

INDOOR AND OUTDOOR SPORTS FACILITY STRATEGY

INDOOR SPORTS SECTION ONLY

FIRST DRAFT FOR INTERNAL CONSULTATION ONLY

Internal Draft – March 2011

INTRODUCTION

The London Borough of Ealing has worked in partnership with Sport England's Facilities Improvement Service to develop a comprehensive evidence base for indoor and outdoor sports facilities. The next stage involves applying that evidence base and the findings into a draft sports facilities strategy, which assesses the current and future, need for the most popular indoor and outdoor sports facilities across Ealing. This draft strategy provides a basis for consideration by Ealing Council and subsequent consultation with other interested parties.

The draft strategy has developed the evidence base into an assessment of future need for a range of indoor and outdoor sports facility types. The draft strategy sets out the need, scale and location for facilities to meet the current rate and frequency of sports participation. The draft strategy considers how the projected changes in the Ealing population up to 2021, based on the Borough's own population projections, influences the projected need for sports facilities up to 2021 and beyond. The draft strategy also considers how the demand for the two main types of sports facility; sports halls and swimming pools, changes by the aging of the Ealing resident core population between 2010 – 2021 and beyond.

Sports Participation

Sports facilities do not exist in isolation and therefore it is important to place the need for facility provision in the context and understanding of the profile of sports participation across the Borough. The most authoritative source of data is the annual Sport England Active People survey of adult participation in sport, which commenced in 2006. In the Active People Survey Sport England analysed the data on the English population (18+) to produce 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do more sport and the barriers to doing more sport.

The headline findings from the Active People survey for Ealing have been assessed to provide the profile of adult sports participation across Ealing – which age groups, males and females participate most, where are they located across the borough and how does the profile of the most dominate participant groups compare with the sports facilities they are most likely to use. All this is essential context for understanding the current and future need for sports facility provision.

Sports Participation and Sports Facility Provision in Ealing

The provision of sports facilities is also required to achieving some sports development or sports participation objectives and therefore facility provision has to be considered in the context of the contribution they make to changing/increasing sports participation and widening access to sport.

In order to consider the facility needs and develop the facility strategy, Ealing Council has set the following general sports participation objectives as well as sport specific objectives for swimming and indoor sports and then assessed future swimming pool and sports hall facility needs in helping to meet these objectives.

1. More people more active on a regular basis, particularly specific target groups
2. Improved awareness of the sport and active leisure opportunities available
3. Strong sustainable network of sports clubs and other deliverers
4. Appropriate indoor and outdoor sport and recreation facilities in the right place
5. Greater awareness of the wider benefits of sport and being active
6. A network of sport and active recreation provision, spread across Ealing
7. Maximize the future benefits of the London 2012 Games

Objectives have been set and then applied for swimming pools and sports halls because they account for around 70% of the formal participation in sports buildings and account for the largest investment by local authorities. Hence the need for the setting of objectives to assess the contribution these facility types make.

Indoor Sports Provision Assessment of Need and Spatial Assessment

Following on from the Ealing population and participation profile there is an extensive assessment of the supply and demand for swimming pools and then sports halls.

This is followed by the setting of some objectives for delivering a sporting infrastructure for both swimming pools and sports halls. This sets out the objective for each facility type, key issues which arise in delivering the objective and then some options to consider for delivery.

In addition to the Facility Planning Model, Sport England has developed other planning tools to assess the need for indoor and outdoor sports facilities, known as Active Places Power (APP). APP is not as extensive in its data and assessment capabilities as the facilities planning model, which has been applied to swimming pools and sports halls. However it is a robust, rigorous, locally based assessment tool, which applies Ealing data and it is a spatial assessment.

APP has been applied to assess the need across Ealing for artificial grass pitches; all weather athletic tracks; Multi Use Games Areas (MUGA); bowling greens; golf courses; and netball courts facilities.

It is an extensive analysis of need for these seven facility types, which applies a consistent methodology for each facility type to assess: supply and demand (quantity) and an accessibility assessment. The assessment identifies a projected future need for each facility type by scale and sets a planning standard based on the projected changes in population and demand up to 2021.

For some facility types the methodology also includes application of Sport England's Sports Facilities Calculator (SFC) which assess the projected demand for some facility types based on the projected new housing growth and the projected capital costs for the demand identified by housing growth and the participation it creates. Use of the SFC is a cross check on the APP methodology applied.

Outdoor Sports Facilities

This section of the draft strategy is a review of the current outdoor sports facilities in Ealing. This is based on an assessment of the Council's existing Playing Fields and Outdoor Sports Assessment prepared in 2007, and takes into account comments previously made and use of various tools and other techniques not available at the time.

This review also incorporates population projections and estimates for the borough for 2021, produced by the Council in late 2009, together with updated information (where available) on the supply of pitches, courts and greens and on existing teams in the borough.

Development Planning Policies and Planning Standards

The information in this section covers swimming pools and sports halls and sets out some suggested planning policies for each facility types based on the supply and demand assessment and spatial analysis for each facility type up to 2021. This section also has a reasoned justification for the policies, which draws on the needs and evidence base.

The final section on swimming pools and sports halls sets out a suggested planning standard and level of developer contributions based on this standard.

The reason for setting out such an extensive assessment for swimming pools and sports halls is because these two facility types account for around 70% of the formal participation in sports buildings and are the biggest investment by local authorities.

Implementation, funding and Delivery

Ealing Council has outlined its proposals for future facility developments and associated timescales covering both indoor and outdoor facilities for both formal and informal use by individuals and groups of people. It is not possible at this stage to give details about how these schemes will be funded as this is an ever changing, dynamic issue which will vary with each facility improvement project due to the funding sources available at any one time. *Julia - Could we make reference to the Infrastructure Delivery Plan? As a live document this could be the place to provide some of these details.*

Review and Monitoring

This strategy has been produced to enable the development of sports facilities within the borough to be provided for in a planned and coordinated way that meets the needs of Ealing's population and satisfies areas of greatest demand.

It is proposed that a strategy steering group review this strategy on an annual basis. The findings of this review will be reported to the Ealing CSPAN and to the Council. Each review will compare achievements against priorities, taking account of changes in circumstances and potential new opportunities. An annual review will allow any slippage to be recognised and priorities re-timetabled accordingly. The review will also provide an updated facility audit of indoor and outdoor facilities and this information will be fed into the Active Places database.

A comprehensive review of the strategy will need to be undertaken in 2015 to allow sufficient time for a subsequent strategy to be produced.

METHODOLOGY

This strategy report has been undertaken using many of the strategic planning tools provided by Sport England, and available on the website. The following tools have been used in the creation of this draft strategy.

Active Places Power

The Active Places Power website has been developed to provide a planning tool for sports facilities. It has been designed to assist in investment decisions across Government and to help local authorities carry out audits of their sports provision and develop local strategies. It will also help national governing bodies of sport in identifying and planning where they need to improve and invest in facilities for their participants. Active Places Power has a single database that holds information on sports facilities throughout England. It includes local authority leisure facilities, as well as commercial and club sites.

The site gives users enhanced capabilities for analysing the data on the system. These include standard reports, census databased thematics and a series of push-button analyses (based on the complex modelling functionality developed by the University of Edinburgh) designed to examine the catchments of existing and potential facilities. The site includes tools for detailed analysis, including thematic maps, reports, advanced queries and strategic planning tools, all of which have been utilised in this study

Sports Facilities Calculator

The SFC has been created by Sport England to help local authorities quantify how much additional demand for the key community sports facilities (swimming pools, sports halls and synthetic turf pitches), is generated by populations of new growth, development and regeneration areas. It is designed to be used to estimate the facility needs of discrete populations, such as sports hall and swimming pool created by a new community of a residential development.

Whilst the SFC can be used to estimate the swimming and sports hall needs for whole area populations, such as for a whole local authorities, there are dangers in how these figures are subsequently used at this level in matching it with current supply for strategic gap analysis. The SFC does not take account of:

- Facility location compared to demand
- Capacity and availability of facilities - opening hours
- Cross boundary movement of demand
- Travel networks and topography
- Attractiveness of facilities

For these reasons total demand figure generated by the SFC should not simply be compared with facilities within the same area. The SFC is therefore used in this study to give an overall indication of demand, but is only used in conjunction with other tools to assess the adequacy of existing provision, and highlight future needs

Facilities Planning Model

The FPM is a computer model (developed and used on licence from Edinburgh University), which helps to assess the strategic provision of community sports facilities. So far the work has concentrated on the major community sports facilities of sports halls, swimming pools and synthetic turf/artificial grass pitches.

The Model has been developed as a means of:

- Assessing requirements for different types of community sports facilities on a local, regional or national scale
- Helping local authorities determine an adequate level of sports facility provision to meet their local needs
- Testing 'what if' scenarios in provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes would have on the needs of the sports facilities.

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility. In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce.

The level of participation is estimated using national participation rates and applying them to the number of people who live in the local area.

The outputs considered in this study are from Sport England's National Facilities Audit Dataset as of May 2010.

PROFILE OF SPORTS PARTICIPATION IN EALING – WHO PARTICIPATES – HOW OFTEN – WHICH SPORTS ARE MOST POPULAR WITH THE EALING DOMINANT MARKET SEGMENTS?

This section of the draft strategy provides an overview of sports participation across Ealing based on the findings of the Sport England Active People survey of adult participation in sport. (LBE may wish to add to this with findings from local surveys of sports participation for adults/by a clubs/young person that provides a borough wide perspective).

It contains

- ❖ A profile of the Ealing Population and the Profile of Sports Participation for Swimming and Indoor Hall Sports
- ❖ Sports Participation in Ealing - Who Does What?
- ❖ What is the Spatial Profile of Adult Sports Participation Across Ealing?
- ❖ Which people participate most in sport in Ealing and where are they located in Ealing?

Ealing Population and the Profile of Sports Participation for Swimming and Indoor Hall Sports

The age structure for the Ealing population in 2011 is set out in Table 1 below in 5 year age bands. This is followed by Table 2 and 3 which set out the rate and frequency of participation for males and females in first swimming and secondly sports halls (Note: Sport England assesses the participation rate for sports halls based on a balanced programme of activities across a range of indoor hall sports and so it is a sports hall rate of participation and not for any one individual sport.)

The purposes of setting out these tables are to see how the Ealing population in 2011 correlates with the percentage and frequency of sports participation for swimming and sports halls and then to assess what changes up to the period 2021.

Table 1 Ealing 2011 Projected All Resident Population

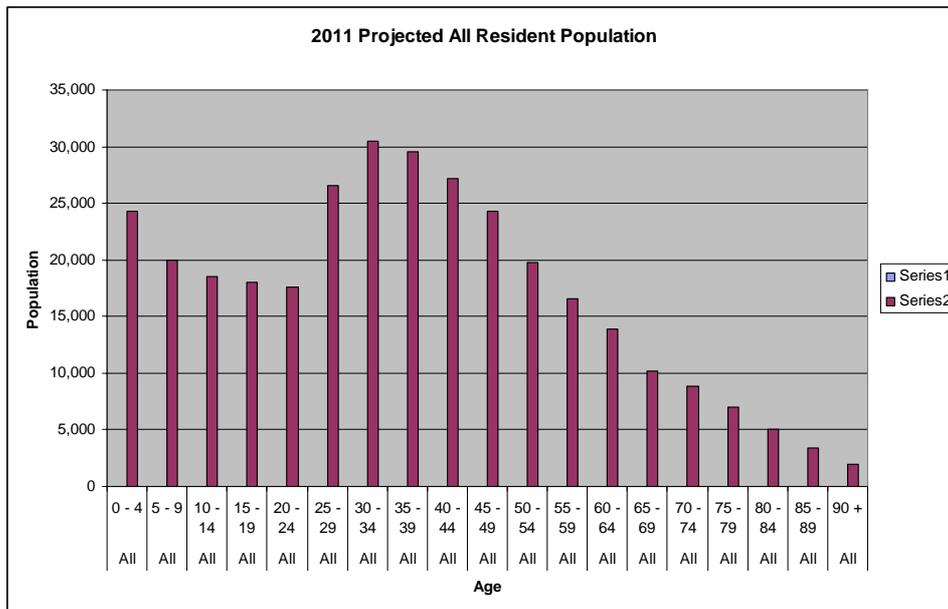


Table 2: Sport England Rates and Frequencies of Sports Participation in Swimming

		0-15	16-24	25-39	40-59	60-79
Participation -% of age band	M	13.23	10.86	13.73	8.13	3.93
	F	12.72	14.51	18.89	10.44	4.52
Frequency - VPWPP	M	0.92	0.84	0.71	0.94	1.18
	F	0.95	0.76	0.79	0.81	1.07

A summary of findings are:

Swimming

- The age groups with the highest rate of swimming participation (table 2) are the 25-39 age groups with a rate of 13.7% of the male population and 18.8% for the female population. In terms of the Ealing, population these age bands are the first, second and fourth highest groups for all the resident and male population and the first, second and third highest groups for the female population. So the largest age group of the Ealing population in 2011 corresponds with the same age groups which have the highest participation in swimming. Demand for swimming in Ealing is likely to be greatest now and in the next few years as this age group passes through the 25 – 39 age bands.
- The next highest age group for swimming participation is the 0 – 15 age range at 13.2% for males and 12.7% of females participating in swimming. In terms of the Ealing population in this age band it is around two thirds of the size of the 25 – 39

age bands. So the second highest age band for swimming participation is not a big driver for swimming pool demand

- Similarly the third highest age band for swimming participation 16 – 24 years of age is around two thirds the size of the highest age group for swimming the 25-39 age band. So again this category is not going to be a big driver for an increase in the demand for swimming pools in the years to come.
- Overall based on this comparison of the age structure and distribution of the Ealing population when compared with the highest age groups for swimming participation it is reasonable to assume that the demand for swimming is highest now in Ealing and not going to experience a “bulge/increase” in swimming demand from the aging of the Ealing core resident population in 2011.

Impact of the Projected Increase in Population on Swimming Participation and Swimming Pool Need

The next question to consider is what impact does the projected increase in the Ealing population between 2011 – 2021 have on the demand for swimming? This has been assessed explicitly in the supply and demand analysis for swimming pools and is reported on in detail in section xx of this report. However the headline findings are that between 2010 and 2021 the LBE total population is projected to increase from 323,150 people to 337,600 people. This is an increase of 14,450 people, or 4.4%.

The total demand for swimming resulting from this population increase is to increase the demand for swimming from 19,500 visits in 2010 to 20,050 visits in 2021. This is an increase of only 550 visits per week, or a 2.8% increase in swimming demand. So whilst the LBE population increases by 4.4% between 2010 – 2021, the impact is to increase total swimming demand by only 2.5% between 2010 – 2021. To provide further context, this level of increase in total demand, of some 550 visits per week in the peak period, equates to around 65 sq metres of water. Furthermore on context, a 25 metres x 4 lanes swimming pool is 212 sq metres of water.

In short population growth in Ealing between 2011 – 2021 is not a big driver in increasing the demand for swimming. The biggest driver is catering for the swimming demand generated by the core resident population and as reported the “peak for swimming demand” is in 2011 and the aging of the resident population should decrease the demand for swimming.

One final question to pose is what if the rate and frequency of swimming participation increases by the resident population will this not increase the demand for swimming. Indeed it will and this impact is reported on in section xx of this report

Sports Halls

- The age groups with the highest rate of hall sports participation (table 3) are different for males and females. For males it is the 16 - 24 age groups with a rate of 14.9% of the male population and for females it is 25 – 34 age groups with a rate of 11.6% of the female population. The second highest age groups are males 25 -34 age group with a rate of 14.9% of the male population and the 35-44 age groups for females at 9.4% of the female population.
- In short the highest rates of sports hall participation are spread over the 16 – 34 age groups and only a 1% difference in the male participation and a more marked 2.5% difference in the female.
- Comparing these age groups for sport hall participation to the Ealing 2011 age groups shows that the male population is 9th and 10th highest in the 16-24 age groups (out of 19 age bands). Whilst the female population in the highest category for hall sports participation (25 – 34) is first and third highest.
- Putting the two sets of findings together it is less clear cut as to whether halls sports participation “is/has” peaked in 2011 and the aging of the Ealing population core resident population up to 2021 is going to see less of a demand for sports halls than at present. Based on the comparisons of the Ealing population information and the sports hall participation it is very reasonable to assume that demand is not going to decrease from the current level with the aging of the core resident population

Table 3: Sport England Rates and Frequencies of Sports Participation for Sports Halls.

		0-15	16-24	25-34	35-44	45-59	60-79
Participation -% of age band	M	9.55	15.04	14.96	11.08	5.68	5.55
	F	6.03	9.31	11.66	9.40	5.40	4.28
Frequency - VPWPP	M	0.85	0.88	0.88	0.90	0.92	1.10
	F	0.99	0.85	1.03	0.90	1.02	1.27

Impact of the Projected Increase in Population on Sports Hall Participation and Need for Sports Halls

Posing the question - what impact does the projected increase in the Ealing population between 2011 – 2021 have on the demand for sports halls? Again this has been assessed explicitly in the supply and demand analysis for sports halls and is reported on in detail in section xx of this report. Like swimming the headline findings are that between 2010 and 2021 the LBE total population is projected to increase from 323,150 people to 337,600 people. This is an increase of 14,450 people, or 4.4%.

The total demand for sports halls in 2021 resulting from the population increase between 2010 – 2021 is 15,900 visits, only slightly up from 15,600 visits projected in 2010. This is an increase of 300 visits or, a 1.9% increase in total demand between the two years. So whilst the LBE population increases by 4.4% between 2010 – 2021, the impact is to increase total demand for sports halls by only 1.9% between 2010 – 2021. To provide further context, this level of increase in total demand, of some 300 visits equates to around provision of between 1- 2 badminton courts. As with swimming the projected increase in the Ealing population between 2010 and 2021 is not a driver for increasing sports hall provision. The impact of any projected increase in sports hall participation and what this means for sports hall demand is set out in the report under the supply and demand assessment.

SPORTS PARTICIPATION IN EALING - WHO DOES WHAT AND WHERE DO THEY LIVE?

