State-of-the-art new leisure centre in Erdington opens ahead of schedule

4 September 2017

Serco Leisure’s state-of-the-art new leisure centre in Erdington, Birmingham, today opened the doors to its first customers – over a month ahead of schedule.

The £7.5m new centre, run by Serco Leisure in partnership with Birmingham Community Leisure Trust, replaces the existing Erdington Centre on Mason Road, and has been funded jointly by Birmingham City Council and Sport England.

The new centre offers a host of new facilities designed to meet the health and fitness needs of the local community, with options for all ages, interests and fitness levels. Facilities include:

- A 75-station gym, offering all the latest cardio and resistance equipment.
- A 25-metre pool and a separate teaching pool.
- A dedicated free weights area, with expert instructors on hand to provide advice and assistance.
- An extensive programme of workout classes including Yoga, Pilates and Bodypump.
- A sauna and steam room, providing the perfect way to relax after a workout.
- A Boditrax body composition analysis station, which will be available as a free service to all centre members.

The centre is the first of four new leisure centres being built in Birmingham overseen by Serco Leisure, who in partnership with Birmingham Community Leisure Trust, were appointed to manage the City Council’s leisure centres in 2015. Ground work on the building project began in June 2016 and the centre was originally scheduled to open in October 2017.

Commenting on the opening, Jason Holtham, Managing Director, Serco Leisure, said:

“The new centre is a real state-of-the-art facility and we hope it will become a major hub of the community here in Erdington. Our team has worked incredibly hard with our construction partners to get to this point and I am really pleased that we have been able to open the centre ahead of schedule. As the first of four new leisure centre we are building in Birmingham, we see this as an important milestone in our efforts to improve sport and leisure provision in the city.”
Brian Taylor, Chairman of Birmingham Community Leisure Trust, said:

“The transformation of this Erdington site since we stood here last summer is truly impressive. I am very proud to hand over such a high quality, purpose built facility to our community and I invite everyone, whatever their age and whatever sport they enjoy, to take the opportunity to come and use this brilliant new centre.”

Birmingham City Council’s Deputy Leader Cllr Ian Ward, said:

“I am delighted that our residents in Erdington and the surrounding area now have a brand new leisure centre – ahead of schedule - and I thank our partners for working with us to provide cost effective and modern facilities. Despite the considerable budgetary restraints we face, we will continue to support and encourage people to remain active and pursue a healthy lifestyle.”

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Notes to editors:
Erdington Leisure Centre is located on Orphanage Road, Erdington, Birmingham B24 9HU. For more information including opening times visit www.birminghamleisure.com and view New Centres.

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