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## 1. Executive Summary

This report presents the findings of a two-phase public consultation conducted by Brent Council concerning the proposed redevelopment of the Bridge Park Community Leisure Centre site. Phase 1, undertaken between November 2024 and January 2025, focused on gathering feedback on the broader masterplan vision for the site. Phase 2, conducted from March to May 2025, sought views specifically on the proposal to close the existing centre and the plans for a new facility to be constructed, and on the plans for the replacement leisure centre.

A total of 51 responses were received during Phase 1, and 92 unique respondents participated in Phase 2. The findings provide valuable insights into the perspectives of those who chose to participate.

**Key Findings:**

- Strong support for improvement:** 96% of Phase 1 respondents agree the current site "needs significant improvement" to meet community needs.
- Green spaces valued:** 100% of respondents agree new parks and green spaces will be "valuable assets" for the area.
- Facility mix broadly supported:** 86% of Phase 1 respondents rate the proposed leisure and community facilities as a "good mix" of spaces and activities.
- Closure impact concerns:** 71% of Phase 2 respondents anticipate a negative impact from the closure until the new centre is constructed.
- Mixed views on replacement:** 51% satisfied vs 36% dissatisfied with the proposed facility mix for the new centre.

The consultation has provided Brent Council with important feedback to consider as the project progresses, particularly regarding the closure period and the plans for the new Bridge Park site to address community needs and concerns as expressed by the participants.

## 2. Introduction

Brent Council is progressing plans for the comprehensive redevelopment of the Bridge Park Community Leisure Centre site. Recognising the importance of public input in shaping these proposals, a two-phase public consultation process was undertaken to engage with residents, users, and stakeholders.

The existing Bridge Park Community Leisure Centre building has been identified as outdated and no longer fully meeting the needs of the local community. The proposed redevelopment aims to deliver a significantly improved site, including new homes, enhanced green spaces, and a modern replacement leisure and community facility.

This report details the findings from both phases of the consultation. Phase 1 focused on the initial masterplan vision, seeking broad feedback on the proposed scale, mix of uses, and key features of the development. Phase 2 delved into the specifics of the delivery strategy, particularly the proposal to close the existing centre and the plans for the new leisure facility, gathering views on the anticipated impacts and desired provisions.

The purpose of this report is to provide a clear and comprehensive summary of the responses received during both consultation periods, highlighting key themes, sentiments, and suggestions to inform Brent Council's ongoing decision-making process regarding the Bridge Park redevelopment.

## 3. Methodology

The public consultation for the Bridge Park Community Leisure Centre redevelopment was conducted across two distinct phases, employing a mixed-method approach to gather feedback:

### Phase 1: Masterplan Vision

- Time Period:** 20th November 2024 to 15th January 2025
- Focus:** The wider masterplan vision for the site
- In-person Events:** Exhibition events held at Brent Start adult education college on 27th, 28th, and 30th November 2024
- Online Feedback:** Available throughout the consultation period
- Response Rate:** 51 unique responses

### Phase 2: Closure and Replacement

- Time Period:** 03 March 2025 – 11 May 2025
- Focus:** The proposal to close the existing centre and plans for the replacement facility
- In-person Events:** Exhibition events at Brent Start on 20th March and 26th April 2025, block bookers/group bookings meeting on 2 April 2025 and various drop-in sessions held at the leisure centre throughout April and May 2025
- Online Feedback:** Available throughout the consultation period
- Response Rate:** 92 unique responses

### Analysis Process

Survey responses were collected and provided for analysis in CSV format, derived from original Microsoft Excel workbooks. The analysis process involved several steps:

- Data Loading and Cleaning:** The primary survey data files for each phase were identified and loaded into a data analysis environment. Column names were renamed to shorter, more manageable identifiers while retaining their descriptive meaning.
- Sample Size Determination:** The number of unique responses for each phase was determined.
- Quantitative Analysis:** Responses to closed questions (e.g., agreement scales, multiple choice) were quantified, presenting counts and percentages for each response option.
- Qualitative Analysis:** Open-text responses were reviewed to identify recurring themes, sentiments, specific suggestions, and areas of concern.

The consultation was well publicized through various channels, including newsletters distributed to 10,000 households for both phases, door-knocking campaigns that reached 500 doors and engaged 100 residents, and in-person events that saw attendance of 47 people over two days in Phase 2.