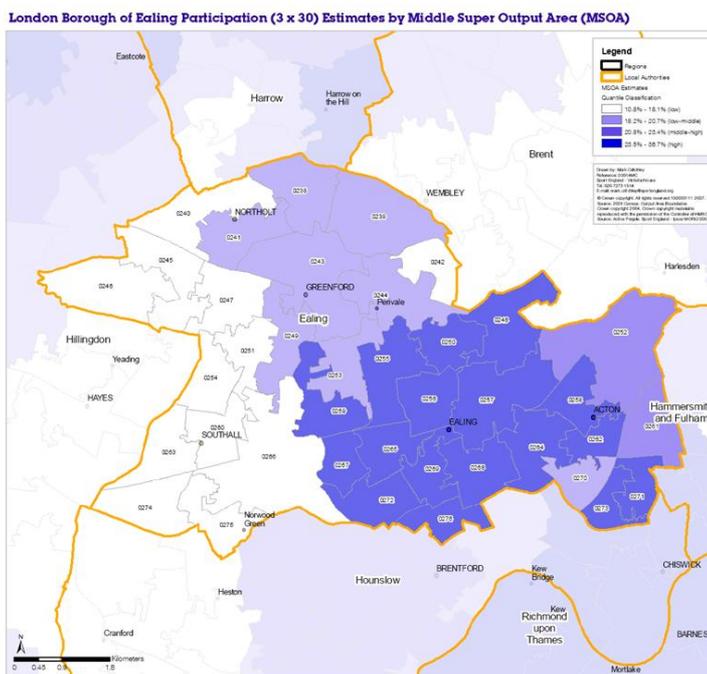
Having set out the relationship between the Ealing population and sports participation figures, it is also important as context for the sports facility assessment to set out where the main sports participant groups are located in Ealing, which sports are most popular with these groups and how does this SPATIAL and PARTICIPATION profile relate to swimming and sports halls.

What is the Spatial Profile of Adult Sports Participation across Ealing?

The first Active People survey in 2006 measured sports participation in by KPI 1 (at least 3 days a week x 30 minutes moderate participation these findings for Ealing are set out in Map 1 below. As can be seen the west side of the borough has the lowest level of sports participation measured by KP1 with participation in this area as being between 10.8% and 16.1% of the population undertaking 3 x 30 minutes participation in moderate level activity a week. This contrasts with the areas shaded dark blue which are the central Ealing areas of the borough where the same KP1 measure is between 23.5% and 26.7%.

A barrier to increasing sports participation is the physical access to sports halls and swimming pools and it will be important to establish how much of the Ealing population travels to sports facilities by foot and where this demand is located in relation to sports facilities. In short is there a barrier to sports participation on the West side of the borough because there is limited supply of sports faculties and there is a high percentage of the population without access to a car and travels to facilities on foot.

Map 1 Spatial Representation of the Levels of Sports Participation across Ealing – Measured by Adults 3 x 30 Minutes of Moderate Activity per Week



Which people participate most in sport in Ealing?

As part of the Active People survey findings Sport England analysed the data on the English population (18+) to produce 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere. Further information on the market segments, including detailed 'pen portraits' for each of the 19 segments, is available at the Sport England website.

The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular street, community, local authority or regions. Each segment has been assigned a name which reflects the most popular first names for the group.

Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.

The chart below shows the proportion of each of the nineteen segments in Ealing (the blue bars) set against the regional (the red bars), ProActive West (the yellow bars) and national average (the green dots).

Chart 1: Active People Market Segmentation for Ealing

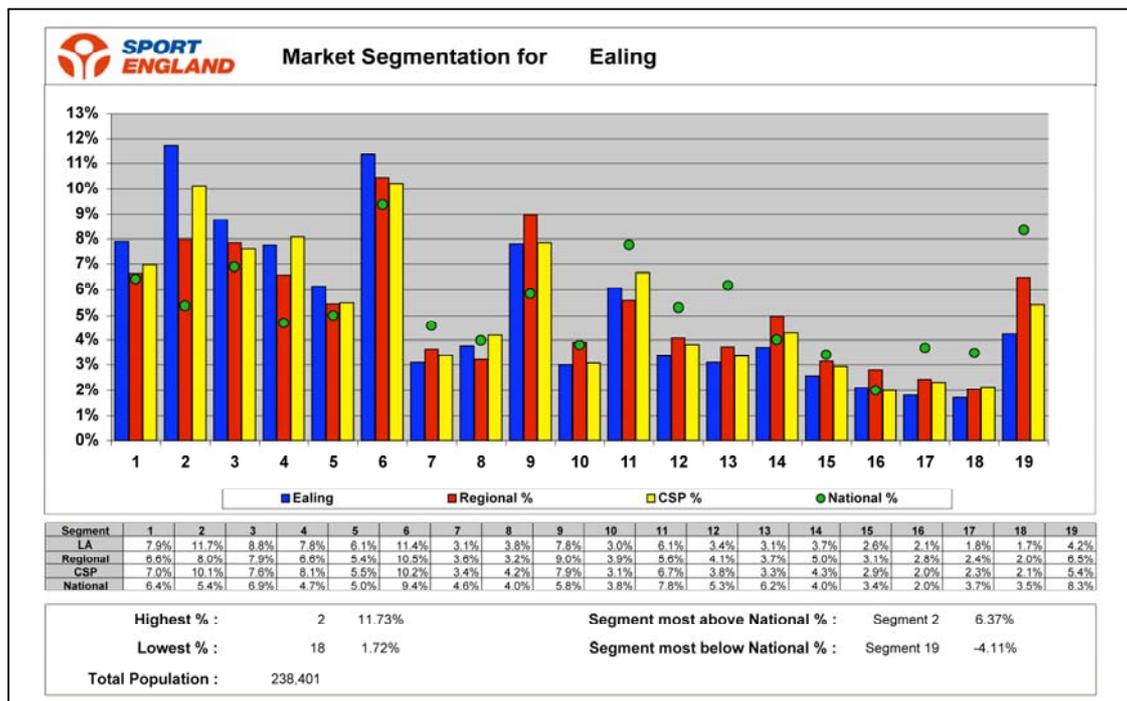


Table 4 Ealing Dominant Market Segments

Market Segments with Highest Participation in Ealing					
Market Segment	Forename(s)	% Part'ion in Ealing	% Part'ion in ProActive	% Part'ion in England	difference between Ealing and England
1 – Sports team drinker	Jamie	11.7	10.1	5.4	6.3% more in Ealing
2 – Settling down Male	Tim	11.4	10.2	9.4	2% more in Ealing
3 - Fitness Class Friends	Chloe	8.8	7	6.9	2.1% more in Ealing
4 - Competitive Male Urbanite	Ben	7.9	7	6.4	1.5% more in Ealing
5 - Pub League teams	Kev	7.8	7.9	5.8	2% more in Ealing

In terms of which sports these dominant market segments for Ealing participate in most, the Active People survey describes these as:

- **Jamie** Second highest participation rate of all the types; enjoys watching and playing team sports, especially football. Fitness classes are not appealing to them, but combat sports, social activities and weight training would be
- **Tim** A very active type, enjoying high intensity activities. Enjoys technical sports such as skiing and water sports, uninhibited by the financial outlay. Both team games and individual activities feature high on his agenda, and personal fitness activities are also popular. Likely to have private gym membership, and compete in some sports.
- **Chloe** An active type that primarily enjoys exercise classes that they can go to with friends, over individual activities or team games. **Swimming is popular**, as is going to the gym, but combat sports do not appeal (See Fig. 2). Likely to be a member of a gym or fitness club, but for the classes and for socialising more than using gym equipment

- **Ben** The most active type across the population. Team sports are particularly popular, along with other high intensity activities such as lifting weights at the gym or competitive court games
- **Kev** Enjoys team sports, especially football, and also combat sports or low intensity social activities such as darts or pool.

Key Findings from the Assessment of the Main Market Segments Participant Groups in Ealing

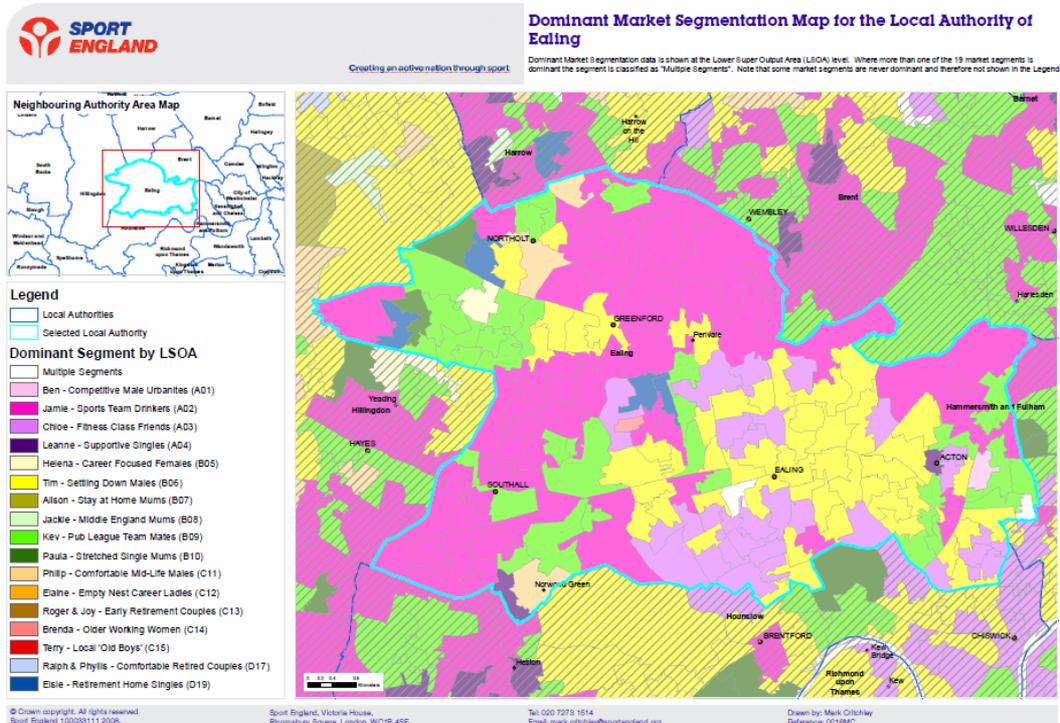
The main findings from this assessment are

- They are male dominated with 4 of the 5 highest participation market segments being male but swimming participation is highest amongst females in the 25 – 39 age groups at 18.8% of the adult population. Chloe is part of this age group.
- The market segments which are most popular for swimming are not very evident in Ealing, with only Chloe and Ben appearing in the top five market segments. The market segments which participate most in swimming are in order of highest participation nationally: Chloe 3rd highest participation segment in Ealing); Helena segment 5 and 7th highest segment in Ealing with 6.1% participation; Leanne, 6th highest market segment in Ealing with 7.8% participation; Ben 4th highest market segment in Ealing and 7.9% participation; and finally, Alison 13th highest market segment in Ealing but only 3.1% participation.
- For hall sports there is a closer relationship between participation and the dominant market segments in Ealing. The top three market segments for hall sports participation are also amongst the top five market segments in Ealing and in order of highest participation are: Ben, Jamie and Tim, followed by Philip 8th highest market segment in Ealing and 3.8% participation and Terry, 16th highest market segment in Ealing and 2.8% participation.
- For sports halls the profile of the market segments does suggest a programme of competitive team sports to cater for males – IF the objective is to increase sports participation. Intervention to achieve higher female participation does require different programmes of activities and more development work to change the profile of hall sports participation.
- Possibly the Ealing market segments profile does suggest use of ancillary halls/dance studios for dance and aerobics as these activities reflect more closely the market segment profile of female sports participation in Ealing with the Chloe's, Leanne's and Helena's.

Where are the Market Segments Located in Ealing?

Map 2 below illustrates where the most dominant market segments in Ealing are located and in order of priority, in terms of greatest geographical spread.

Map 2: Spatial Representation of the Location of the Dominant Market Segments Across Ealing: Active People 1 Survey October 2006



In terms of which are the dominant groups shown in the map and their sporting participation profile these are

- **Ben** (light pink) The most active type across the population. Team sports are particularly popular, along with other high intensity activities such as lifting weights at the gym or competitive court games.

In effect across large areas of the north and west of the borough – especially Southall and Greenford and smaller areas to the far NW and NE boundaries of the borough. Possibly covering around 50% of the Borough area

- **Tim** (yellow) A very active type, enjoying high intensity activities. Enjoys technical sports such as skiing and water sports, uninhibited by the financial outlay. Both team games and individual activities feature high on his agenda, and personal fitness activities are also popular. Likely to have private gym membership, and compete in some sports.

Very evident in the central area of the borough around Ealing town centre and smaller areas around Greenford and Northolt. Possibly covering around 20% of the Borough area

- **Chloe** (light purple) An active type that primarily enjoys exercise classes that they can go to with friends, over individual activities or team games. **Swimming**

is popular, as is going to the gym, but combat sports do not appeal (See Fig. 2). Likely to be a member of a gym or fitness club, but for the classes and for socialising more than using gym equipment.

Evident in an area south of Ealing town centre and in a smaller area north of Ealing town centre and in the far SE of the borough. Possibly covering around 10% of the borough area.

- **Kev** (green) Enjoys team sports, especially football, and also combat sports or low intensity social activities such as darts or pool. One area west of Greenford and south west of Northolt, plus a smaller area south and east of Acton. Possibly covering around 5% of the borough area.

Key Findings From the Geographical Assessment of the Main Market Segments Participant Groups in Ealing

- In effect there are 4 dominating segments across Ealing and in approximate terms these 4 segments cover around 85% of the borough area.
- Three of the four groups are male and Chloe the only female group with around 10% of the borough area is the only group with a strong profile for swimming. Chloe's are located where there is good swimming pool provision.
- Swimming is a true cradle to grave activity and as shown by table 2 there is around 10% of the population in the 40-59 age group and 4% of the 60+ age group who participates in swimming. However the dominate market segments for these age groups do not appear at all in Ealing: Roger and Joy; Brenda; Terry and especially Ralph and Phyliss
- The profile of the dominant groups is very consistent with participation in hall sports – albeit these are male dominated types of activities around competitive and team sports. A simple assessment might be that if an objective is to increase adult participation in sport across Ealing then schedule more time for competitive team sports at both indoor and outdoor sports facilities at all venues.
- The north focused on Greenford and going further north and the west side of the borough going north and south of Southall is focused on one dominant group, which is Ben. However in terms of the overall population profile of this area how representative are Ben's. Hence this very dominant finding possibly says more about the level of low participation by the main population groups resident in this area.
This area is also characterised by the lowest level of sports hall and swimming pool provision

Note some of this work is reported on in the Ealing Council report on "Change for Life". However the purposes of developing this Adult People work further here and expanding it is to set the context for how sports participation matches up with facility provision for pools and halls. Also to help in setting some possible sports objectives for the facilities strategy which links the participation findings to facility provision

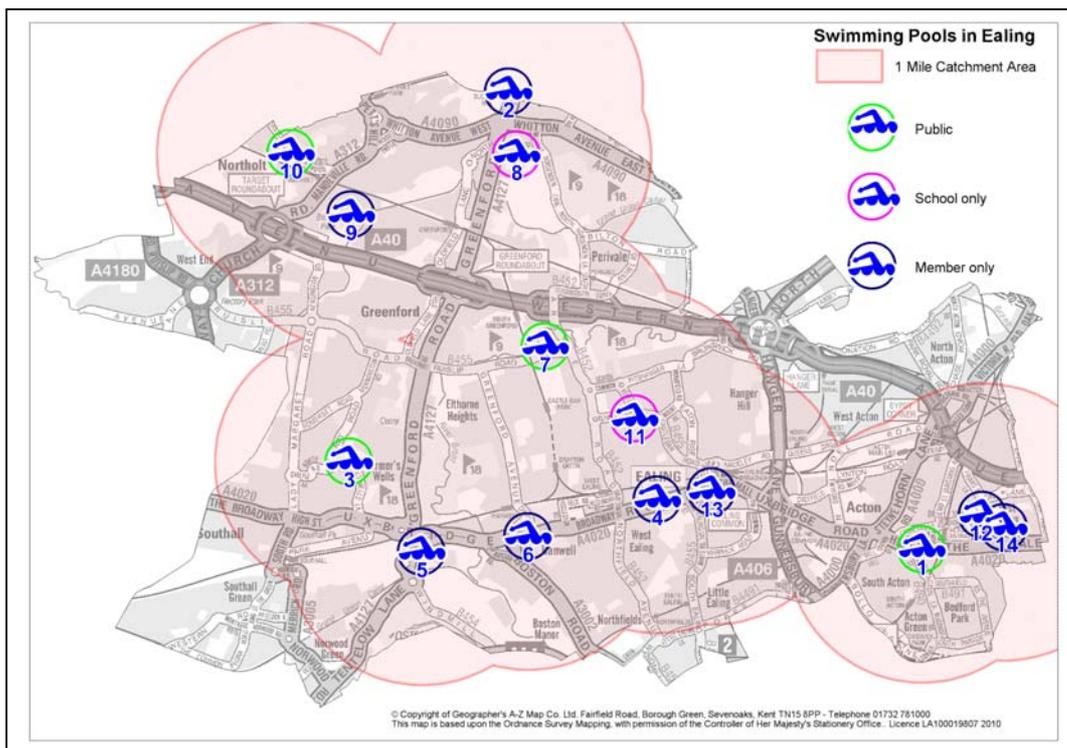
SWIMMING POOLS

The overall vision for swimming is to create a network of high quality pool facilities geographically spread across the borough which gives local people the opportunity to take part in a wide range of water based sports and activities, progressing from learn to swim classes through to elite competition, increasing the number of people who take part in swimming and other water based activities.

