

## Appendix 2

### Leisure Centre Management Contract Health and Social Value Outcomes

Participation in physical activity is proven to improve physical and mental health and wellbeing. There is clear and compelling evidence that being regularly active makes a vital contribution to health, wellbeing, independence and quality of life. This includes preventing and reducing the impact of long-term health conditions, such as heart disease, diabetes, stroke and a range of cancers. Active living helps promote mental health and wellbeing, with the potential for benefit soon after becoming more active.

The Council's Leisure Service works closely with the Health and Wellbeing Department to lead and develop Camden's physical activity system, taking a population approach to improving the health and wellbeing of Camden's citizens through development and delivery of physical activity interventions for children and young people, adults, disabled citizens and Camden residents.

The physical activity system consists of all organisations, people and actions which contribute to promoting, restoring or maintaining physical activity behaviours (World Health Organisation). This system requires a range of universally accessible physical activity opportunities along with targeted interventions for those who face additional barriers to being active.

Camden's leisure centres are an essential component of the physical activity system within the borough. Our six centres offer a mix of universal and targeted opportunities for residents and non-residents to be physically active. The membership and pricing strategy maximises income from those who can afford to pay, while providing concessionary membership and activity pricing for those meeting certain criteria, making access more affordable. Concessions offer an average 41% discount compared to the standard pricing and account for 45% of total leisure centre membership, demonstrating the popularity and need for such pricing policy. Leisure centres are used by Camden residents, schools, local clubs and community groups as well as those working and studying in the borough.

The table below provides examples (not exhaustive) of social, health and wellbeing outcomes delivered through the contract, plus additional outcomes that would be delivered through the proposed contract modifications.

<b>Social, Health and Wellbeing Outcome</b>	<b>Examples of delivered outcomes</b>
Provide routes into employment or training.	<b>Apprenticeships:</b>  8 current + 5 opportunities to be recruited.

	<p>Of the 8 employees enrolled on formal apprenticeship programmes from Level 2 to Level 7, 3 of these are Camden residents.</p> <p>Community Sports Officer apprentice to start in mid-November 2025</p> <p>GLL have restructured the staffing structure at entry-level in four of the leisure centres to accommodate an additional entry level apprenticeship (Leisure Team Member L2) in each of those centres. These will be going to advert in Q3 (2025) and priority for interviews will be given to residents.</p> <p><b>Supported Internships:</b></p> <p>2 delivered in 24/25</p> <p><b>Work placements:</b></p> <p>3 delivered in 24/25</p> <p><b>Sports Education &amp; Training Programme (SETP):</b></p> <p>GLL work in partnership with the Council's Sports Education &amp; Training Programme to deliver work opportunities for programme participants following completion of their vocational education. GLL guarantee and interview for an entry-level position to any completer of the SETP and link in with SETP management when relevant employment vacancies arise within the leisure centre teams. GLL Community team representatives attend the annual SETP Celebration Event at LaSWAP and provide a stall to network and answer questions about employment opportunities in leisure.</p> <p><b>Links with Councils employment services / job hub:</b></p> <p>GLL work with several Council employment teams, including Good Work Camden, SETP NVQ, Inclusive Business Network team, Supported Internships team, Youth Workers, Social Workers to ensure employment and training opportunities are accessible to residents.</p>
LLW employer	<b>GLL are a Living Wage Foundation</b> accredited employer and pay LLW to all colleagues in Camden.
Target of at least 50% of the workforce	<b>We want our centres to be welcoming places</b> that our residents feel comfortable visiting. To do this we want a workforce that is representative of Camden's population.