## 4. Phase 1 Findings: Masterplan Vision (Nov 2024 - Jan 2025)

### 4.1. Respondent Profile

The demographic profile of the 51 respondents in Phase 1 is as follows:

- Age Group:**
  - 35 – 44: 28%
  - 55 – 64: 20%
  - 45 – 54: 20%
  - 25 – 34: 16%
  - 65+: 10%
  - 16 – 24: 6%
- Gender:**
  - Female: 58%
  - Male: 40%
  - Other: 2%

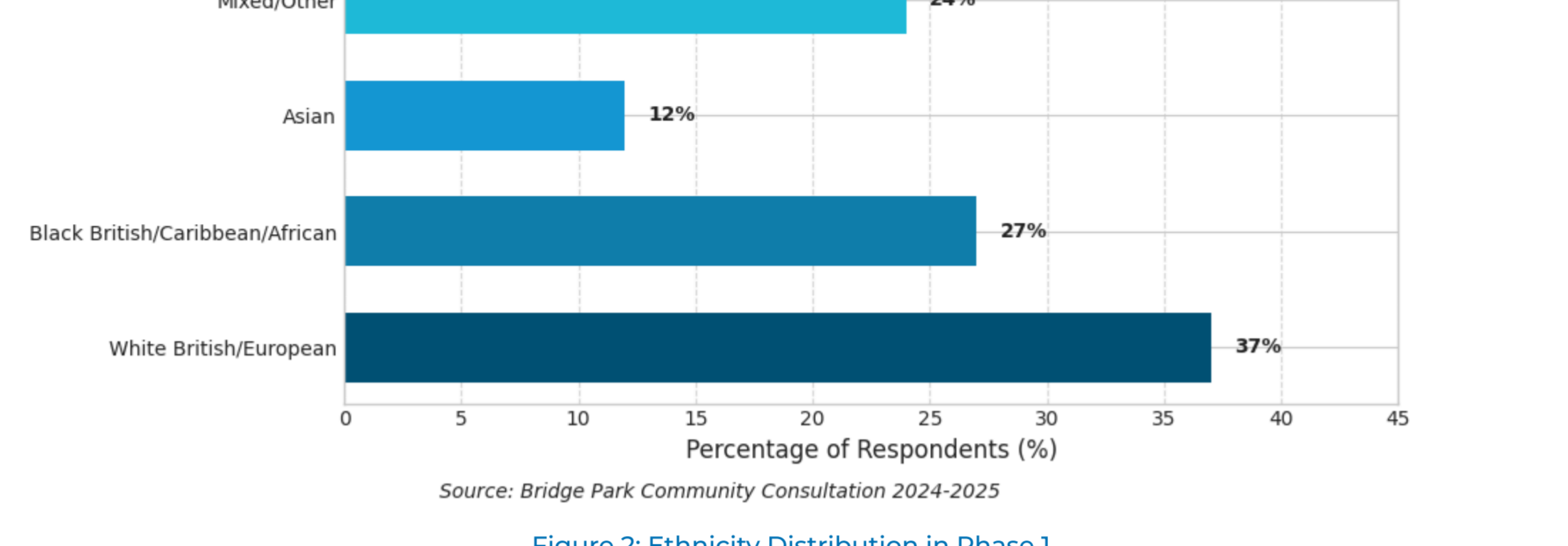


Figure 1: Age Distribution of Respondents

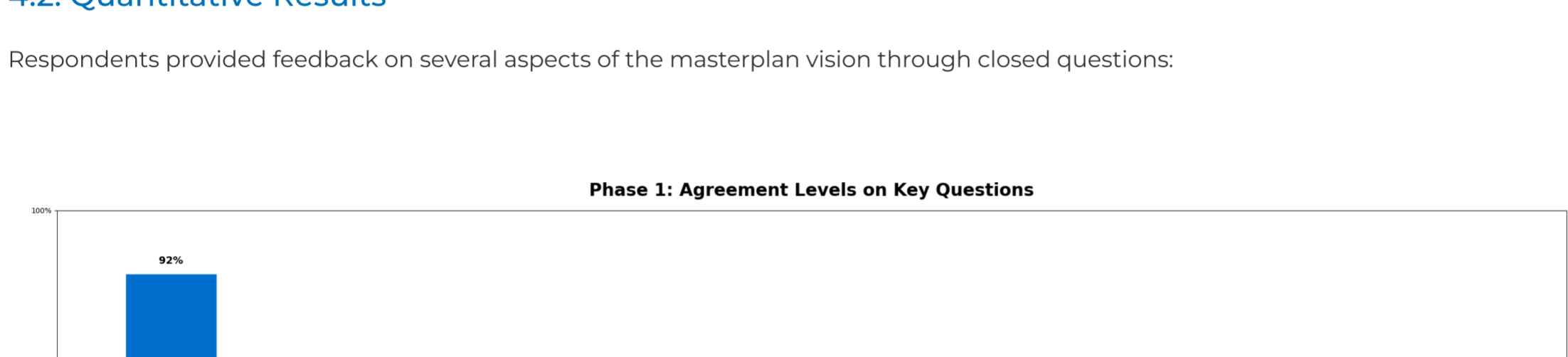


Figure 2: Ethnicity Distribution in Phase 1

### 4.2. Quantitative Results

Respondents provided feedback on several aspects of the masterplan vision through closed questions:

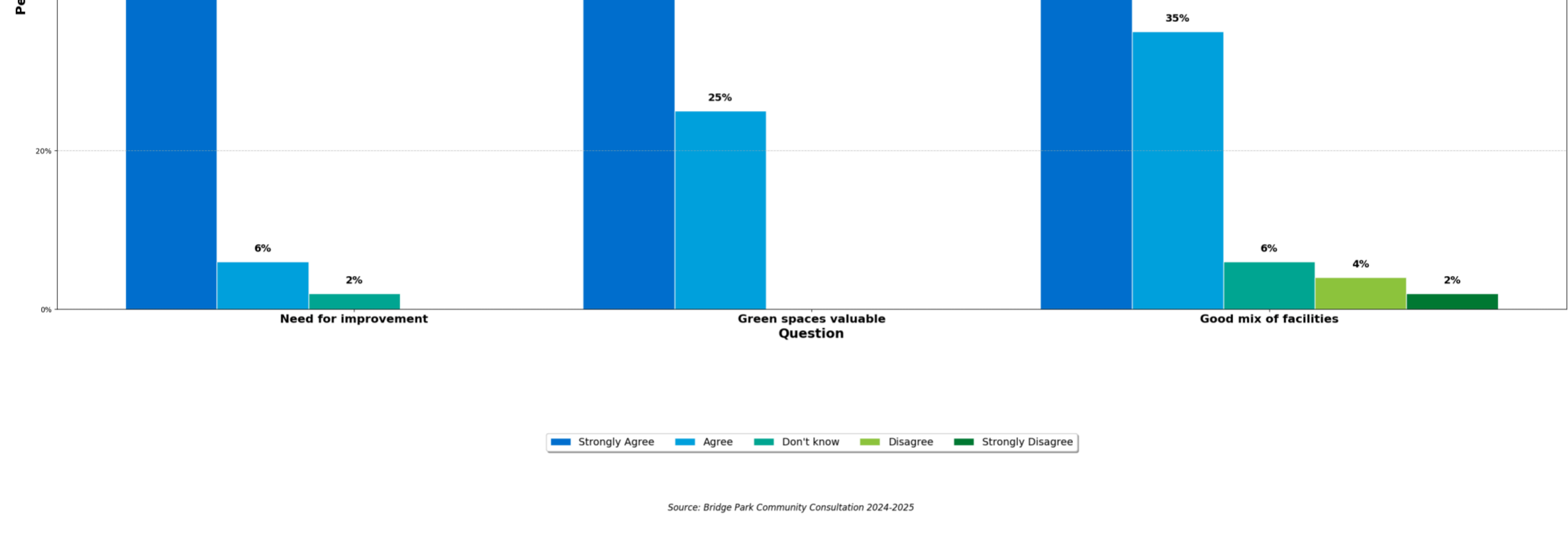


Figure 3: Phase 1 Agreement Levels

The quantitative data indicates overwhelmingly positive responses to the key elements of the masterplan vision:

- 96% of respondents agree or strongly agree that the current site needs significant improvement.
- 100% of respondents agree or strongly agree that new parks and green spaces will be valuable assets for the area.
- 86% of respondents agree or strongly agree that the proposed leisure and community facilities offer a good mix of spaces and activities.