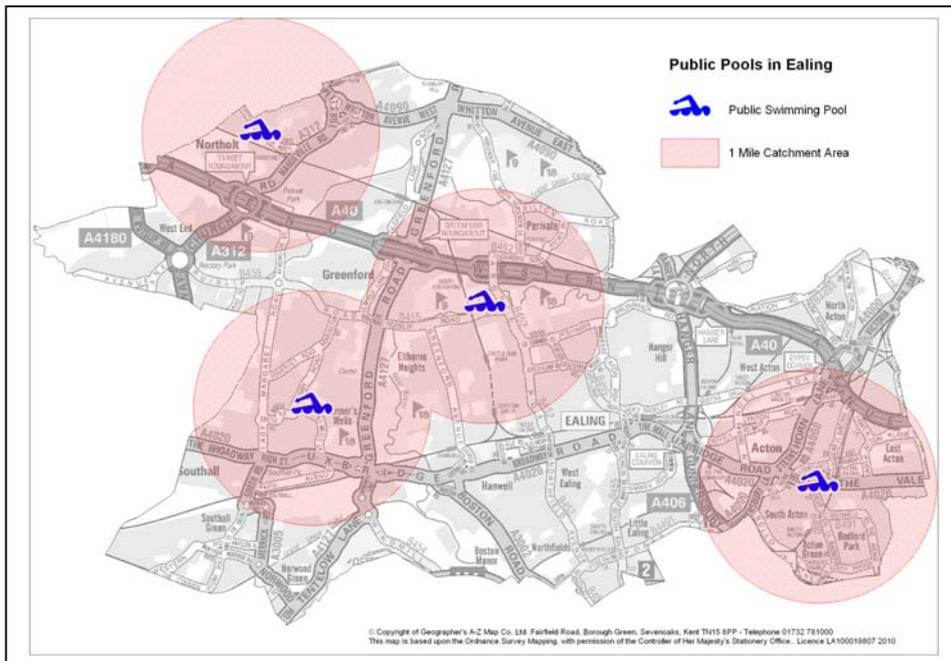
In order to achieve this aim, there is a need to assess the existing pool stock available to the community and how this may change in the future due to the impact of population growth and a rise in participation.

The location of swimming facilities in Ealing

There are 14 individual swimming pool sites in the borough with 8 commercial swimming pools sites, operated on a membership basis and a minority of 4 sites operated by the Council or its Leisure Management partner GLL on a pay as you swim basis with a swimming development programme. Two more pools are based on school sites, the school and a local club use one pool, and the other has no community access.



No.	Site	Pool space (SQM)	Ownership/Use	Year built/ Refurbished
1	Acton Baths	297 198	Council - public	1904/1999
2	David Lloyd (Sudbury Hill)	300 110 160 & 16 (Outdoor)	Private – members only	1998/2004
3	Dormers Wells Leisure Centre	240	Council - public	1972
4	Eden Fitness	160	Private – members only	2007
5	8 th Level	200	Private – members only	1997/2007
6	Gold's Gym	132	Private – members only	1997/2003
	Gurnell Leisure Centre	750 225	Council - public	1981/2009
8	Horsenden Hill Primary School	120 (Too small)	Council – School & Club	2003
9	LA Fitness	105 (Too small)	Private – members only	1995
10	Northolt Leisure Centre	495 192	Council - public	2010
11	Notting Hill & Ealing High School	225 (Private use)	Private – School only	2004
12	The Park Club	160 (Too small) 200 (Outdoor)	Private – members only	2000
13	Virgin Active (Ealing)	160	Private – members only	1993/2004
14	Virgin Active (West London)	313 30	Private – members only	2002/2008



Assessment of the demand and supply of swimming facilities now and in 2021

Sport England has an extensive range of planning tools that can be used to assess the current and future demand and supply for swimming facilities in specific areas, including the Facility Planning Model (FPM), which is the most comprehensive of all. The FPM provides information regarding how much demand for swimming pools is being met, where the highest levels of unmet demand are and how much demand is being exported and imported from neighbouring boroughs.

The FPM only recognises certain swimming pools as being of an appropriate size for evaluation. Small pools are included when on a site where another pool is large enough to be included in the assessment. Accessibility is also factored into the assessment when considering public access to private members clubs. Outdoor pools are not included. The pool space shown in red in the table above has not been included in the following assessment.

Using Sport England's Facility Planning Model, the level of demand for swimming pools in London matches supply, but there are significant sub regional variations. West London has 54 pool sites, 31 public and 23 commercial and demand is virtually in balance with supply, satisfied demand is very high at 91% and pool capacity will be close to full by 2021. Ealing carried out an analysis of 7 separate scenarios, the complete findings are set out in a separate report, but the findings from two of the scenarios form the basis of this assessment.

When considering what scenarios to test, the following key drivers for change were considered; the rise in population, the projected increase of 11% per annum in swimming participation, the wish to continue to provide a 50m pool in Ealing and the mixed age range of the swimming pool stock. In assessing the future provision for swimming across Ealing it is important to understand and separate out the pools by ownership, operation and different patterns of use of membership based sites and public sites. It is also important to factor in the impact of having the largest swimming club in the country based in Ealing and the wider West London area. All these drivers for change have been isolated and assessed as to their individual and collective impact on the assessment of the future provision for swimming in Ealing.

The first scenario assessed the current supply and demand for swimming pools in 2010, to establish a baseline position on supply and demand for swimming facilities. The second scenario, which was actually run 4, assessed the future demand for swimming in 2021 based on GLA population projections for the study area surrounding Ealing and the Ealing population projections and new housing allocations. This scenario also factored in a projected 1% increase in swimming participation each year between 2010 – 2021, an 11% increase in total between the two years. The supply side assumptions in this scenario included the replacement of Acton Baths with a new swimming facility on the same site which included 2 pools, one a 25m x 17m eight lane main pool and a 16m x 12m learner pool and the replacement of existing facilities at Gurnell Leisure Centre with a 50m x 17m eight lane pool and a 16m x 12m learner pool.

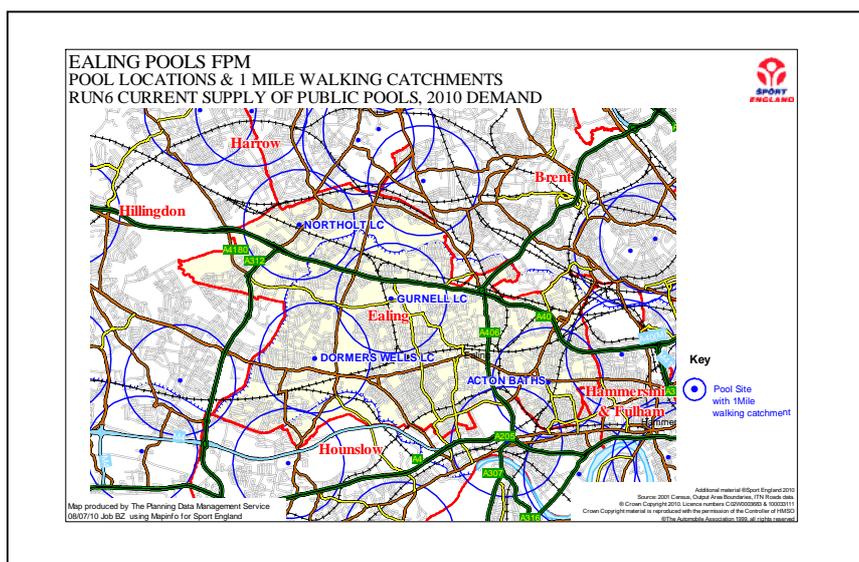
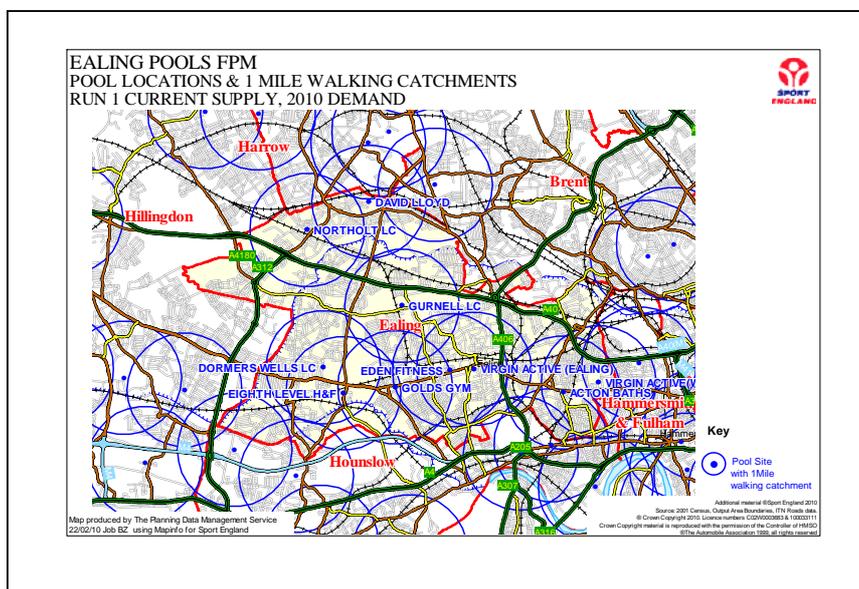
Current Supply and Demand Analysis for Swimming Pools in Ealing (Scenario 1)

The findings in scenario one establish the baseline position for Ealing with regard to current demand and supply for swimming, accessibility to existing pools by car and on foot, the capacity of existing pools and the location of facilities.

The 10 swimming pool sites highlighted above were included in the FPM analysis across the borough in 2010, of these, 6 are commercial members only sites and the remainder are Ealing owned and operated swimming pools for public use.

The location and distribution of the 10 sites including the 1 mile/20 minutes walk to catchment area is set out in **Map xxx**. There is good geographical coverage of the borough based on the pool locations however 6 sites are commercial sites. If the sites are restricted to public pools only then the picture of supply changes considerably as set out in the second map. By this assessment there are large areas of central Ealing that are outside the walk to catchment area of any public swimming pool.

Pool Locations in 2010 with Walk to Catchments: All Pools and Public Pools Only



Supply and demand for swimming in Ealing

In terms of the supply and demand for swimming, the current total capacity of Ealing's pools is 28,900 visits, whilst total demand is 19,500 visits. So the capacity is greater than demand in 2010 by 9,400 visits, or demand across the borough represents 67% of total supply.

In terms of the amount of swimming demand that can be satisfied this is very high at 91% of the total swimming pool capacity, which means that 91% of total demand for swimming is located inside the catchment area of a swimming pool.

This means there is 9% of unmet demand, the reason there is unmet demand when supply is greater than demand is because some demand is located outside the walk to catchment area of any pool and these areas are shown in the first map above, mainly along the Hillingdon border. When only public pools are considered, the areas outside the catchment of any pool are identified as a large part of Central Ealing and to the east of Central Ealing.

Unmet demand at 9% of total demand is measured as 1,591 visits or 195 square metres of water. A 25 metre 4 lane swimming pool is 212 sq metres of water so the unmet demand is not significant in pool scale. This unmet demand is because some of the population is located outside the catchment area of a pool.

Ealing retains some of its own demand for swimming and also exports demand to pools in neighbouring authorities and imports demand from surrounding areas as well. This is calculated based on where people live and the swimming pools located nearest to where they live. Ealing retains 72% of the demand it generates and exports the remaining 28% of its satisfied demand. The biggest export is to Hounslow at 13% of the Ealing satisfied demand and Hillingdon where 8% of the Ealing demand is met.

Ealing imports demand into the borough where the nearest swimming pool to residents in neighbouring authorities is located in Ealing. Some 32% of the satisfied demand at Ealing's pools is imported, with 10% coming from Brent, 8% coming from Hillingdon and 6% coming from Harrow. So Ealing is a net importer of swimming demand and its pools are of particular benefit to Brent residents.

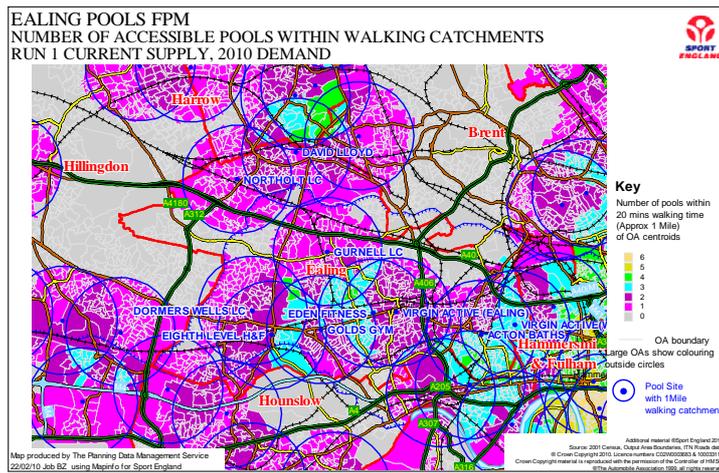
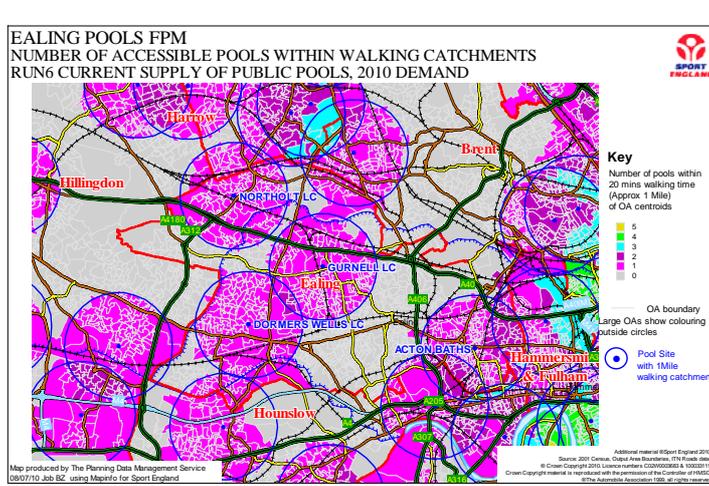
Accessibility to Ealing's pools

Accessibility to swimming pools is very important and in strategic planning terms it is possible to measure accessibility based on where people live, the location of the swimming pools and people's travel patterns to pools, by car, public transport and on foot. It is possible to measure and overlay this assessment, which is based on Sport England Research through its swimming pool user surveys and Benchmarking Service on the travel patterns to swimming pools and then applying this information to the Ealing population.

In Ealing it is estimated that some 71% of all visits to swimming pools are made by car, based on a 20-minute drive time catchment, 7% of visits are made by public transport, based on a 15-minute catchment area and 22% are made by walking, based on a 20-minute/1 mile walk to catchment area.

There is excellent accessibility to swimming pools based on the car borne catchment area with all the Ealing population having access to at least 5 – 9 swimming pools and in

Map 5: Accessibility to Swimming Pools In 2010 Based on the 20 Minute/1 Mile Walk to Catchment Area for Public Sites Only and all 10 Sites



Future Supply and Demand Analysis for Swimming Pools in Ealing (Scenario 2)

The second scenario, assessed the future demand for swimming in 2021 based on GLA population projections for the study area surrounding the borough and the Ealing population projections and new housing allocations. This scenario also factored in a projected 1% increase in swimming participation each year between 2010 – 2021, an 11% increase in total between the two years. The supply side assumptions in this scenario included the replacement of Acton Baths with a new swimming facility on the same site which included 2 pools, one a 25m x 17m eight lane main pool and a 16m x 12m learner pool and the replacement of existing facilities at Gurnell Leisure Centre with a 50m x 17m eight lane pool and a 16m x 12m learner pool.

The main factors to assess in this scenario are the impact of changes in demand from population growth and swimming participation and the impact on supply from these changes and the 2 replacement pools at Acton and Gurnell.

Impact of the population increase and rise in participation on demand

The Ealing population is projected to increase to 337,600 people in 2021, up from 323,150 people in 2010. This is an increase of 14,450 people and represents a 4.4% increase over the 2010 figure. The population increase, plus the projected annual 1% increase in swimming participation, means the total demand for swimming will be 22,260 visits by 2021, up from 19,500 visits in 2010. This represents an increase of 2,760 visits or a 14.1% increase in total demand for swimming. **David – figures slightly different between main text and summary?**

A visit increase of 2,760 visits or 14% equates to a demand for 340 sq metres of water and this is equivalent to one 25 metre x 6 lane pool. So the projected changes on the demand side between 2010 – 2021 is creating additional demand for around one good size swimming pool.

A pool of this size would fill a “gap in the Ealing swimming supply” Three of the Ealing public pools are very big - Gurnell currently 975 sq metres of water: Acton Baths currently 495 sq metres of water but projected to increase to 617 sq metres of water with the new development and Northolt Leisure Centre 617 sq metres of water. Only Dormers Wells Leisure Centre is a “small pool” at 240 sq metres of water.

A pool of 330 sq metres of water does provide a pool size, which Ealing does not currently have and increases the scope and range of swimming programmes across the borough and offers more flexibility in pool programming. A pool of this size would cater for a full range of community based swimming participation with a 25 metres x 6 lane main pool and offers flexibility to also cater for swimming development and learn to swim programmes. An additional learner pool at the same site would enhance this scale, flexibility and range of provision.

Impact of the two new pool developments on demand and supply

Whilst swimming demand increases by 2,760 visits, swimming pool supply also increases because the new Acton pool development is 617 sq metres of water, compared to the existing pool which is 495 sq metres and the proposed new Gurnell Leisure Centre pool increases to 1,042 sq metres of water, up from 975 square metres.

The increase in size of these two pools means the swimming pool supply increases to 31,300 visits, up from the existing 28,900, resulting in an increase in supply of 8.3%. This increase in supply is helping to keep satisfied demand up and unmet demand low.

Satisfied demand is unchanged at 91%, so the additional demand and the location of the population in the new housing areas is within the catchment areas of the existing pools. This coupled with the increase in supply suggests that there is enough capacity at the proposed new pools to absorb this level of demand.

The reason for no change in satisfied demand is because of the predominance of the drive to catchment area for pools and that 71% of all visits to pools are by car. As mentioned earlier, there is wide choice of pools for the Ealing population (inside and outside the borough based on the drive to catchment). The areas of new demand growth are also accessing this choice of pools because travel patterns to pools are virtually unchanged. So, in short, there will be more demand for swimming in 2021 but it can be accommodated by the proposed pool stock including the two redeveloped sites.

