

From: Tamsin Ogilvie [REDACTED]
Sent: 15 February 2016 15:07
To: Gimson, Sally (Councillor)
Cc: Keith Northrop; Oliver Butt [REDACTED]; Amy Silverston
Subject: Request for information from Head of Sport at Camden Council

Dear Sally,
I hope you can help me with the following request. If you aren't the right person to approach, please point me in the right direction...

Please could I ask you to raise an official request, to ask the Head of Sports and Physical Activity, to provide evidence of his claim that:

"An extra £600,000 investment in the Talacre Sports Centre would increase visits by 250,000 per year, representing 5000 – 7000 extra patrons."

It has a strong bearing on the money offered by Generator to back up their application. If that money could bring that many people to Talacre, surely that sort of money could bring the same number of people to MBC. Which, if they were prepared to pay £4/visit once a year, would be a minimum annual income of £28,000/year.

Please could the Head of Sport respond at his soonest convenience.

Thank you so much indeed for helping in this matter.

Yours,

Tamsin Ogilvie
38 York Rise
Dartmouth Park
London NW5 1SB

From: Gimson, Sally (Councillor)
Sent: 15 February 2016 16:11
To: Robinson, Nigel
Cc: Consses, Shannon; Lewis, Oliver (Councillor)
Subject: FW: Request for information from Head of Sport at Camden Council

Hi Nigel

See below an enquiry from a constituent about the statement you made to the planning committee. I wonder if you could possibly provide a response.

Thanks so much

Best

Sally

From: "Robinson, Nigel" <Nigel.Robinson@camden.gov.uk>
Date: 16 February 2016 at 10:28:29 GMT
To: "Gimson, Sally (Councillor)" <Sally.Gimson@camden.gov.uk>
Cc: "Consses, Shannon" <Shannon.Consses@camden.gov.uk>, "Lewis, Oliver (Councillor)" <Oliver.Lewis@camden.gov.uk>
Subject: RE: Request for information from Head of Sport at Camden Council

Dear Councillor Gimson,

Thank you for your email. I am unable to provide detailed evidence of my claim. It was not based on any detailed financial modelling but an on the spot response, based on my experience and a quick calculation in my head. I also said that it related to a "mature year" of the new business. It may take 5 years plus to build up to the figures I quoted. It would be dependent on a range of factors including the design of any improvements at Talacre, demand, pricing policy and any emerging local competition.

I should have also pointed out (but didn't have the opportunity) that the developer's proposed contribution would not be sufficient to generate this impact. I estimate that a total cost of improvement works at Talacre Sports Centre would be closer to £1m. I am currently exploring external sources of capital funding, including Sport England.

It should also be born in mind that Talacre Sports Centre is an established facility and business of over 15 years standing and has built up a membership base and community awareness, which any building improvements and increased capacity there would be able to exploit. My 'back of a fag packet' figures take this into account.

New facilities always take longer to develop a customer base and awareness so the figures I quoted do not apply. Also, at today's prices it may cost upward of £10m to build a new, modern, durable and good quality leisure centre. That's typically the order of capital investment necessary for commercially viable and accessible public leisure centres in London if previous investment by Camden is anything to go by (not including swimming pools which bump up the cost even more). The wholesale refurbishment of Kentish Town Sports Centre cost £25m but then it has 3 swimming pools.

Incidentally, the main reason for improvements work at Talacre is to increase capacity and diversify the offer to enhance amenity value and increase net income. Also, the mechanical and electrical services are no longer fully compliant and need replacing. It is the only Camden leisure centre that has an operational subsidy. I cannot disclose the figures for reasons of commercial sensitivity. This is mainly because the current facilities, which include a Sport England compliant sports hall and purpose built gymnastics hall, while very well used do not generate sufficient income to fully cover the overhead. To make it more viable and sustainable in the long term means adding revenue generators, including adult fitness provision to compliment and cross-subsidise the excellent children and young people's offer there. An investment of £1m (hopefully less) would be expected to wipe out the annual revenue deficit and gradually generate a surplus over time.

Talacre has excellent transport links and is highly visible, key success factors for sustainable business growth.

I hope my response is satisfactory.

Regards

Nigel Robinson
Head of Sport & Physical Activity

Telephone: 0207 974 1614