

# news release

**Date:** August 30, 2003  
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## **New chapter for Brockwell Park Lido**

Fusion has been appointed by Lambeth Council as the long-term partner to develop the famous Brockwell Park Lido, Herne Hill, following a competitive tendering and comprehensive consultation process.

The 25-year lease means that the Lido can be developed ensuring its support well into the future.

Situated on the north-east side of Brockwell Park, the Lido has survived virtually unaltered since its opening in 1937. The building still retains many of its distinguishing features - including the fine square clock, the art deco lettering on the café and the original streamlined pavilion buildings. It was built at the height of the popularity of open-air pools, and has enjoyed a renaissance since the mid 1990s.

The Department for Culture, Media and Sport has also just announced the Grade II listing of The Lido. Fusion Chief Executive, Peter Kay, said, *"The Lido is a very special local amenity and we welcome the decision to give it statutory protection through the listing process. We are developing our detailed proposals to ensure that they are fully compatible with the listing report."*

Councillor Clare Whelan, executive member for environment, said, *"We are delighted that this cherished landmark has been listed. The Lido has provided years of fun to generations of Lambeth residents. We welcome the new management on board. Fusion will be maintaining and developing the Lido facilities, in line with community development objectives. They will also be creating new opportunities and exciting activities for the public's enjoyment."*

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### **Notes for the Editor Follow:**

#### **Grade II listing**

Buildings that are listed by the Department of Culture, Media and Sport as Grade II are deemed to be of special interest, warranting every effort to preserve them.

#### **Fusion**

Fusion is a not-for-profit, community-oriented organisation whose primary objectives are to provide facilities and services in the interests of the social and physical welfare of people living or working in south London. Fusion aims to provide sustainable community services and amenities, enabling community access to highest quality services and facilities.

Since commencing operations in south London 3 years ago, Fusion has achieved:

- Extensive investment in its facilities
- Sustained increases of 25% per annum in attendance and usage
- Year on year increases of more than 50% amongst community target groups
- Three years of successful financial performance: revenues up by 50%
- Customer satisfaction levels up: independent MORI survey shows net satisfaction more than doubled
- Over 30 new jobs created