Unmet demand for swimming in 2021 goes up by a small amount to 1,800 visits, from 1,500 visits in 2010. Unmet demand of 1,800 visits equates to 225 sq metres of water and a 25 metres x 4 lane swimming pool is 212 sq metres. The reasons for the unmet demand are that some pools are now full and some demand is located outside the walk to catchment areas of a pool as shown in Map 5.

In terms of the swimming demand from Ealing residents, retained and satisfied at Ealing's pools, this shows little change, with 73% of all the satisfied demand being retained, compared 72% in 2010. The main location for export of Ealing's demand is still to Hounslow at 14%.

In terms of the level of swimming demand imported into Ealing and satisfied at Ealing's pools, this increases by 5% to 37% up from 32% in 2010. The reason for the increase is the new swimming pools at Acton Baths and Gurnell Leisure Centre which will have a draw effect.

The most significant finding from this scenario is the increase in swimming pool used capacity, which measures how full the pools are. This increases to 74.8% of total swimming pool capacity, up from 65.5% in 2010 and above the "pools full" comfort level of 70%. Used capacity increases because of the 13.8% increase in Ealing's swimming demand between 2010 – 2021 and the draw effect of the new pools.

This assessment is borne out by the projected estimate of annual throughput at the new pool sites; for Gurnell Leisure Centre, 574,600 visits, up from 484,900 visits in 2010, whilst at Acton Baths the projection is 340,000 visits up from 228,700 visits in 2010. Overall the projected annual estimated throughout for the 10 swimming pool sites in Ealing in 2021 is 1,880,000 visits, up from 1,469,000 visits in 2010.

The combination of high accessibility by the Ealing and wider study area population to two new and larger pools, coupled with a 13.8% increase in total demand for swimming in Ealing creates a high draw and pushes up used capacity for swimming across the whole borough.

Conclusion

Ealing wished to determine the future needs of swimming pool provision in order to deliver a service which increased participation and access to swimming through providing a swimming development programme which gave people of all ages the opportunity to progress from learn to swim through to elite competition. On the demand side, the increase in population and the 1% increase per annum in

swimming participation were considered and on the supply side the quality, age and ownership of the pool stock and the accessibility to pools now and in 2021.

The quality of Ealing's pool stock is influenced by its age and condition. The average age of the 4 public pool sites in Ealing in 2021 will be 28 years old, major refurbishment or modernisation of the pool stock will be required before then, based simply on the age and condition of the pools. To address this issue, scenario 2 assessed the impact of replacing both the Gurnell Leisure Centre pool facility and Acton Baths, with a facilities, which housed pools with slightly more water space. By modernising these pools by 2021 and taking a mid year of this happening 2016, the average age of the 4 public pool sites in Ealing reduces to 15 years. This will also improve the quality and reduce the age of the Ealing swimming pool stock. In so doing both Gurnell Leisure Centre and Acton Baths will be able to provide the full range of swimming activity - casual swimming, learn to swim and swimming development and meet the swimming objective.

There is however, also the draw effect of the new pools and the attractiveness factor and this will increase the usage of these pools over the first 2- 3 years. Over this time the used capacity of the Ealing pools is going to be above the pools full level but this should settle down and over time the demand for an additional 325 sq metres of water, is accurate.

The size and ownership of the swimming pools in Ealing is unbalanced, the 4 public pools have significantly more water space than the 6 private pools, however the network of private pools is bigger but with a membership system, which restricts access for some user groups. The evidence base contains a supply and demand assessment of the level of unmet demand for swimming in 2021 based only on the 4 Ealing public swimming pools sites, discounting the 6 commercial sites. Based on this assessment the level of unmet demand for swimming in 2021 created by excluding the commercial pools is projected to be 275 sq metres of water in comparison to 225 square meters of water if the private pools are included.

This unmet demand is a combination of some pools, like the new Gurnell Leisure Centre and Acton Baths being full and some demand remaining outside the walk to catchment area of any pool. Given these findings there is a definite need for the new pool developments at Acton Baths and Gurnell Leisure Centre as well as an additional 4 to 6 lane 25 metre pool to meet future demand.

Accessibility to pools is also a major factor to consider now and in the future, based on a 20 minute drive time, Ealing's population has access to at least 5 swimming pools located both inside and outside the borough, so no strategic or locational planning issues. However, based on the 20 minute/1mile walk to catchment area, 15% of the Ealing population live outside the catchment area of any swimming pool and only 54% of the Ealing population have access to 2 swimming pools, so there is limited access to pools based on the walk to catchment area.

The evidence base sets out the percentage of visits to swimming pools by each travel mode and this context has to be considered to be able to determine the impact of this key issue on access. In scenario 2, it is estimated that **71% or 77% (David which fig is correct?)** of all visits to swimming pools are by car; with 7.5% by public transport; and 22.5% by walking.

So between 1 in 4 and 1 in 5 of all visits to swimming pools are estimated to be on foot by 2021 and 15% of the Ealing population live outside the catchment area of any pool, this suggests there is a reasonable scale of limited accessibility to pools in the

walk to category. Any new swimming pool provision in addition to the new pools on the existing Acton Baths and Gurnell Leisure Centre sites needs to be located to increase accessibility in the walk to catchment area, shown on the first maps in this section.

The FPM analysis found that the proposed developments tested in scenario 2 were justified to meet the projected demand for swimming in 2021, based on both population growth and projected increases in swimming participation. If commercial pools are excluded from the analysis it is estimated that 275 square metres of additional pool space is needed to meet the demand for swimming in 2021.

In addition to the analysis for generic swimming participation, Ealing also has to consider the impact of Ealing Swimming Club usage, which includes elite training and performance, ideally in the 50 metre pool at Gurnell Leisure Centre. The size and popularity of the club, raises demand above the normal levels considered through the FPM process, thus demand for pool space is very likely to be higher in Ealing than that shown in the FPM analysis, due to the range of activities currently delivered by the largest swimming club in the country for people of all ages and abilities.

Possible future actions and opportunities

Based on the FPM analysis, the two proposed new pool developments should be actioned and a potential site for a new pool should be identified based on the FPM catchment analysis, which shows the current areas which lay outside the 20 minute walk/1 mile walk catchments of existing pools. Any new facilities should include pools with moveable floors, to allow for a range of different activities to take place as well as the latest equipment to enable people with additional needs to access changing rooms and the pools as easily as possible. Ideally it should be possible to screen off certain water space to enable single sex activities to take place.

Community access to swimming pools would also be improved if the pool located at Notting Hill and Ealing High School became available for community use. Future feasibility work should also be undertaken to determine the future options for Dormers Wells Leisure Centre pool, built in 1972; should the pool be refurbished or rebuilt on the same site or a replaced by a pool at a different location.

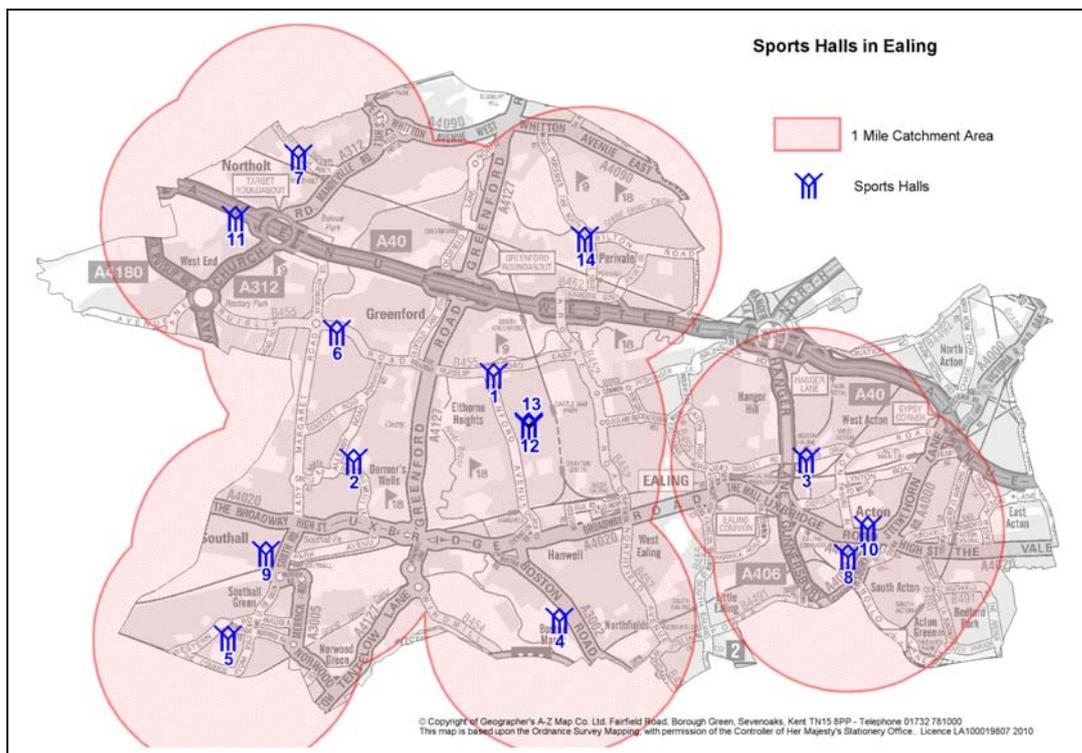
SPORTS HALLS

The overall aim is to have a network of sports halls geographically spread across Ealing, which are accessible to the public out of school hours at an affordable price offering access to indoor facilities in line with local demand.

In order to achieve this aim there is a need to assess the existing sports hall stock available to the community on a regular basis and how this may change in the future due to the population growth and a rise in participation.

The current location of sports halls in Ealing

There are currently 14 sports hall facilities available for community use, including 3 sports hall size areas located at two community centres, which are not exclusively for sports use. In addition to these two sites there are also two schools, which give the community limited access to facilities mainly through club use only.



No.	Site	Area sqm	Ownership/Use	Year built/ Refurbished	
1	Brentside Sports Centre	609	PFI school – Club use	2003	4
2	Dormers Wells Leisure Centre	891	Council – pay and play	1972	6
3	Ellen Wilkinson High School	594	Council - school	2009	4
4	Elthorne Sports Centre	561	Council – pay and play	1984/2005	4
5	Featherstone Sports Centre	629	Council – pay and play	1996	5

6	Greenford Sports Centre	594	PFI school – pay and play	2008	4
7	Northolt High Sports Centre	594	Council – pay and play	2006	4
8	Reynolds Sports Centre	561	PFI school – pay and play	2007	4
9	Southall Sports Centre	700	College – pay and play	2002	4
10	Twyford Sports Centre	569	Council – pay and play	1989	4
11	West London Academy Sports Centre	594	Academy – pay and play	2005	4
12	Hanwell Community Centre (1)	561	Council – Club use	1938/2004	4
13	Hanwell Community Centre (2)	570	Council – Club use	1938/2003	0
14	Perivale Community Centre	459	Council – Club use	1994	0

Assessment of the demand and supply of sports hall facilities now and in 2021

Sport England's extensive range of planning tools can be used to assess the same demand and supply factors as those for swimming pools and again the Facility Planning Model (FPM) provides the most comprehensive assessment. The FPM only recognises halls of a certain size, approximately equivalent to 3 badminton courts, that are open for community use either on a pay and play basis or through club use. Smaller ancillary halls on a site, which has a 3 plus court hall are also included.

Using the FPM on a London wide basis, it has been established that demand exceeds supply by 691 badminton courts or the equivalent of 172 four badminton court sports halls. West London has a deficit of 152 badminton courts or 38 four court sports halls. By 2021, West London will have a deficit of 150 badminton courts.

This work is based on the current assessment of the sports hall stock and then building up a picture of change based on assessing the impact of changes in population, sports hall participation and changes in sports hall supply so as to assess the impact of each change on the overall strategic provision for sports halls and what this means spatially and in demand terms in Ealing up to 2021 and beyond.

When deciding on which scenarios to test, the following key drivers for change were considered; the population increase, the projected participation increase of 1% per annum, the ownership and quality of the current stock of facilities. These drivers for change had to be identified and assessed as to their individual and collective impact in the assessment of the future provision for sports halls.

Ealing carried out 3 separate pieces of analysis using Sport England's FPM, the complete findings are set out in a separate report, but the findings from two of the scenarios form the basis for this assessment.

The first scenario assessed the current supply and current demand for sports halls in 2010, to establish a baseline position on supply and demand for sports hall facilities. The second scenario assessed the future demand for sports halls in 2021 based on population projections for the study area surrounding Ealing and the Ealing population projections and new housing allocations, plus the impact of a projected

1% increase in hall sports participation each year between 2010 – 2021, an 11% increase in total between the two years.

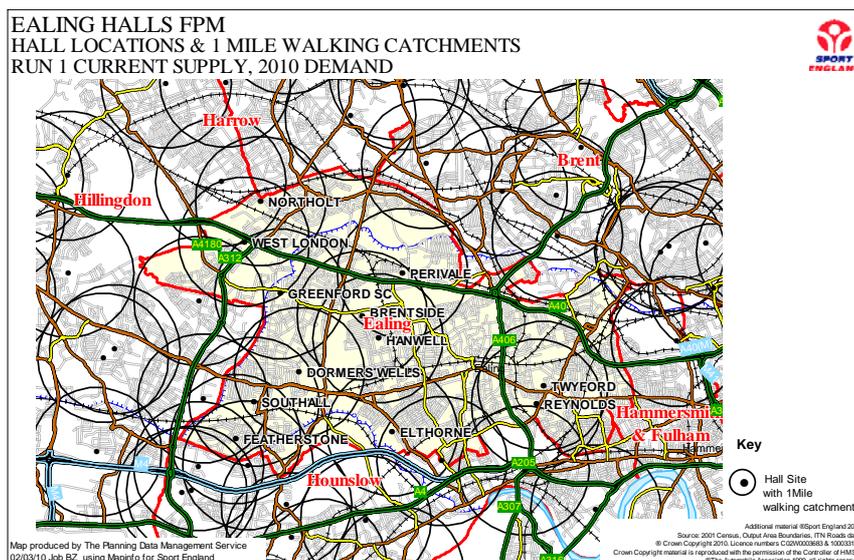
Current supply and demand analysis for sports hall in Ealing (Scenario 1)

There are 13 individual sports hall sites in the borough in 2010, in a mixture of locations. The predominant size of the sports halls is 4 badminton courts, with 9 out of the 13 sites being this size. There is one 3 badminton court size sports hall at Perivale Community Centre, a 6 badminton court size sports hall at Dormers Wells Leisure Centre, a 5 court sports hall at Featherstone Sports Centre and a 7 badminton court facility made up of two areas at Hanwell Community Centre. Ellen Wilkinson school sports hall was not included in this scenario because regular community use has not yet been established.

The findings in scenario one establish the baseline position for Ealing with regard to current demand and supply for sports halls, accessibility to existing sports halls by car, public transport and on foot, the capacity and location of existing facilities.

The location and distribution of the 13 sites and with (an illustration) of the 1 mile/20 minutes walk to catchment area is set out in Map 8 below. There is excellent geographical coverage of the borough based on the sports hall locations and the only area outside the walk to catchment area of any sports hall is to the North and North East of Central Ealing.

Map 8: Sports Hall Locations in 2010 with Walk to Catchment Area



Supply and demand for sports halls in Ealing

In terms of the current supply and demand for sports halls, total capacity is 10,200 visits, whilst total demand is 15,600. So the demand for sports halls across the borough is greater than supply in 2010 by 5,400 visits. Or put another way total capacity is only 65.3% of total demand.

In terms of the amount of sports hall demand, which can be satisfied, this is high at 89.4% of the total sports hall demand. This means that 89% of the Ealing total demand for sports halls is located within the catchment area of a sports hall and the facilities can absorb the demand.

Given satisfied demand is 89.4% this means unmet demand is 10.6% of total demand. The reason there is unmet demand is because some of the sports halls are projected to be full, these being; Perivale Community Centre; Reynolds Sports Centre; and Twyford Sports Centre. Also there is unmet demand located outside the walk to catchment area of any sports hall the area North and North East of Central Ealing.

Unmet demand at 10.6% of total demand is 1,651 visits, which equates to just over 8 badminton courts. In 2010 Ealing has 51 **57 (David – please check figure)** badminton courts. So the level of unmet demand in the baseline year of 2010 is quite significant in scale terms.

Ealing retains 57% of its own demand for sports halls at its own 12 **13** sports hall sites. It exports 43% of the total Ealing demand for sports halls, which is satisfied at sports halls in neighbouring authorities. This is a very low level of retained demand and also a high level of exported demand. The biggest exports are to Hounslow at 19% and Hillingdon where 20% of the Ealing demand is met. Brent absorbs 3% and 1% goes outside the study area.

Ealing also imports demand into the borough where the closest sports hall to residents in neighbouring authorities is located in Ealing. Some 14% of the satisfied demand at Ealing's sports halls is imported, with 1% coming from each of Hillingdon and Hounslow, 5% from Brent, 4% coming from Harrow and 3% from Hammersmith and Fulham. So Ealing is a net exporter of sports hall demand and sports halls in both Hillingdon and Hounslow are better placed geographically to absorb much of the Ealing demand.

