunities in the area. The Hub opened in April 2005 and activities started in January 2006.

Project aims

The Hub is a community facility available to all. The Hub actively encourage participation by the following groups:

- Young people under 16;
- People over 45;
- People from Black and Ethnic Minorities;
- People with disabilities; and
- People on low incomes and women.

Project performance

Up to March 2008 the project has engaged 30,331 participants and had a throughput of 215,530 for sporting activities and use of the sports pitches.

The project has had 550 coaches delivering a

number of activities within the park. The project is also offering these coaches the chance to do further sports qualifications in exchange for voluntary hours at the Hub. The number of people who have gained a sports qualification at the Hub rose from 143 in 2007 to 534 in 2008. Many of these have gone on to provide coaching and skills for Hub-delivered or approved user-group activity.

Partnership working

Some of their most successful sessions are those that they have set up in partnership with other organisations. Two of particular note include a weekly walk for local people in phase 4 of the Coronary Heart Disease rehabilitation programme and a sports and exercise session for people with learning difficulties.

Between 2007 and 2008, the Hub has offered a wide range of new activities such as:

- Activities for children: soft ball, baseball or touch rugby;
- Activities for people with learning disabilities such as circuit training;
- Outdoor circuit classes and super circuit classes;
- "Parent and pram" walks and mother and baby yoga classes;
- Cardio kick;
- Legs, bums and tums classes;
- Power stretch (a mix of Tai Chi and yoga); and
- Power walking sessions.

The iconic design and the stunning visual look of the building has no doubt increased the use of it.



To get active visit
www.royalpark.org.uk/thehub

For more information:
T 08458 508 508
www.sportengland.org