### 4.3. Qualitative Themes

Analysis of the open-text responses in Phase 1 revealed several recurring themes related to the masterplan vision:

"This area has waited decades for something uplifting – don't cut corners on the green spaces."  
– Exhibition attendee, 28 Nov 2024

#### Importance of Existing Facilities and Activities

Respondents frequently emphasised the value they place on the current Bridge Park Community Leisure Centre's existing offerings. Specific mentions often included the sports hall, vital for various indoor sports and community events; the gym facilities, used for personal fitness; and the community spaces, which serve as important hubs for local groups and activities. The desire expressed was not just for replacement, but for preservation and enhancement of these core functions within the new development, ensuring continuity of valued services and spaces.

#### Suggestions for New/Improved Facilities

Beyond retaining existing popular features, respondents put forward a variety of suggestions for expanding and improving the facility mix. These included calls for specific sports amenities such as dedicated basketball courts, five-a-side football pitches, and improved badminton or netball facilities. For the swimming pool, feedback covered desires for both recreational swimming options and dedicated lanes for fitness, as well as potentially expanding learn-to-swim programmes. Community-focused suggestions ranged from dedicated youth facilities and flexible community halls to spaces suitable for adult education and advice services. There was also clear interest in integrating commercial amenities that serve local needs, such as greengrocers or cafes, potentially operating as independent local businesses.

#### Views on the Mix of Development

The proposed mix of new homes, affordable housing, and a hotel generated discussion. A prominent theme was the strong call for a greater emphasis on genuinely affordable housing, with specific requests for family-sized units to address local housing needs. Views on the hotel were mixed; while some saw potential benefits, others questioned its relevance to the local community and expressed concern that it might detract from the site's community focus. Suggestions were made regarding the balance and proportion of residential versus other uses on the site.

#### Green Space Quality and Maintenance

Support for the creation of new parks and green spaces was enthusiastic, but this was often coupled with pragmatic concerns about their long-term viability and usability. Respondents stressed that the success of these spaces would depend heavily on effective, ongoing maintenance to prevent deterioration and ensure cleanliness. Safety and security were also key concerns, with suggestions for adequate lighting, open sightlines, and measures to deter anti-social behaviour. Specific ideas for green space features included well-equipped play areas catering to different age groups, tranquil sensory gardens, and accessible outdoor gym equipment.

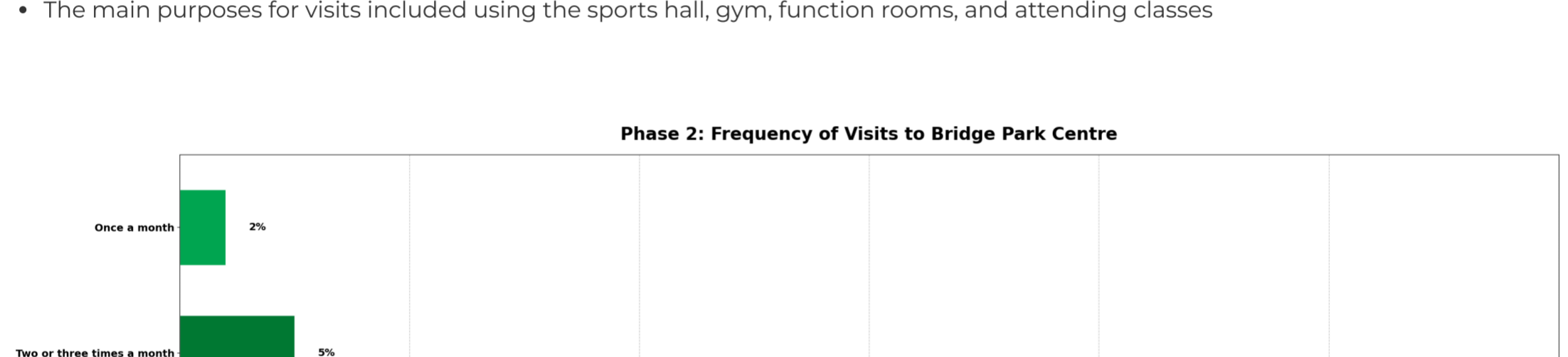


Figure 4: Top Community Priorities for Redevelopment

## 5. Phase 2 Findings: Closure and Replacement (Mar - May 2025)

### 5.1. Respondent Profile

The demographic profile of the 92 unique respondents in Phase 2 showed a similar age distribution to Phase 1, with slightly stronger representation in the 35-44 and 45-54 age groups.