Accessibility to Ealing's sports halls

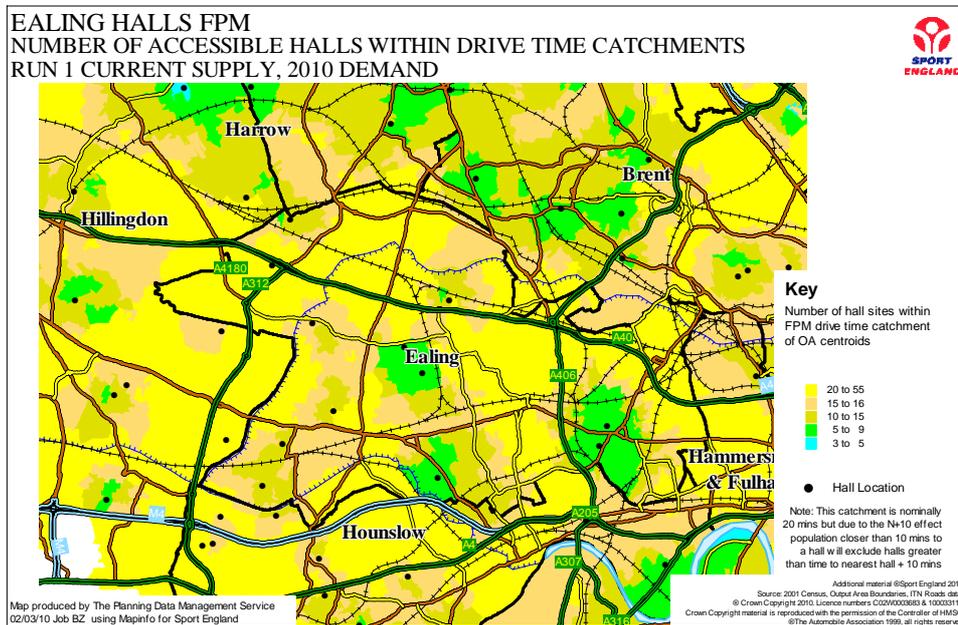
Accessibility to sports halls is very important and in strategic planning terms it is possible to measure accessibility based on where people live, the location of the sports halls and the travel patterns to pools by people by car, public transport and walk to. Then look at these travel patterns in relation to the catchment area of the sports halls based on each travel mode. It is possible to measure and overlay this assessment, which is based on Sport England research through its sports hall user surveys and Benchmarking Service on the travel patterns to facilities and then applying this information to the Ealing population.

Based on this work it is estimated that in Ealing some 76% of all visits to sports halls are made by car, based on a 20 minute drive time catchment, 4% of visits are made by public transport, based on a 15 minute catchment area and 20% are made by walking, based on a 20 minute/1 mile walk to catchment area.

In terms of accessibility to sports halls based on the car borne catchment area there is excellent access to sports halls with most areas of the borough having access to over 15 sports halls, not all these sports halls will be located in Ealing. This is shown in Map 9.

If strategic planning and location of sports halls is based on accessibility to facilities by car and the estimate is that 76% of all visits to sports halls are by car and it is therefore the dominant choice of travel mode for sports halls, then there is excellent access to very high numbers of facilities for all Ealing residents.

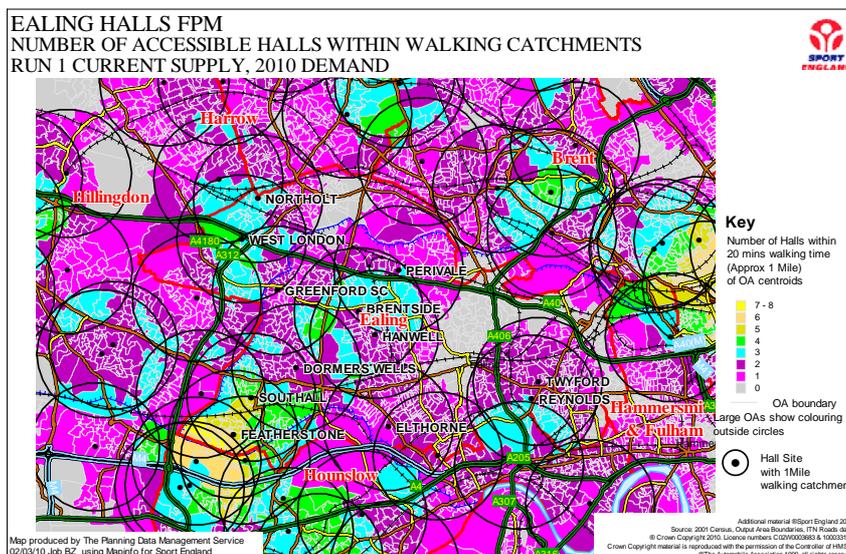
Map 9; Accessibility to Sports Halls In 2010 Based on the 20 Minute Drive Time Catchment Area



In terms of accessibility by the population to sports halls based on the walk to catchment area then the picture is very different, with 12% of Ealing's population living outside the catchment area of any sports hall. This finding has to be linked with the estimate that 19.5% of all visits to sports halls are on foot.

If accessibility to sports facilities is a key strategic or locational planning issue then the Map 10 below identifies the areas of the borough, which are outside the walk to catchment area of any sports hall. This is the area to the east of Central Ealing and the far North West of the borough.

Map 10: Accessibility to Sports Halls In 2010 Based on the 20 Minute/1 Mile Walk to Catchment Area for all Sites

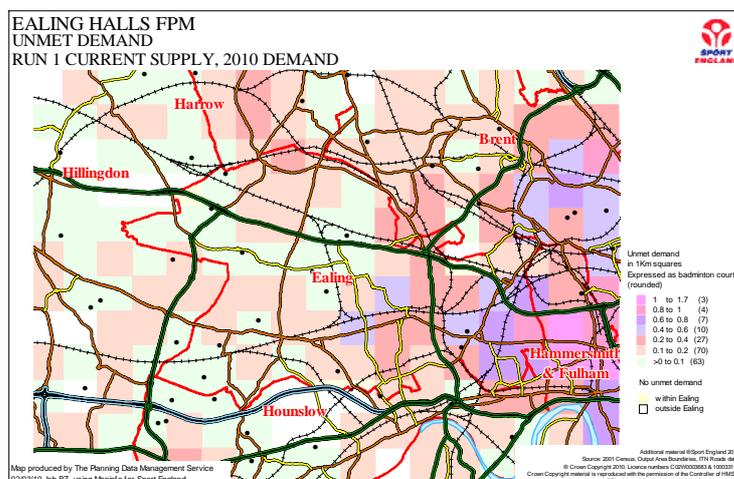


Ealing’s sports halls in 2010 are estimated to be full, as current used capacity at peak times is at 89%, which is above the halls full level when facilities are comfortably full at 80% of their total capacity. To a large extent this position is helped by the estimate that 43% of the total Ealing demand for sports halls which is satisfied demand is exported outside the borough and Ealing only imports 14% of demand.

In addition to the existing sports halls estimated to be full there are, as reported earlier, areas and a scale of unmet demand for sports halls in 2010. Unmet demand for sports halls in 2010 is 10.6% of total demand some 1,651 visits, which equates to just over 8 badminton courts. In 2010 Ealing has 57 badminton courts. So the level of unmet demand in the baseline year of 2010 is quite significant in scale terms.

The distribution of this unmet demand and its scale is set out in Map 11 below. As the map illustrates the highest level of unmet demand at around 1 badminton court in 1 kilometre grid squares is located in the SE area of the borough close to the Hammersmith and Fulham boundary. This is the “hot spot” area for new sports hall provision and it is also the area of least sports hall supply in the borough, locations of sports halls are shown by black dots. The west side of the borough has a lower level of unmet demand and a higher number of sports halls.

Map 11: Location and Scale of Unmet Demand For Sports Halls in Ealing In 2010



Future Supply and Demand Analysis for sports halls in Ealing (scenario 2)

The second scenario assessed the future demand for sports halls in 2021 based on GLA population projections for the study area surrounding Ealing and the Ealing population projections and new housing allocations. This scenario also included a projected annual 1% increase in hall sports participation between 2010 – 2021, an 11% increase in total.

The supply side assumptions in this scenario included 4 new sports halls being built under the Building Schools for the Future programme and available for community use as well as Ellen Wilkinson's High School's existing sports hall, which potentially could become available for community use. The new sports halls added were all 4 badminton court size and the locations were: Cardinal Wiseman Catholic School; Drayton Manor High School; The new school in Greenford and Villiers High School.

The main factors to assess in this scenario are the impact of changes in demand from population growth and sports hall participation increases and the changes in supply from the 5 additional sports halls potentially available to the community by 2021.

The impact of the population increase and rise in participation on demand

The Ealing population is projected to increase to 337,600 people in 2021, up from 323,150 people in 2010. This is an increase of 14,450 people and represents a 4.4% increase over the 2010 figure.

The impact of the population increase, plus the projected annual 1% increase in sports hall participation between 2010 and 2021 is to increase the total demand for sports halls to 17,600 visits by 2021. This is an increase in demand of 2,000 visits over the 2010 total demand figure of 15,600 visits or a 12.8% increase in hall sports participation between the two years, 11% of this increase can be attributed to the annual 1% increase in hall sports participation and only 1.8% from the projected increase in population.

This level of increase in total demand, is some 300 visits and equates to around provision of between 1 - 2 badminton courts, thus the projected increase in the Ealing population between 2010 and 2021 is not a driver for increasing sports hall provision.

The projected low increase in demand from population change also relates to the aging of the core population and the profile of the Ealing population in the main age groups for hall sports participation.

Impact of the provision of the new sports halls on demand and supply

The total supply or capacity for sports halls increases between 2010 – 2021 because of the provision of the 5 additional sports halls for community use. Total capacity for sports halls in 2021 is 14,300 visits, an increase of 4,100 visits over the 2010 sports hall capacity of 10,200 visits. So capacity increase by a very large 40.1%.

Total demand for sports halls increases to 17,600 visits by 2021 an increase of 2,000 visits over the 2010 total demand figure of 15,600 visits. So total demand increases by 12.8% between the two years. Therefore total demand for sports halls is still greater than total demand in 2021 despite the 40% increase in total supply between the two years. Total demand is 17,600 visits, whilst total supply is 14,300 visits in 2021.

Satisfied demand for sports halls in 2021 is 89% of total demand, virtually unchanged from the 2010 percentage for satisfied demand at 89.4% of total demand. One reason for the no change in satisfied demand is because of the predominance of the drive to catchment area for pools and that in 2021 74% of all visits to sports halls are by car, 75% in 2010.

There is a wide choice of sports halls for the Ealing population, from inside and outside the borough based on the drive to catchment. Across the wider study area and in addition to Ealing's new sports halls, there are 5 other new sports halls planned in other boroughs, increasing the total supply to 75 sports halls, up from 65 in 2010. The new demand growth is also accessing this increased choice of sports halls, so whilst total demand has grown so has total supply. This is why satisfied demand has not changed in percentage terms but there is more demand being satisfied in visits. This is 15,700 visits in 2021, compared with 13,900 visits in 2010.

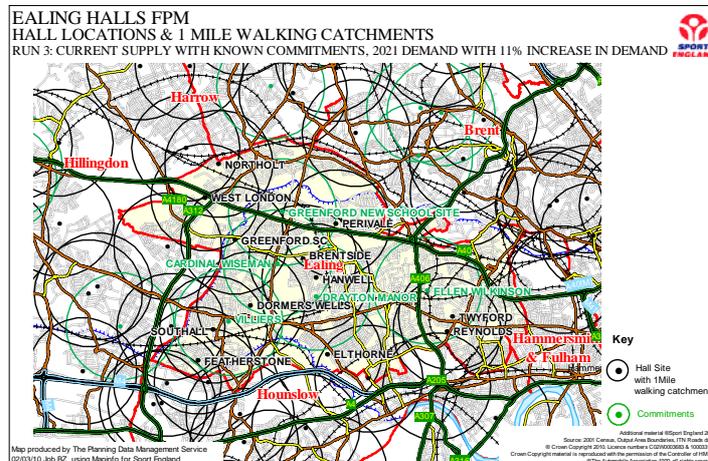
Unmet demand for sports halls in 2021 goes up to 1,900 visits, up from 1,600 visits in 2010. Unmet demand of 1,900 visits is 11% of total demand and equates to 11 badminton courts. In 2021 there are a total of **71** badminton courts across Ealing. In 2010 unmet demand was 1,600 visits or 10.6% of total demand and equated to 8 badminton courts and there were **51** badminton courts in Ealing in 2010.

In 2021, despite a 40% increase in sports hall capacity there is still an unchanged level of unmet demand for sports halls between the two years.

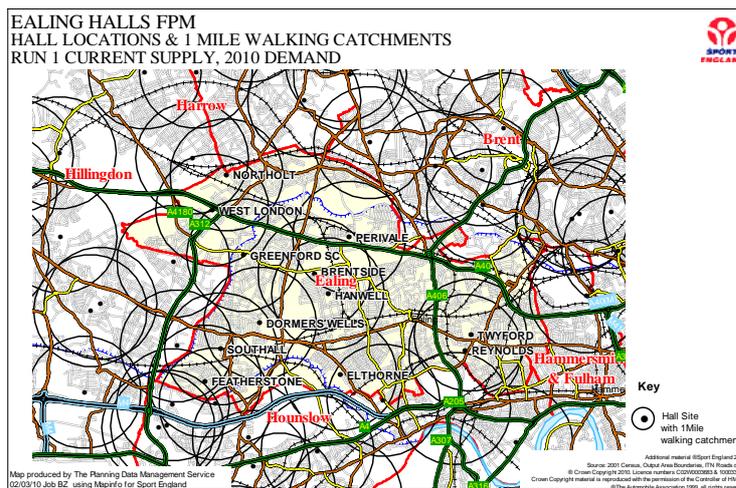
In terms of the sports hall demand from Ealing residents, which is retained at Ealing's sports halls, this shows quite a change in 2021, 68% of all the satisfied demand, compared to 57% in 2010. This means that the increase in supply of sports halls and their location is better placed to retain more of the Ealing demand for sports halls within the borough. The maps below illustrate this point.

Map 12: Location of Sports Halls in Runs 3 and 1 With the 1 Mile/20 Minute Walk To Catchment Area.

Scenario 2 - 2021



Scenario 1 - 2010



The level of sports hall demand imported into Ealing and satisfied at Ealing's sports halls pools, remains largely unchanged from 2010 to 2021. Of all the demand for sports halls met at Ealing facilities in 2021 it is estimated that 16% will be imported. This is an increase over the 2010 percentage of 14%. Imported demand is drawn from Brent (5%), Hammersmith and Fulham (4%), Hounslow (3%) Harrow and Hillingdon (2% each).

The projected level of sports hall used capacity in 2021 is 91.7% an increase from 2010 position of 89%, well over the 80% "halls full" level. This is because in 2021 total demand is greater than total supply and the 40% increase in sports hall capacity between the two years is not enough to offset the projected 12.8% increase in total demand.

Conclusion

The FPM was used to determine the existing sports hall demand and supply situation within Ealing and the future sports hall provision needed to improve access to sports halls across the borough and increase participation in sports hall sports.

Currently demand for sports halls exceeds supply, a trend that continues up to 2021, based on the projected changes in both sports hall supply and demand over this period. The area of greatest unmet demand is in the South East of the borough, however if Ealing wishes to retain more of its own demand for sports halls within the borough then this suggests the South and West Side of the borough are important locations for any new provision. However, if you exclude the community centres because these facilities are not dedicated for sports use, then a major area of unmet demand exists in the centre of the borough and the Perivale area.

Given the drivers of the demand increase are known and that an annual 1% increase in hall sports participation equates to the need for 11 badminton courts by 2021 (with the 1.8% increase in demand from population change) then the increase or decrease in hall sports participation can be monitored annually and used to assess the sports hall needs. More than 1% equates to more than 11 badminton courts or a 0.5% increase equates to around 6 badminton courts. The evidence base has provided the parameters for achieving the supply and demand balance and over a long period of time.

The Ealing provision of sports halls is very much dominated by the 4 badminton court size sports hall, which provides for the full range of indoor hall sports at the recreational level but is limited in space to allow dual programming of activities, or, the holding of events and competitions. A sports hall of 6 to 8 court size would give the flexibility to programme several activities at the same time and give the opportunity to host events and competitions. The optimum location for new provision has already been identified as the SE corner of the borough.

Accessibility to sports halls now and by 2021 based on their location, catchment area and travel modes are very contrasting. Based on car travel there is no strategic or locational problem of accessing sports halls, within the 20-minute drive time. However based on the 20 minute walk to catchment area there are areas of the borough where there is very limited access to any or only 1-2 sports halls. Currently only 22% of the demand for sports halls is by people on foot.

There is no one location to provide a new sports hall, which will increase accessibility for the walk to catchment. By placing a new facility in the areas of unmet demand, access on foot will only improve by between 2% - 3%. Therefore any new provision of sports halls should not solely be determined by increasing access on foot.

Accessibility could be improved by trying to change or influence people's travel patterns and increase the travel to sports halls by public transport. In 2010 it is estimated that under 5% of all visits to sports halls are by public transport and this is estimated not to change by 2021.

The second scenario was based on the provision of new facilities through the Building Schools for the Future programme, however, this funding stream is no longer available and future funding of new facilities is uncertain. If no new facilities are built before 2021 and the predicted the population growth and rise in participation do happen, there are significant implications for the supply and demand balance and projected need in 2021.

By using the evidence base established in scenario 2, the difference between total supply and total demand by 2021 would be 7,400 visits. Or put another way total supply would be 57.9% of total demand by 2021.

It is not possible to assess how much of the total demand would be satisfied demand and how much would be unmet demand without doing this specific piece of analysis. However if unmet demand was to be 30% of the total demand, which appears as a modest rule of thumb, given that with the 5 additional sports halls included unmet demand is 11% of total demand, then unmet demand at this percentage is 5,280 visits and this equates to around 26 badminton courts, which represents 50% of the current 2010 Ealing supply.

Possible future actions and opportunities

Based on the FPM analysis detailed in scenario 2, the planned number and location of the new facilities would meet a large percentage of the estimated demand for 2021. Alternative sources of funding need to be identified to deliver the planned new facilities either on or close to the identified school sites in scenario 2 and regular community access needs to be secured at Ellen Wilkinson High School. A possible alternative or additional idea to locating new indoor sports facilities on school sites is to look at the collocation of indoor and outdoor sports facilities at the sports grounds identified as of strategic importance as multi sport multi pitch sites. This would mean that facilities would be accessible during the day, as restriction, which exists with sports facilities on school sites.

Alternatives to a traditional four court sports hall construction should also be considered, including air domes and covered structures. These should ideally be located alongside existing ancillary facilities thus saving money by capitalising on existing operational and management arrangements and widening the range of sports facilities at a particular site.

The new sports facilities at Cardinal Wiseman High School will go ahead with funding through the Building Schools for the Future programme, the sports hall should be a minimum of four badminton courts in size and be fully available to the community.