to be Camden citizens	40% of our leisure centre workforce are Camden residents; however, there are further Camden staff working for GLL in other partnerships, so the number of residents employed by GLL is higher.
A range of physical activity programmes, interventions and opportunities that will increase participation for residents particularly those facing additional barriers.	<p><b>Community Sports Team</b> (2 officers + 1 apprentice) in place to build and create strong networks between leisure centres and the communities they serve.</p> <p><b>Subsidised membership for Looked After Children</b> and Care Leavers that are part of the Camden care system.</p> <p><b>Subsidised membership</b> for participants enrolled into the Councils 'Get Active Service' targeting behaviour change support for increasing and sustaining physical activity levels for those with long term medical conditions.</p> <p><b>Over 3,000 young people</b> on community swimming lessons programme (26% are concessionary).</p> <p><b>48 Camden Schools</b> receiving swimming lessons with approx. 3900 pupils working towards key stage 2 targets.</p> <p><b>Introduced 'quiet sessions' for SEN children</b> at new Swiss Soft Play facility.</p> <p><b>Investment into</b> new gym, spin studio and soft play at Swiss Cottage Leisure Centre. Outdoor pool improvements at Oasis Sports Centre.</p> <p><b>Women only programme increased</b> by six sessions per week to 23 hours total.</p> <p><b>Support for voluntary sports with free facility time</b> such as Starfish and Fleetwell Swimming Disability Clubs, and LBC's 'We like to Move it Move it' fitness class.</p> <p><b>Visual Impairment and Deaf Awareness</b> and hard of hearing engagement event at Pancras Square Leisure. Followed by tours and taster sessions for the Deaf Ethnic Women's Association at both Pancras Square and Oasis Sports Centre.</p> <p><b>Warm Spaces</b></p> <p>Coffee mornings relaunching in communal spaces across Camden facilities with a focus on warm welcomes, free teas, coffees and opportunity for socialising in a community space. Free to all.</p>

**Pre-post Natal work / progs**

4 classes launched at Kentish Town Sports Centre for women who are pregnant and childbirth

**Shaw Trust Pilot**

Tackling chronic MSK conditions through partner work with physiotherapists and health interventions through the Shaw Trust. Employment support and social prescribing is also used in order to ensure that people on the programme have holistic support.

**Sessions with MIND**

Opportunity for referrals from Mind Camden to take part in free-to-access badminton session at Talacre

**Sessions with NHS Neurology Service**

Transition Sessions to aid people affected by neurological conditions transfer from the NHS NeuroActive rehabilitation pathway through to the targeted programme offer – supported by Fitness Instructors and Community team.

**Senior programme**

Programme of activity tailored to residents who at 60+, including free swimming Mon-Fri before midday; specialist group fitness classes (including chair-based exercise, low-resistance water-based exercise and Tai Chi) and social sessions (including tea, coffee and refreshments, board games, 'sit-and-chat'). Hub sessions across all facilities to encourage ongoing activity in Later Life and tackle social isolation and loneliness. 40 senior residents recently represented Camden in GLL's annual Better Club Games event – the largest festival for active ageing in Europe.

**Pre and Post Natal Outreach** class trialled at Somers Town Living Centre. Provided expecting and new mothers a taster of what to expect in the sessions at Kentish Town. Partnerships with Somers Town Community Association, UCLH, Somers Town Medical Centre, Whittington Health Trust West Midwifery Team and LBC's leisure and maternity team supported the outreach.

**Health and Wellbeing walks-** leader training in partnership with Ramblers to recruit volunteers to lead walks from Swiss Cottage Leisure Centre and Kentish Town Sports Centre.

	<p>Walks to include stop offs at local community centres and other partners.</p> <p><b>Kentish Town Connects Network + Youth Action Project</b>          – Collaboration with local participation officers, Brandon Centre, The Apex Project, Creative Health Camden to provide support to 5 young people in the running of a local event in Kentish Town. Project enabled by group funding applications alongside mentoring from Communities team in the lead up to project execution.</p>
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<b>Health / Social Value Outcome</b>	<b>New offers as part of the proposed contract modifications – 2026 onwards</b>
Improve workforce and employment offer for Camden residents	In addition to the above, GLL pledge to offer in future a 'Get Into Leisure' programme co-designed with LBC Leisure and LBC Good Work Camden colleagues. This needs fleshing out but it's a renewed commitment to try other training and placement opportunities that can lead to jobs in the centre for residents - particularly at entry level.
Improve health outcomes for residents through a targeted initiative.	GLL committed to deliver a health programme (prevention / intervention) that compliments existing primary care support in Camden.
Increase outreach work in communities near to the leisure centres.	<p>GLL will re-develop their community doorstep physical activity programme in community-based settings.</p> <p>Implement outreach programme to increase visibility and access to physical activity opportunities working with community partner organisations. GLL will deliver doorstep activities in community settings with these partners and engage with community to discuss leisure centre-based opportunities and memberships.</p> <p>GLL will work with schools in the borough to identify opportunity to deliver physical activity for young people, particularly in periods of lower activity levels such as post-exams/school holidays.</p> <p>Creation of stakeholder hub groups in key wards around leisure centre location to bring together community partners</p>

	with an interest in physical activity, health and wellbeing to identify programme opportunity and encourage collaboration.
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