### 5.2. Existing Centre Usage

- Of the Phase 2 respondents who answered questions about their current usage of Bridge Park Leisure Centre: 73% reported using the existing centre in the past year
- Among centre users, 50% visited more than once a week, indicating a core of frequent users
- The main purposes for visits included using the sports hall, gym, function rooms, and attending classes

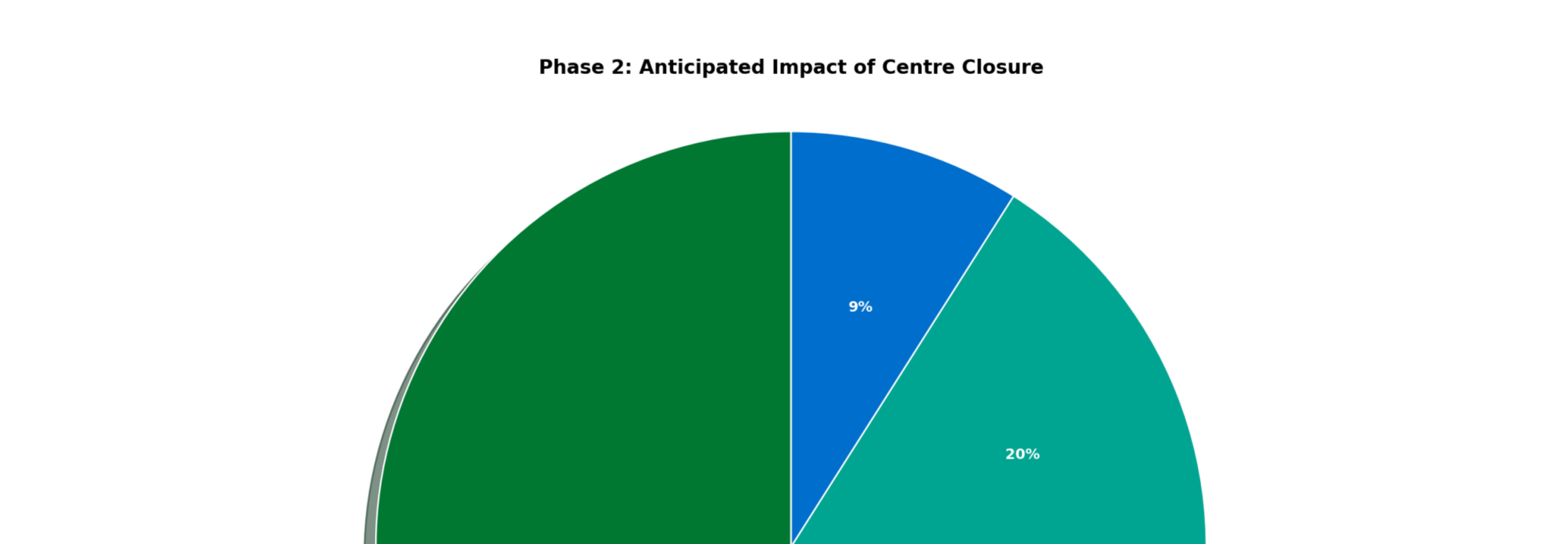


Figure 5: Frequency of Visits to Bridge Park Leisure Centre