All existing and new sports halls on school sites should be available for community use outside of school hours, at a reasonable price and with appropriate staffing and management systems in place. Schools should not see community use as a way of making money or subsidising school activities.

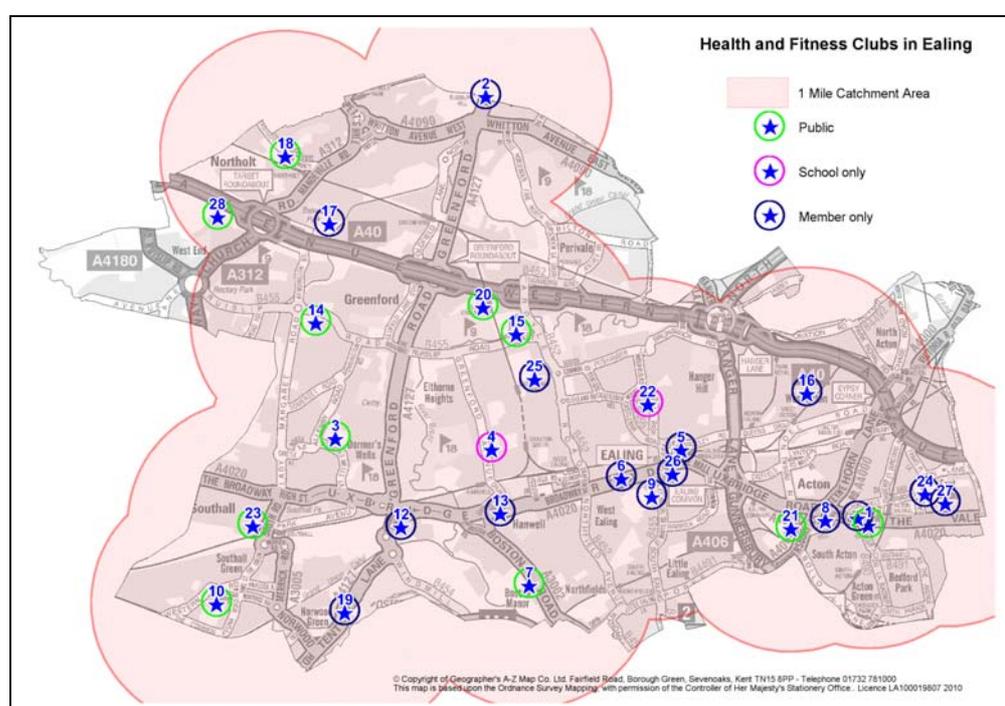
HEALTH AND FITNESS CENTRES

Sport England defines health and fitness centres as those facilities providing fitness stations for both cardiovascular and strength training, more commonly known as gym, and excludes spaces for aerobics and dance activities.

Current supply of health and fitness stations

There are 28 health and fitness venues providing a total of 2067 health and fitness stations across the borough. Of these 11 are available to the public on a pay and play basis, mainly on Council owned and school sites, 15 are for registered members only, mainly in the commercial sector and 2 are for school use only.

In terms of availability for the wider community, 570 stations are there for pay and play use (28%), 1454 are for registered members only (70%) and 43 (2%) for private use.



No.	Site	Ownership/Use	Stations	Year built/Refurbished
1	Acton Baths	Council - public	30	1991/2007
2	David Lloyd (Sudbury Hill)	Member only	195	1998/2009
3	Dormers Wells Leisure Centre	Council - public	60	2001/2007
4	Drayton Manor High School	School use only	9	1996
5	Ealing Squash & Fitness Club	Member only	95	2000/2009
6	Eden Fitness	Member only	52	2007
7	Elthorne Sports Centre	Council - public	17	1984/2004
8	Energize Fitness Centre Acton	Member only	50	2005
9	Energize Fitness Centre Ealing	Member only	46	2004
10	Featherstone Sports Centre	School - public	31	2003
11	Fitness First Health Club (Acton)	Member only	95	2000/2008
12	8th level (formerly Jealous)	Member only	42	1997/2008

13	Golds Gym	Member only	103	1997/2003
14	Greenford Sports Centre	Council - public	36	2008
15	Gurnell Leisure Centre	Council - public	80	1981/2007
16	Hooks Gym	Member only	120	2007
17	LA Fitness	Member only	63	1995/2008
18	Northolt Leisure Centre	Council - public	150	2010
19	Osterley Sports Club	Member only	11	2001
20	Perivale Park Athletics Track	Council - public	14	1987/2001
21	Reynolds Sports Centre	Council - public	29	2007
22	St Benedicts School	School use only	34	2004/2009
23	Southall Sports Centre	Council - public	102	2005
24	The Park Club	Member only	96	2000/2006
25	Trailfinders Sports Club	Member only	10	2001
26	Virgin Active (Ealing)	Member only	118	1993/2007
27	Virgin Active West London	Member only	358	2002/2008
28	West London Academy Sports Centre	School - public	21	2005
	Total		2067	

The assessment below is based as before on the tools available from Sport England, although these are more limited than for other facilities.

In addition to the 28 facilities in Ealing, there are a large number of other centres outside the borough, but within 15 minutes drive of Central Ealing, see map below for more details.

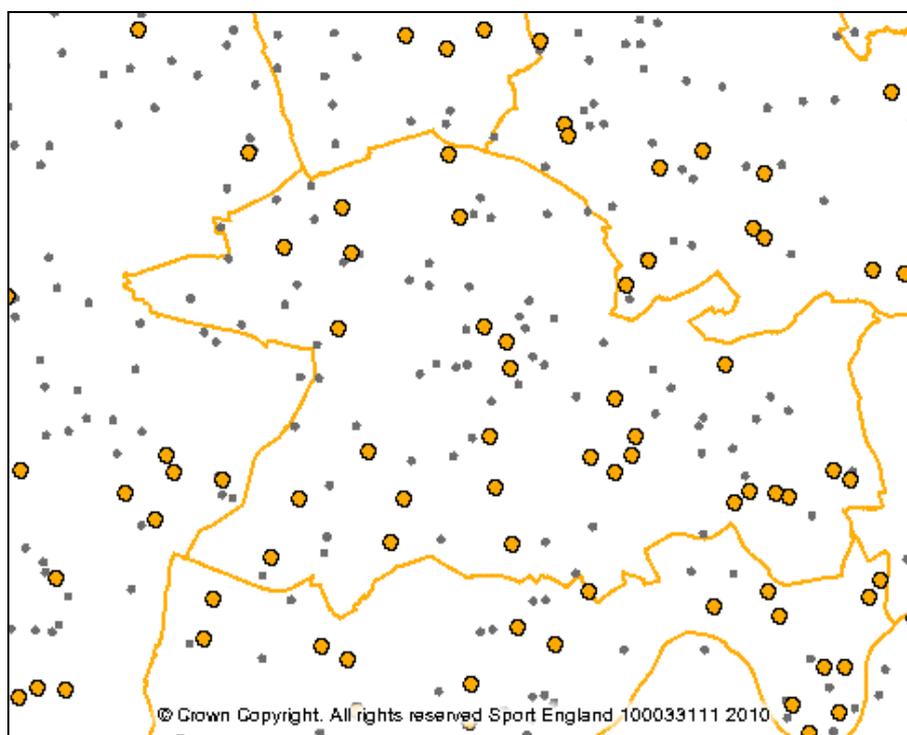


Figure XX Health and Fitness Centres in and around Ealing

By using another Sport England Planning Tool, it can be determined how many available stations there are per 1000 population, figures include all facilities including those recently closed, applied to the 2001 population for comparison.

Ealing is ranked ninth out of 32 local authorities in London, excluding the City of London, whose figures are skewed by the low population. Provision is about a third of the best provided local authority, but broadly consistent with neighbouring West London boroughs.

Area Averages	Stations per 1000 population (2001)
Ealing	7.27
London	6.84
National	5.66
Best in London (Westminster) *	19.79

* Excluding the City of London

Active Places Power allows an assessment to be made of accessibility to facilities by car, public transport and on foot. The table below shows the statistics for all three, and a map is included which highlights walking access, which is the best indicator of accessibility as all residents live within a 10-minute drive of a number of centres, not necessarily in the borough.

Public transport access is also good with all residents within a 20 minute journey time. Access on foot is excellent, and almost all local residents live within a 20 minute walk, which is within normally accepted levels.

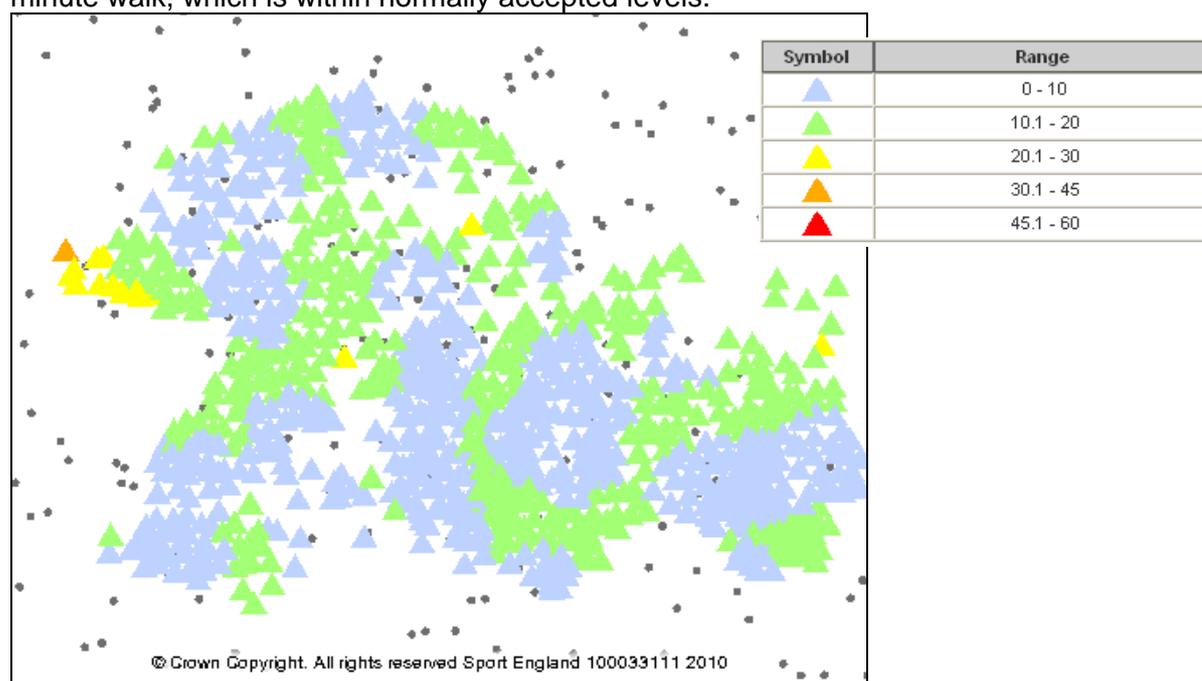


Figure XX Accessibility on foot

The table below sets out these figures in more detail, the population figures used are from the 2001 Census.

	Car		Walk		Public transport		
0 - 10 minutes	301000	100%	171368	57%	191940	64%	
10 – 20 minutes			124819	41%	109059	36%	
20 – 30 minutes			4430	2%			
30 – 45 minutes			382	< 1%			

Information on the quality of facilities in Ealing can be estimated from Active Places Power, which highlights when a facility was originally built and whether any refurbishment has taken place. Ealing has a number of relatively new facilities with all the publicly accessible gyms either built or refurbished after 2000.

The table below gives a summary of the year of construction and refurbishment:

Date built	Number of facilities and refurbishment details	
Before 1990	3 all refurbished after 2000	
1990 - 1999	7 of which 6 refurbished after 2000	
2000 - 2009	17 of which 6 refurbished after 2000	

Current demand for health and fitness

Neither the Active Places Power nor the Facility Planning Model considers health and fitness in the same degree of detail as other facilities, and there is no formula for assessing demand. The Fitness Industry Association has devised a model that provides guidance on the supply of stations against the current anticipated demand.

The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities. The model is based on peak period demand, and the peak times are identified as weekdays 6pm to 10pm and 12noon to 4pm on the weekend.

For modelling purposes, it is assumed that 65% of the total weekly usage occurs at the busiest (peak) time periods. Based on research with health and fitness operators it has been assumed that the average member/user visits the facility 2.4 times per week.

Sport England's Active People Survey has been used to understand the percentage of the population participating in health and fitness. Nationally, Active People shows that 10.6% of the population participate in health and fitness on a weekly basis, this figure has been used to reflect the local situation, based on Active People Survey data.

Standard	Value	Total
Population in 2011 (those aged 15yrs and over)		260,000
% of population participating in health and fitness	10.6%	27,560
Average number of visits per week	2.4	66,144
Number of visits in peak time	65%	42,994
Number of visits in one hour of peak time	28	1,536
Total number of stations required (peak time)		1,536

This shows that, on this basis, a total of 1,536 stations are required during the peak time period to accommodate current levels of demand. According to Active Places Power the current community accessible supply is 2,024, which equates to a surplus of 488 stations. This is largely explained by the good accessibility to facilities in the wider area, the likely import of demand from outside the borough and the probability that centres are used straight from work by people who live outside Ealing, but travel through or work in Ealing.

High demand has been experienced at Northolt Leisure Centre, Gurnell Leisure Centre and the women only gym at Southall Sports Centre especially at peak times.

Future supply and demand

There is little justification for additional health and fitness clubs at this stage, though any commercial reaction to increases in demand would probably not cause harm to existing facilities.

On the basis of the current level of provision of 2024 stations, the equivalent of 6.3 stations available for community use per 1000 population and the same level of participation as now and an increase of 3.8% in the active population, there is a potential need in 2021 for a total of 2101 stations or 42 centres, an increase of 77 stations, or the equivalent of a further 1.5 50 station centres.

If there was to be a 10% increase in participation on top of the active population rise, then there is a potential need for 2311 stations or 46 centres, the equivalent of a further 5.5 50 station centres.

Conclusion

There are 2067 stations on 28 sites within Ealing. Around a third of these are pay and play facilities within mainly the public sector, and most of the remainder are facilities available only by registered membership, mainly in the commercial sector. In reality, there are 26 centres available for the community to access either by membership or pay and play, with a total of 2024 stations. Based on the 2011 population of approximately 323,000, the current level of gym provision available to the community is 6.3 stations per 1000 population or the equivalent of one 50 station gym per 6,500 people.

Anticipated demand from within the borough from the FIA methodology is for about 1,536 stations. There is no indication of significant import or export of demand. The existence of a majority of centres and stations operating in the commercial sector reinforces that there is probably a balance between supply and demand. Relative provision in regional and national terms is high, and accessibility to centres is good, even for those residents on foot.

Possible future actions and opportunities

Any increase in member only health and fitness clubs will be determined by market demand, any commercial reaction to increases in demand would probably not cause harm to existing facilities. Projects to improve and expand pay and play community access gyms in the future include the following; new replacement facilities in Acton town centre leisure complex will include a much larger gym than is currently available at Acton Baths. This is to meet expected demand in the area and to make the new facility viable and sustainable in the future. The new extension to the women only gym in Southall Sports Centre will open early in 2011, this expansion is directly related to an increase in demand from women using the centre from the local area.

Gurnell Leisure Centre experiences very high usage at peak times and is considering options for expanding the number of stations available on site.

New gym facilities will also be considered for multi pitch multi sport sites, to compliment the outdoor facilities available and to meet the demand from users for better quality and wider ranging ancillary facilities.

INDOOR TENNIS

The assessment below is based as before on the planning tools available from Sport England, although these are more limited for indoor tennis than for other facilities.

Current supply of indoor tennis facilities

There is currently one facility in Ealing, this is an air hall, based at Ealing Lawn Tennis Club, a large, well-established tennis club located just off Ealing Common. The dome at Ealing LTC was built in 1989 and refurbished in 2004, and is understood to be in good condition. The club attracts a wide adult and junior membership drawn across West London and Middlesex. The club is an LTA elite club having attained both LTA Clubmark and Satellite Performance status in 2009. The club is easily accessible by private and public transport, with an ample members car park.

Site name	Courts	Ownership	Year built		
Ealing Lawn Tennis Club	3	Private – Sports club	1989/2004		

Using Active Places Power, a number of other tennis centres outside Ealing but within 20 minutes drive of the middle of the borough, have been identified as follows:

Westway Sports Club (16 minutes)
 David Lloyd Club, Hounslow (16 minutes)
 Harrow Leisure Centre (16 minutes)

A further 15 indoor tennis centres are within 20 – 30 minutes drive.

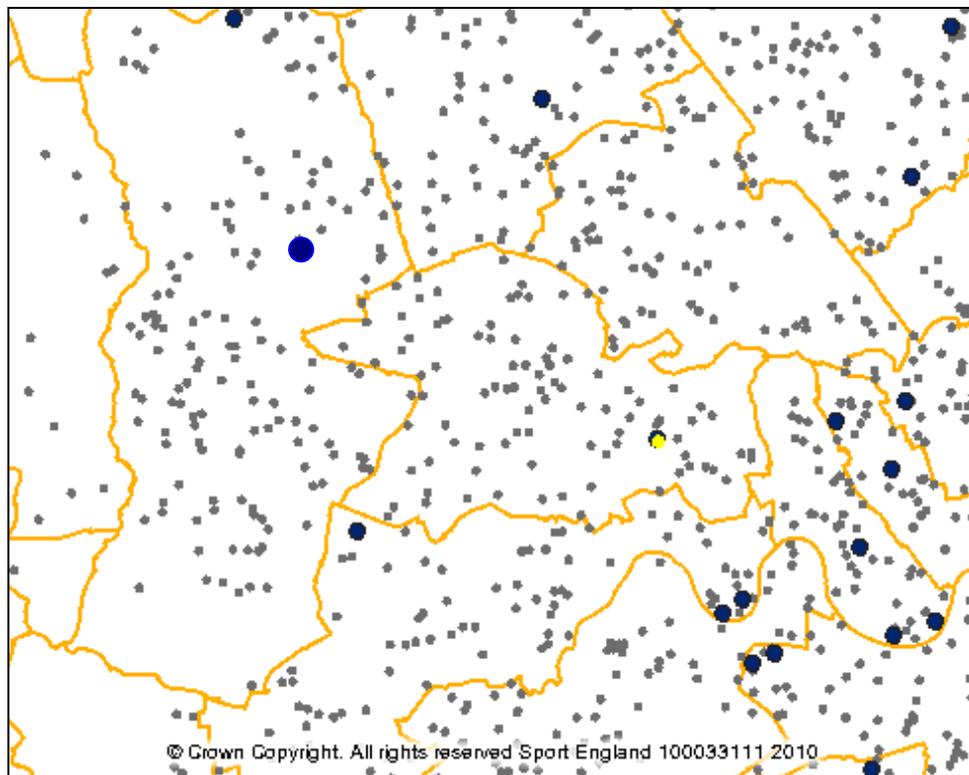


Figure XX Indoor tennis centres in and around Ealing

By using another Sport England Planning Tool, it can be determined how many facilities there are per 1000 population. Provision for indoor tennis in Ealing is at only a third of the regional and national average, and a small proportion of the best provision in London. Ealing provision is 19th best in London, 13 London boroughs have no provision at all. See table below for more details and the map below indicating which areas have the worst provision (blue), this includes Ealing.

Area averages	Indoor tennis per 1000 population	Available number of courts
Ealing	0.01	3
London	0.03	219
England	0.03	1278
Best in London (Hammersmith & Fulham)	0.157	26

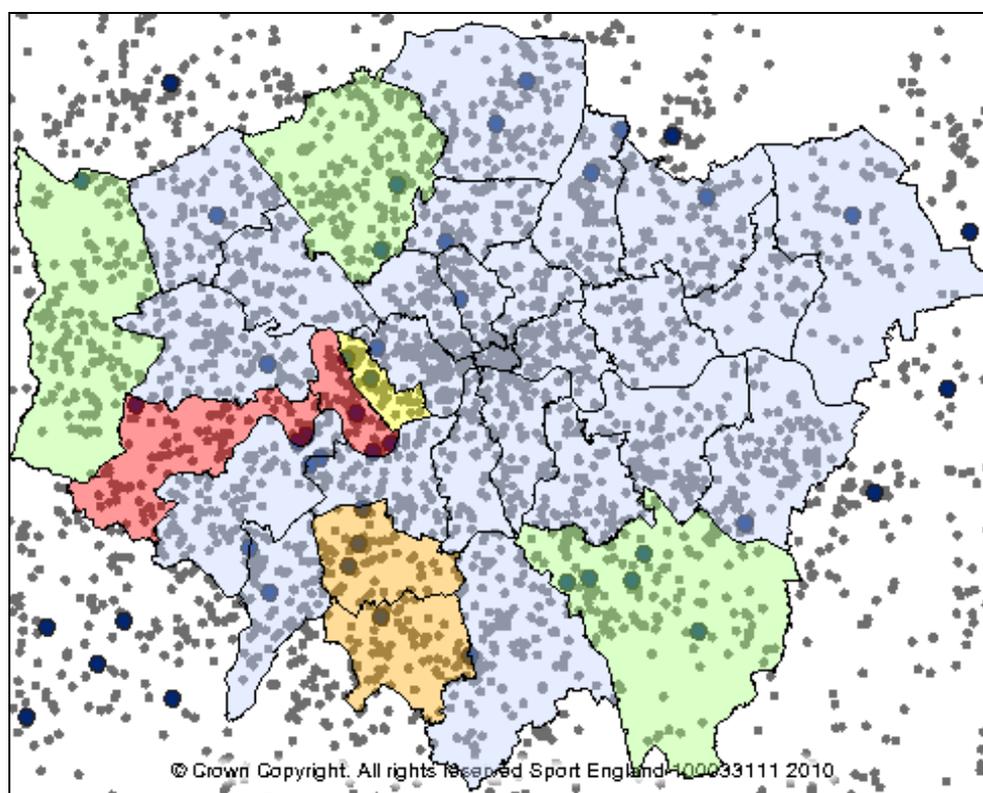


Figure XX Indoor tennis per 1000

Sliding scale illustrated as follows:



The map below generated by Active Places Power, shows that all residents in the borough are able to drive to an indoor tennis facility within 20 minutes, and that the

western part of the borough is slightly less accessible than elsewhere. This is in accordance with the Comprehensive Performance Assessment recommendation that all residents should be able to travel to a facility within 20 minutes.

50% of the borough's population, shown in blue on the map below, live within a 10 minute drive and the remaining 50% live within a 10 to 20 minute drive of an indoor tennis facility. Walking catchments have not been assessed due to the relative distribution of centres.

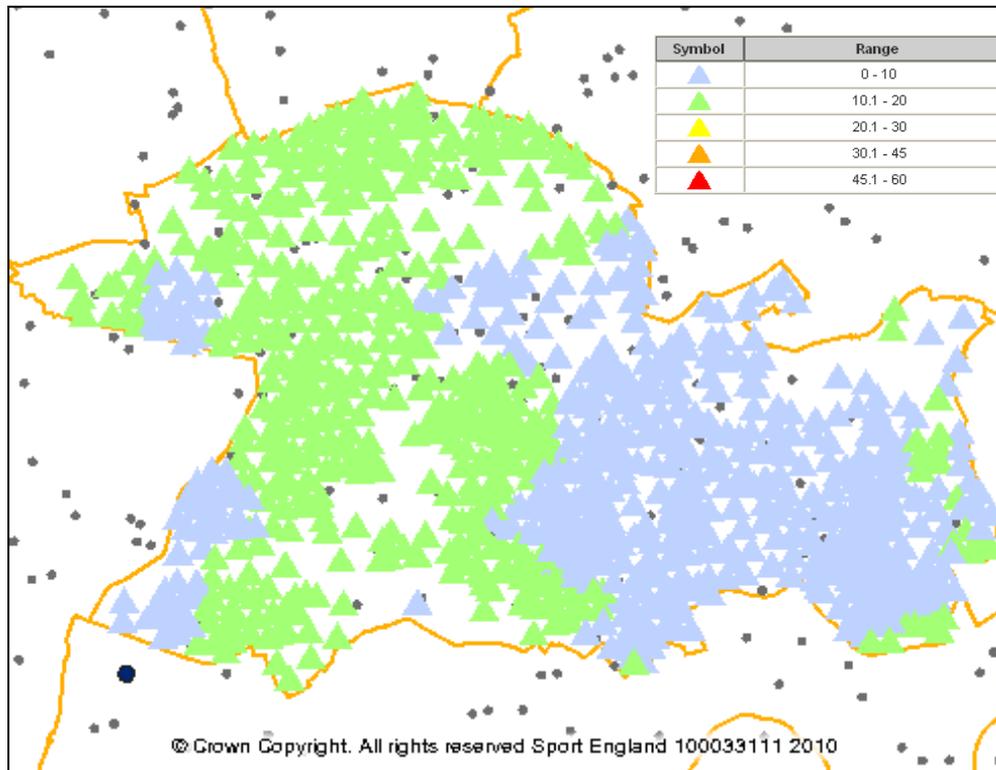


Figure XX Accessibility by car

Current demand for indoor tennis facilities

There is no central collection process for capturing information about tennis participation in Ealing, however the Active People survey indicated that there is a higher percentage of men playing tennis in Ealing, than in West London, London or nationally, but there are fewer women playing in Ealing than in any other area. Further details can be found under outdoor tennis. Both men and women in Ealing have expressed a significant interest in playing more tennis, 13% of men and nearly 5% of women wish to start playing or play more tennis, since last year this figure has risen for men and decreased for women. These figures are for tennis in general not indoor tennis specifically.

Active Places Power or the FPM do not consider indoor tennis in the same degree of detail as some other facilities, and there is no formula for assessing demand. It is possible however to assess demand in broad terms by reference to Lawn Tennis Association data.

In 'Priority Project Funding, Policy and Operational Procedures', the LTA states that one indoor court can serve 200 regular tennis players. The Active People 2 national

survey, found that 1.18% of adults regularly, participate (once per week) in tennis.
Note: This figure is used in accordance with APS local data.

The current adult population of Ealing is approximately 261,000, with a participation rate of 1.18%, it can be assumed that there are 3079 adult tennis players in Ealing. By adopting the ratio of one indoor court per 200 players, the potential demand would be for 15 courts. This analysis would suggest that up to three 5 court indoor halls might be required, based on national participation rates.

There are currently 3 courts available in Ealing, and there is therefore some justification to suggest that there is a local demand for additional courts.

Future supply and demand

On the basis of the recommended level of provision stated, the rise in the population and an increase in the active population of 3.8% the demand in 2021 would be for a total of 16 courts, if there were to be a 10% increase in participation levels then 18 courts would be needed to fulfil demand.

Conclusion

Existing provision for indoor tennis is only a third of the London and national average, but access to other facilities nearby is good and all residents can drive to a centre within 20 minutes and half within 10 minutes. On the basis of the average provision in London of 0.03 courts per 1000 population, Ealing has a shortfall of about 7 indoor tennis courts. Similarly using LTA data on the average court provision required to accommodate demand, there is a shortfall of 12 courts. However this shortfall is mitigated by the other facilities within a driving catchment.

It is reasonable to conclude that a further 7 courts might be justified to bring local provision up to the level of the London average. This desirable current level of provision is the equivalent of about 1 4-court centre per 125,000 people.

Possible future actions and opportunities

Indoor tennis is usually either club based, or operated in the commercial sector, and future provision would therefore depend on the particular needs of clubs, or a commercial opportunity arising.

INDOOR BOWLS

The assessment below is based as before on the planning tools available from Sport England, although these are more limited for indoor tennis than for other facilities.

Current supply of indoor tennis facilities

There are no indoor bowls centres in Ealing. However using Active Places Power 4 facilities outside Ealing but within a 20 minute drive time have been identified and a further 5 within a 20 - 30 minutes drive, as follows:

Jack HI IBC, Hayes (15 minutes)
Hounslow IBC (16 minutes)
Century IBC, Wembley (18 minutes)
Herga IBC, Harrow (18 minutes)

Cambridge Park IBC, Twickenham (22 minutes)
Richmond IBC (24 minutes)
Paddington SC (26 minutes)
Glebelands IBC (27 minutes)
Wycombe IBC (29 minutes)

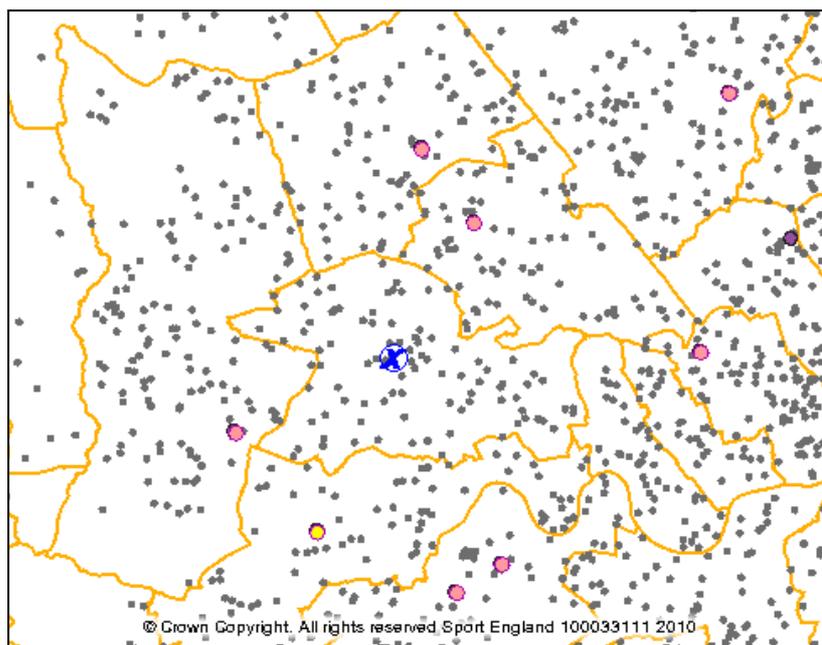


Figure XX Indoor bowls centres in and around Ealing

By using another Sport England Planning Tool, it can be determined how many facilities there are per 1000 population, figures include all centres, applied to the 2001 population for comparison, see table below for details.

Area Averages	Capacity ratio per 1000 population	Available Rinks
Ealing	0	0
London	0.02	145
National	0.04	1839
Best in London (Enfield)	0.07	18

There are 14 London boroughs without indoor bowls provision. London provision is very low compared with the national average, which itself differs from region to region – in the neighbouring East region, the average provision is 0.07 rinks per 1000, and the best Local Authority provision is 0.28 rinks per 1000.

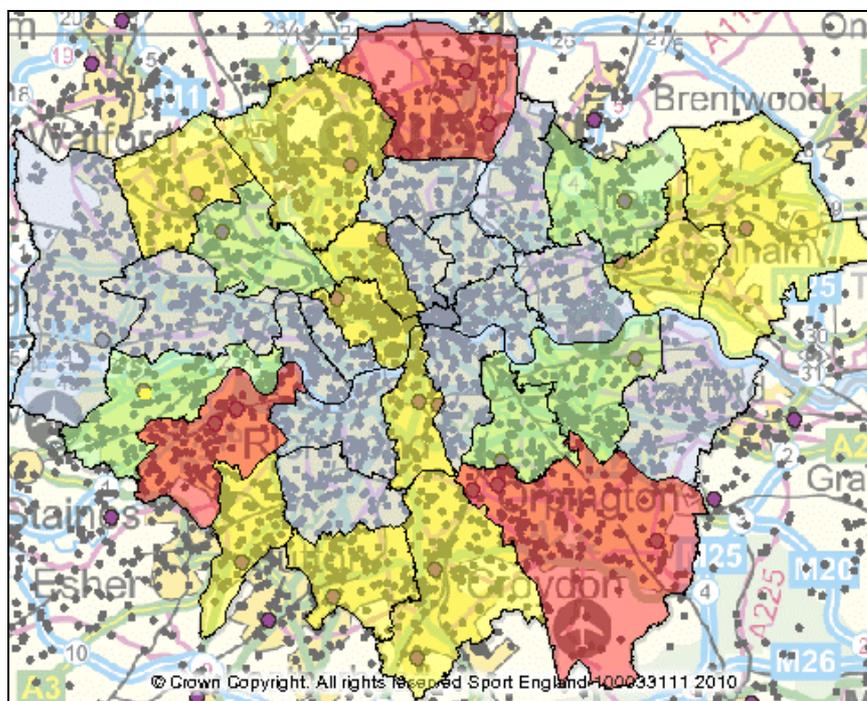


Figure XX Indoor bowls per 1000 in London

Sliding scale illustrated as follows:



Another Sport England Planning Tool assesses whether there are enough indoor bowls rinks in a Local Authority area to meet demand generated in that area. A score of 100% indicates that demand is being met in statistical terms. However, scores do not take into account the import and export of demand between Local Authority areas, location of facilities within the area or the condition of facilities, and therefore should be considered with caution. Clearly the figure in Ealing is 0% because of the lack of supply but it is useful to compare supply and demand in surrounding boroughs, and also to estimate the likely demand for bowls in Ealing.

The table below provides a quick summary of this.

Area	Capacity	Demand	Balance	% of demand met
Ealing	0	2246	-2246	0%
England				58.34%
London				38.92%
Harrow	1092	1766	-674	61.80%

Brent	936	2030	-1094	46.10%
Hounslow	534	1588	-1054	33.60%
Hillingdon	436.5	2025	-1588	21.60%
Hammersmith & Fulham	0	1146	-1146	0%

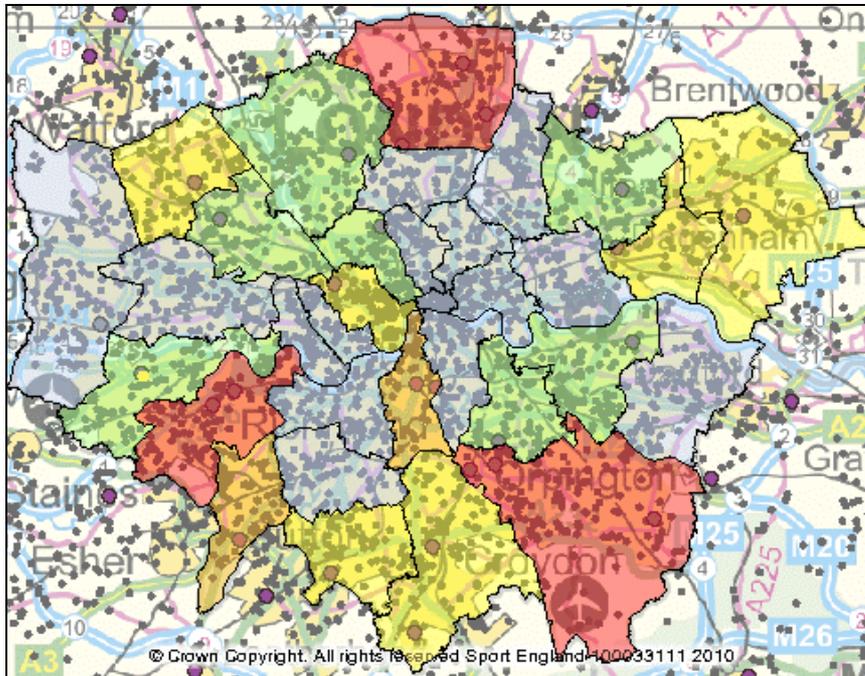


Figure XX Local supply demand for indoor bowls in London

From the information collected on demand and the likely propensity to take part in bowls, derived from national surveys, it appears that even nationally less than 2/3 of demand is met, and in London this is only about 1/3. The neighbouring boroughs between them reflect the London-wide figure. There is a case based on these figures that a bowls centre might be provided to meet an unmet demand in Ealing.

The map below generated by Active Places Power, shows that despite the lack of an indoor bowls centre in the borough, accessibility for Ealing residents to indoor bowls facilities is good, with nearly all the population able to access a centre within a 20 minute drive. Only small parts of the borough are outside this desirable catchment. More specifically 165 of residents live within a 10 minute drive, 81% live within a 10 to 20 minute drive and only 3% live within a 20 to 30 minute drive of an indoor bowls centre.