### 5.3. Quantitative Results

#### Impact of Proposed Closure

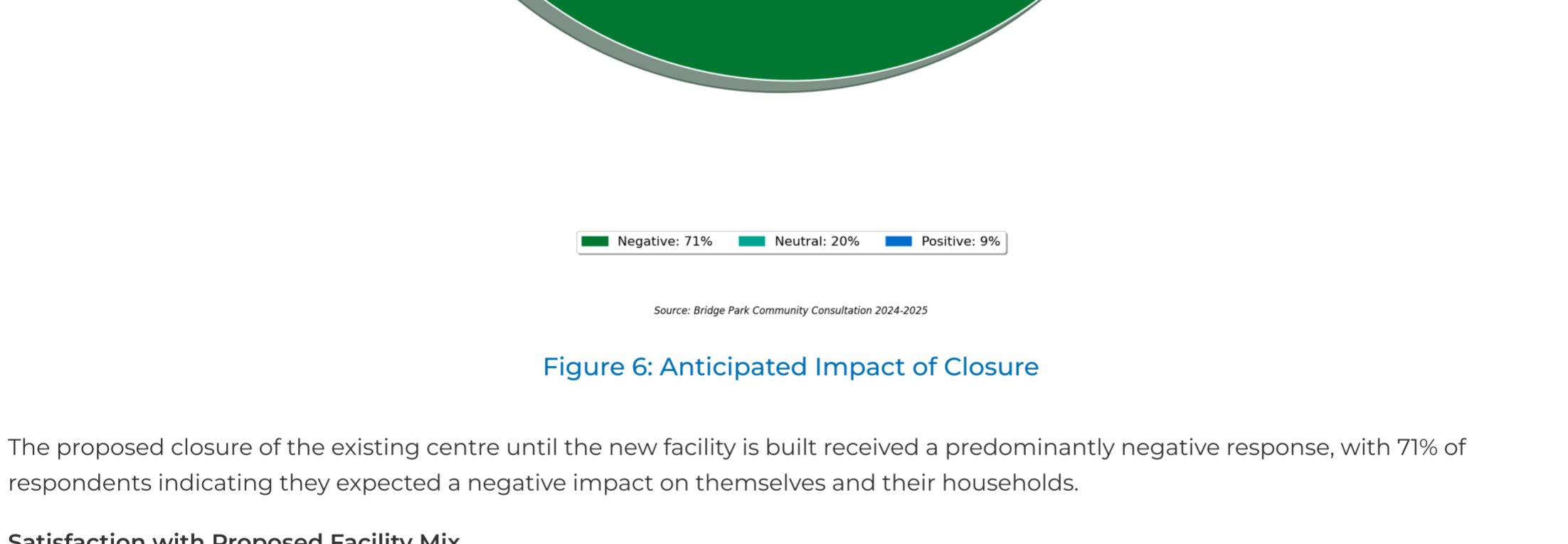


Figure 6: Anticipated Impact of Closure

The proposed closure of the existing centre until the new facility is built received a predominantly negative response, with 71% of respondents indicating they expected a negative impact on themselves and their households.

#### Satisfaction with Proposed Facility Mix

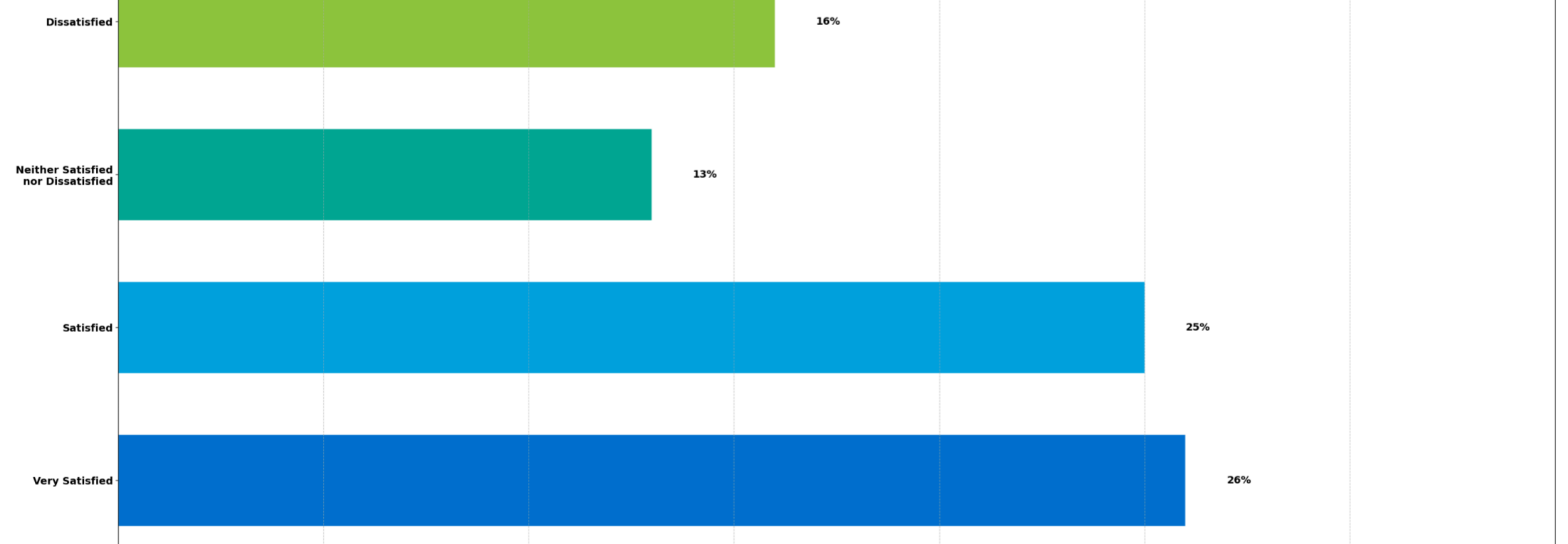


Figure 7: Satisfaction with Proposed Facility Mix

Opinions on the proposed facility mix for the new leisure centre were more mixed:

- 51% were satisfied or very satisfied with the proposed facility mix
- 36% were dissatisfied or very dissatisfied
- 13% were neutral

#### Satisfaction with Proposed Site Uses

When asked about the broader proposed site uses:

- 39% were satisfied or very satisfied that the proposed site uses reflect what the local area needs
- 26% were dissatisfied or very dissatisfied
- 35% were neutral or preferred not to say

#### Interest in Community Advisory Group

When asked about joining a community advisory group to help shape the future of the development:

- 37% expressed interest in joining
- 35% were not interested
- 28% preferred not to say or gave other responses

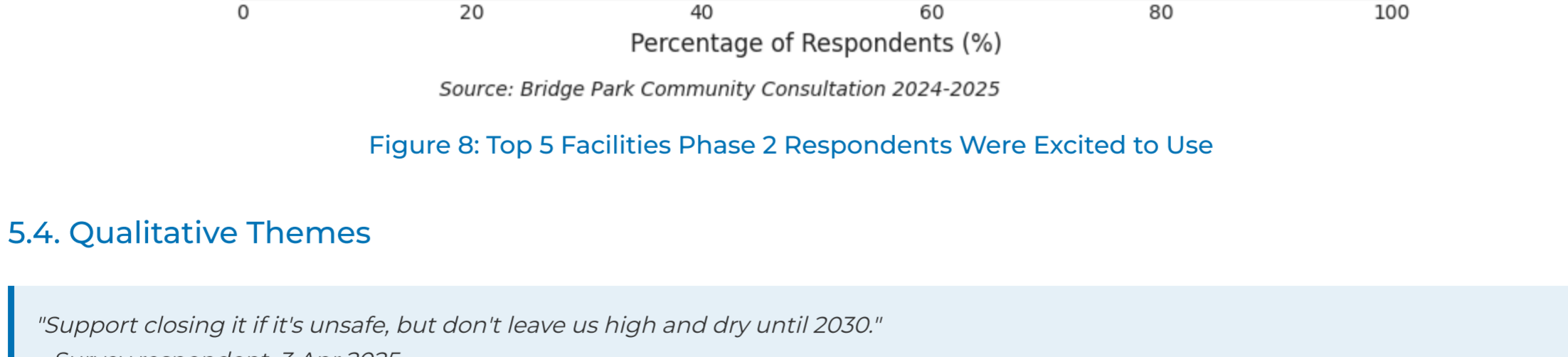


Figure 8: Top 5 Facilities Phase 2 Respondents Were Excited to Use

### 5.4. Qualitative Themes

"Support closing it if it's unsafe, but don't leave us high and dry until 2030."  
– Survey respondent, 3 Apr 2025

#### Specific Negative Impacts of Closure

Respondents articulated in detail the specific ways the closure will negatively affect them, moving beyond a simple "negative" rating. This included the anticipated loss of access to particular, highly valued facilities within the current centre, such as a specific swimming pool size or type, particular sports courts, or specialised gym equipment. Feedback also highlighted the disruption to established personal routines and the potential impact on physical and mental health and wellbeing due to the inability to continue regular activities. Difficulties in finding affordable, accessible, or suitable alternative facilities within or outside the borough were also prominent concerns. Furthermore, the impact on community groups, clubs, and activities that are currently based at Bridge Park and rely on its spaces was a significant theme.

#### Comments on the Equality Impact Assessment (EIA)

Feedback related to the EIA was particularly insightful regarding potential equity concerns. Respondents highlighted specific ways they believe the closure and proposed plans could affect groups with protected characteristics. This included concerns about older adults losing access to facilities like saunas or steam rooms that are important for their health and wellbeing, or people with disabilities facing increased barriers to accessing suitable alternative facilities. Feedback also addressed the impact on specific ethnic groups or community organisations that utilise Bridge Park for cultural or social activities.