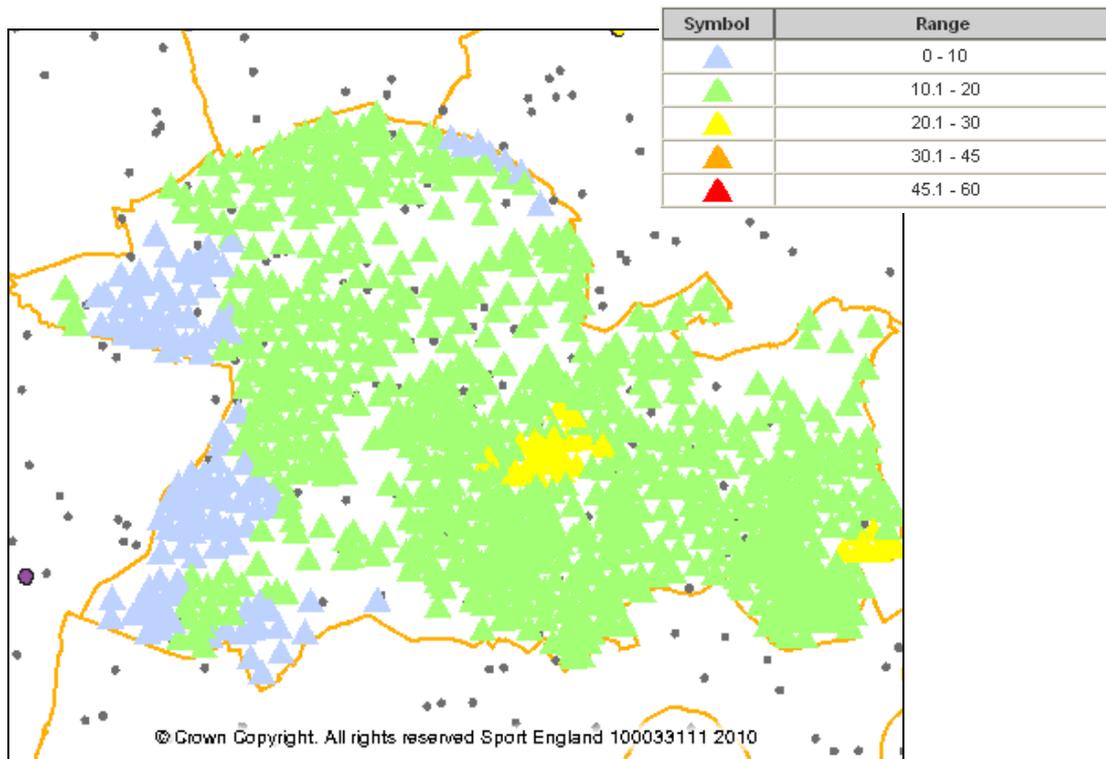


Figure XX Accessibility by car

Current demand for indoor bowls facilities

There is no central collection process for capturing information about bowls participation in Ealing, however the Active People Survey indicated that participation rates in Ealing are low for both men and women in comparison to West London, London and the country as a whole. Further details about bowls participation can be found under outdoor bowls. These figures are for bowls in general not indoor bowls specifically.

Future supply and demand

On the basis of the recommended level of provision of 1.6 rink centre per 320,000 people, the rise in the population and an increase in the 55+ age group of 23%, there is a potential need for 7.5 rinks, if there were to be a 10% increase in participation levels then 8 rinks would be needed to fulfil demand.

Conclusion

There is no indoor bowls centre in Ealing, however, virtually all Ealing residents live within 20 minutes drive of an indoor bowls centre. A centre in Ealing would reduce journey times and would possibly allow local development of the sport.

Possible future actions and opportunities

Bowls is a club-based sport, and would depend on clubs taking on the initiative. The viability of such a facility in Ealing would also depend to some extent on the usage and capacity of other nearby centres. Any new facility would ideally compliment existing outdoor provision and be located close to known demand. There are no immediate plans to build an indoor bowls facility in Ealing a thorough feasibility study would need to be undertaken before any future investment was made.

BOXING

There are two boxing clubs in Ealing, the Hanwell School of Boxing is located off Northfields Avenue in Hanwell and Northolt Boxing Club are based at Rowdell Road in Northolt.

CLIMBING

There are currently two climbing walls in Ealing, one at Featherstone Sports Centre, opened late in 2010, the other at West London Academy Sports Centre, built in 2008. There are also climbing facilities in neighbouring boroughs, including the climbing centre at Westway Sports Centre, one of the best facilities in London. There are also climbing walls at Brunel University Sports Centre, Harrow Leisure Centre and Heathlands School in Hounslow.

SQUASH

There are 3 squash facilities in Ealing, comprising 7 courts, 2 are based within private members only health and fitness clubs and the third is located at a sports club in Acton. Active People survey results indicate that Ealing has a higher participation rate amongst men than West London, London and nationally, but a lower rate across the same areas for women's participation. This is surprising when you consider the relative lack of both public and private facilities in Ealing. The survey doesn't indicate any significant future demand for squash in Ealing.

POTENTIAL INDOOR FACILITY DEVELOPMENTS

Indoor Sports Facilities				
Short term = 1 – 2 years, Medium term = 3 – 6 years, Long term = 7 years plus				
Venue	Location	Existing features	Timescale	Future development options
Public swimming pools				
Acton Baths	Acton	2 swimming pools Group exercise studio Gym (30 station)	Short term	Redevelopment as part of the Acton Town Centre Regeneration Project, resulting in: 12 x 16m teaching pool with movable floor 8 x 25m main pool Gym (100 station) 3 court community hall 1 Dance/Group Exercise studio
Dormers Wells Leisure Centre	Southall	1 swimming pool Group exercise studio 6 court sports hall 3 outdoor floodlit MUGA's Gym (60 station)	Medium term	Possible options for facility development: 1 full size floodlit AGP Refurbishment/rebuild of swimming pool
Gurnell Leisure Centre	West Ealing	2 swimming pools Group exercise studio Gym (80 station) Poolside sauna & steam Meeting room 3 grass pitches	Long term	New build including: 8 lane 50m pool 12 x 16m teaching pool with movable floor 2 Dance/Group exercise studios Gym (100 station) Retention of grass pitches
Northolt Leisure Centre	Northolt	2 swimming pools Group exercise studio 2 court community hall Meeting room Library Gym (150 station)		No developments planned
Public sports centres accessible to clubs or on a pay as you go basis				
Elthorne Sports Centre	Hanwell	4 court sports hall Gym (17 station) 2 outdoor floodlit MUGA's 1 4G 5 v 5 floodlit pitch	Medium term	Possible options for facility development: Build a new gym (60+ station) 1 Dance/Group exercise studio
Greenford Sports Centre	Southall	4 court sports hall 1 court ancillary hall Gym (36 station) 2 outdoor floodlit MUGA's		No developments planned
Northolt High Sports Centre	Northolt	4 court sports hall 1 full size floodlit 3G pitch		No developments planned
Reynolds Sports Centre	Acton	4 court sports hall Group exercise studio Gym (29 station) 4 outdoor floodlit MUGA's		No developments planned
Southall Sports Centre	Southall	4 court sports hall Group exercise studio Gym (102 station) Women only gym (12 station) ?	Short term	Women only gym extension
Twyford Sports Centre	Acton	4 court sports hall Ancillary hall Club/meeting room 3 Netball court floodlit area		New build: 2 new Dance/Group exercise studios Gym (40 station)
Brentside Sports Centre	West Ealing	4 court sports hall 1 full size floodlit sand based		No developments planned

		pitch 3 outdoor floodlit tennis courts		
Featherstone Sports Centre	Southall	4 court sports hall 2 Dance/Group exercise studios Gym (31 station) 1 full size floodlit sand based pitch 2 outdoor floodlit tennis courts		No developments planned
West London Academy	Northolt	4 court sports hall 1 court ancillary hall Climbing Wall Gym (21 station) 1 full size floodlit sand based pitch 1 outdoor floodlit tennis courts		No developments planned
Facilities not currently available for community use				
Ellen Wilkinson School	Acton	4 court sports hall 1 Redgra pitch	Short term	Possible options for facility development: Full size floodlit AGP
Westway cross (Former Boots Wellbeing Centre)	North Greenford	2 swimming pools Gym (122 station) Dance/Group exercise studio	Short term	Reopen site for community use
New locations for indoor community use sports facilities				
Southall Gas works site or close by	Southall		Medium term	New build 1 Swimming pool (8 lane x 25m) 2 Dance/Group exercise studios
New high school site	North Greenford		Medium term	4 court size indoor sports facility 2 Dance/Group exercise studios Gym (80 station +)
Cardinal Wiseman High School	Central Greenford	No existing community use facilities	Short term	4 court sports hall 1 Dance/Group exercise studio Gym (30+ station)
Villiers High School	Southall	No existing community use facilities	Medium term	4 court size indoor sports facility possibly focussing on indoor cricket or 4 court outdoor covered area 1 Dance studio/ancillary hall
Drayton Manor High School	West Ealing	2 small halls	Long term	4 court size indoor sports facility or 4 court outdoor covered area focussing on netball and tennis 2 Dance/Group exercise studios Gym (80 station +)
New facilities with no specific location planned				
		No existing community use facilities	Medium term	Gymnastics and trampolining centre 2 Dance/group exercise studios Gym (40 station)

PLANNING POLICIES AND STANDARDS

This section of the facilities strategy provides recommendations with regard to the development of active recreation policy in the Council's various development plan documents. These recommendations are based on the findings of this strategy and other local policy documents.

This list of recommendations is not exhaustive, and consideration also needs to be given to national and regional guidance, particularly the need to avoid policy duplication at the local level.

Various planning policy documents are currently in preparation which form part of the Local Development Framework Folder. Key policy documents which will comprise policy or guidance in relation to active recreation (both outdoor and indoor) include:

Ealing's Development Strategy (also known as the Core Strategy) which sets out the vision for the future development of the borough. This will comprise various open space policies including a policy guiding and promoting active recreation. This policy will seek to:

- i) protect and promote a network of sports grounds and other active recreation areas in the borough.
- ii) Identify and map sites of 'strategic' and 'local importance for outdoor recreation' (based on the hierarchy of sites) identified in section ?? of this report). These sites will be promoted primarily for this function.
- iii) Promote the development of sports hub.
- iv) Secure developer contributions to provide a key funding source for the delivery of various priority projects.

Ealing's Development Sites DPD (also known as the Site Specific Allocations DPD) which sets out the planning requirements for those key sites in the borough with significant development potential. In the case of strategic sites (i.e. those sites capable of accommodating 500 dwellings plus), the document will identify specific on-site provision standards for sports.

Ealing's Development Management DPD whose role is to set out criteria by which planning applications are assessed. The approach adopted by the Council in developing this document has been to produce a document which can sit alongside the development management type policies in the replacement London Plan, supplementing these policies where needed at the local level, and reducing the need for duplication. In this regard the following draft policies are relevant:

Policy 3.20 'Sports Facilities' which:

- i) supports proposals that enhance and increase the provision of sport and recreation facilities.
- ii) Resists proposals that result in a net loss of sport and recreation facilities, including playing fields.
- iii) Recognise that temporary provision may provide the means to mitigate any loss as part of proposals for permanent re-provision.
- iv) Encourage multi-use sports and recreation facilities.
- v) In principle support the use of floodlighting, subject to minimum impact on local community and biodiversity.

Policy 3.19 'Education Facilities' which encourages the dual use of educational facilities for community and recreational use.

Draft local **Policy 7D** which comprises open space provision standards. These standards should be based on the table set out in section ? overleaf. In developing this policy further guidance should also be provided on how standards can be adjusted to reflect deficiency, and in which cases it may be acceptable to accept off-site provision or contributions to improve the quality of existing facilities, where it is not possible to achieve standards on-site, or to make quantitative provision off-site.

Supplementary Planning Document 9 ‘Legal Agreements, Planning Obligations and Planning Gain. This document is still in draft at present. There is scope to include guidance on calculating contributions for sports, particularly where on-site provision is not possible. Further work is necessary to convert space requirements into monetary contributions.

In refining further the above documents consideration should also be given to the inclusion of the following policy criteria/guidance, for amplification or in the form of new policies.

- In order to make the best use of limited resources and to encourage all sections of the community to become more active, the Council through planning conditions, will ensure that all new indoor and outdoor sports facilities located on school sites, are available for community use outside of school hours, at a reasonable price and with appropriate staffing and management systems in place.
- New indoor sports facilities located on a school site should be designed so that they have minimal impact on the rest of the school and its buildings. Positioning the community facilities at the front of a site with straightforward access routes will enable and promote community use and ensure all sections of the community benefit from new facilities.
- Improvements to existing sports facilities on school sites will only occur where clear resourcing and management arrangements are in place to ensure affordable community use outside of schools hours for the benefit of Ealing residents.

The following policies need to be considered specifically for swimming pool facilities:

- The Council will seek to retain the existing provision of public swimming pools where there is an evident existing and future need. Furthermore the Council will seek to improve accessibility to swimming pools based on the walk to catchment area of public swimming pools both now and in the future.
- Based on the Council’s development of a needs and evidence base for swimming up to 2021 and beyond, the Council has identified there is a need to provide additional swimming pool provision either at existing sites, or, preferably at a new site to ensure there is greater access to swimming pools by the Ealing population.
- Based on the Council’s needs and evidence base findings, the Council has identified a need to improve the quality of the existing swimming pool facilities. This will also help to meet the Council’s sports development objectives and

contribute to the Council's objectives of increasing adult participation in sport by 1% a year.

- In meeting these policies the Council will seek to achieve financial contributions to the development of swimming pool facilities to improve provision of swimming pools, improve the quality of existing pools and their accessibility. This is where the future demand assessment for swimming projects a need for swimming pools at the existing locations.
- The Council will adopt the Sport England design and technical guidance advice as the quality standard for swimming pools.

The following policies need to be considered specifically for sports halls:

- The Council will seek to retain the existing provision of public sports halls where there is an evident existing and future need. Furthermore the Council will seek to improve accessibility to sports halls based on the walk to catchment area of sports halls both now and in the future (policy 1).
- Based on the Council's development of a needs and evidence base for sports halls up to 2021 and beyond, the Council has identified there is a need to provide additional sports hall provision either at existing sites, or at new site(s) to ensure there is greater access to sports halls by the Ealing population.
- Based on the Council's needs and evidence base findings, the Council has identified a need to improve the quality of the existing sports hall stock. This will also help to meet the Council's sports development objectives and contribute to the Council's objectives of increasing adult participation in sport by 1% a year.
- In meeting these policies the Council will seek to achieve financial contributions to the development of sports hall facilities to improve provision of sports halls, improve the quality of sports halls and their accessibility. This is where the future demand assessment for sports halls projects a need for sports halls pools at the existing locations.
- The Council will adopt the Sport England design and technical guidance advice for the quality standard for sports halls.
- The Council will seek to enhance the existing provision of indoor sports space available for community use, by identifying alternative building options to ensure an enhanced cost effective and sustainable network of indoor sports areas located in areas of high demand.

FUTURE PLANNING STANDARDS FOR INDOOR AND OUTDOOR FACILITIES

The Council has developed a spatial evidence base for indoor and outdoor sports provision that assesses the supply and demand for facilities in the base year of 2010 and projects the future demand for sports facilities up to 2021 and beyond. This future demand assessment is based on the Council's commitment to increase sports participation by 1% annually. Also the future demand assessment integrates Ealing Council's projected population growth and location of new housing areas/growth up to 2021.

The Planning for Open Space, Sport and Recreation Strategy (PPG17) requires local authorities to develop and set planning standards for open space, recreational activities, indoor and outdoor sports facilities. These standards cover the quantity, quality and accessibility of sports facility provision and how it meets the demands of the current and future population of Ealing.

The table below summarises the recommended local standards for indoor sports provision, which are derived from the future assessments detailed in the indoor sports sections of this document:

Facility	Local standard per 1000 population	Facility per 1000 population	Quality standard	Access standards
Sports hall	36sqm per 1000 or 0.036sqm per person	1 x 4 court sports hall per 16,500		
Swimming pool	12.6sqm per 1000 or 0.013sqm per person	1 x 4 lane pool per 17,000		
Health & Fitness	6.3 stations per 1,000	1 x 50 station centre per 6,500		
Indoor Tennis	0.03 courts per 1000	1 x 4 court centre per 125,000		
Indoor Bowls	0.02 rinks per 1000	1 x 6 rink centre per 320,000		

All facilities should be built to conform to the design and layout requirements of Sport England, or the relevant National Governing Body of Sport.

Accessibility standards required to ensue that all residents of Ealing are within a reasonable travel time of sports facilities, for example in line with the requirements of the Audit Commission that all facilities in an urban area are within a 20 minute walking catchment.

Identification of preferred locations for the recommended future facility needs highlighted in this study, which will depend on the location of existing sports facilities, current plans under way to relocate some facilities and the scale and distribution of proposed new housing in the future

POSSIBLE PUBLIC CONSULTATION QUESTIONS

SPORTS HALLS

- Should new sports halls be located on school sites or alternative sites?
- Do you think Ealing needs a 6 or 8 court sports hall? If so, where would you suggest it is located?
- Do you think school sports facilities should be available for public use out of school hours at a reasonable price?

SWIMMING

- Where do you think a new swimming pool should be built?
- What factors do you think the Council should consider when deciding on where a new pool should be located?
- Do you think new pools should be located on the same site as other services eg libraries, information services, etc?

HEALTH AND FITNESS

- Is there a need for more community gyms?
- Where should any new facilities be located?

INDOOR BOWLS

- Should an indoor centre be considered?
- If so, where should this centre be located?
- Should links with outdoor bowls facilities be made?

INDOOR TENNIS

- Should additional indoor tennis facilities be considered? If so, where?
- How would it be provided?
- Should the additional courts be in one or more locations?
- Is a need for more community access to indoor tennis?

FACILITIES NOT CURRENTLY PROVIDED

- Are there other indoor and/or outdoor sports facilities, which should be provide