#### Reasons for Satisfaction/Dissatisfaction with New Centre

The detailed rationale behind the quantitative satisfaction ratings for the proposed new facility mix revealed that dissatisfaction often stemmed from perceived omissions in the proposed facility mix (e.g., the absence of a specific sport facility, the proposed size of spaces like the sports hall or swimming pool being deemed insufficient), or concerns about the quality, design, accessibility, or affordability of the new centre. Conversely, reasons for satisfaction were linked to the prospect of modern, updated facilities, the inclusion of key amenities like a pool or gym, and the potential for improved accessibility and energy efficiency compared to the existing centre.

#### Reasons for Satisfaction/Dissatisfaction with Proposed Site Uses

Feedback here covered views on the broader balance of uses across the redeveloped site. Respondents commented on whether the proposed mix of leisure, community, residential, and commercial spaces effectively addresses the needs of the local area. Concerns related to the scale of residential development potentially overshadowing community uses, the nature of commercial spaces being perceived as not serving local needs, or issues with the integration and accessibility of different elements of the site.

## 6. Comparative Observations

Comparing the findings from Phase 1 and Phase 2 offers insights into the evolution of public sentiment as the proposals became more concrete and included the significant element of closure.

### Shift in Focus

Phase 1 feedback was largely aspirational, focusing on the potential benefits and desired features of a redeveloped site. Phase 2 responses demonstrate a clear shift towards concerns about the practical impacts of the proposed delivery method, particularly the closure.

### Support for Improvement vs. Impact of Closure

While Phase 1 showed overwhelming support for the need for improvement, Phase 2 reveals that the method of delivering that improvement (via closure) is viewed negatively by a significant proportion of respondents.

### Sentiment on Facilities

Positive sentiment towards the idea of the proposed facility mix in Phase 1 was strong. In Phase 2, when presented with more specific plans and the context of closure, satisfaction levels with the proposed facility mix became more mixed, suggesting that the details of the proposal and the interim period are influencing overall perception.

### Consistent Themes

Across both phases, themes of community need, the importance of specific facilities, safety and security, and the desire for well-maintained public spaces feature in the qualitative feedback, indicating consistent priorities for the participating public.

Dimension	Phase 1	Phase 2	Observation
Overall sentiment	Aspirational	Pragmatically concerned	Support for end-state remains; anxiety grows around closure period
Facility mix	86% approval	51% satisfaction	Drop reflects concrete design & closure context

Dimension	Phase 1	Phase 2	Observation
Engagement tone	Ideas & wish-lists	Impact & concerns	Residents shift from 'what could be' to 'how will I cope'

## 7. Equalities and Inclusion

The consultation revealed several important considerations related to equalities and inclusion that warrant attention as the project moves forward.

### Key Concerns Raised

Respondents identified several potential equalities issues:

#### Impact on Sports and Community Groups

Several sports clubs and community groups expressed concern about the disproportionate impact the closure would have on their activities. London Roller Derby, which has used the centre regularly since 2007/2008, specifically highlighted that their membership includes significant numbers of women, non-binary individuals, LGBTQIA+ members, and people with disabilities or neurodivergent conditions. They noted that the current sports hall size is critical to their activity, and that the proposed smaller hall in the new centre may not meet their needs.

*"We are a group of at least 75% gay and queer people. We have significant numbers of disabled skaters, both in terms of physical disabilities (including being hard of hearing or blind) and in terms of neurodiversity. As these are protected characteristics, the EIA must take us into account."*  
 -- London Roller Derby member

#### Accessibility and Older Adults

Multiple respondents expressed concern about the impact on elderly and disabled users. Several mentioned that Bridge Park currently provides important facilities for these groups (including segregated sauna/steam facilities) and worried about their ability to travel to alternative venues during the closure period.

#### Cultural Heritage and Community Identity

A theme emerged around the cultural significance of Bridge Park to the local Black Caribbean community. Some respondents highlighted its historical importance as a community asset and expressed concerns about preserving this heritage in the new development.

*"There is a need to preserve as much of the fabric as possible. This will gain the respect and ownership by the local community that would have rioted for lack of resources in the area and were persuaded to 'build not destroy' in return for a 'safe space' where they could congregate, learn, own and enjoy"*  
 -- Community respondent

#### Socioeconomic Considerations

Affordability was frequently mentioned as a concern, both for the interim period (when users might need to travel further or pay higher fees elsewhere) and for the new centre. There is clear community interest in ensuring the new facility remains accessible to those on lower incomes.

These equalities concerns highlight the important role Bridge Park plays for diverse community groups and individuals with protected characteristics. The feedback provides valuable insight for ensuring the redevelopment process and outcomes are inclusive and equitable.