

London Borough of Ealing



Sport and Physical Activity Strategy 2013 to 2018

This strategy has been prepared by Ealing Council's Active Ealing and Public Health Teams along with a range of partners including those represented on the Ealing Community Sport and Physical Activity Network (CSPAN), a strategic partnership committed to increasing participation in sport and physical activity borough wide and to encourage people to lead healthier lifestyles.

This strategy will be one of several that feed into the Council's overall Health and Wellbeing Strategy and Board activity. Ealing Council will lead on the delivery of the priorities and actions in this strategy in partnership with a range of different organisations from the statutory and voluntary sector.

Our vision is to:

"Improve the quality of life for people living, going to school or working in Ealing by increasing opportunities for people of all ages and abilities to take part in both informal and formal sport and physical activity in a range of places across the borough".

Our key aims for this strategy are to:

- Promote physical activity as part of everyday life
- Create the environment for key organisations to work effectively together to build a healthier borough with a reduced incidence of disease
- Promote the benefits of a healthy active lifestyle to all sections of the community
- Enable and support health, independence and well-being
- Offer sustainable and affordable access to quality, cost effective sport and physical activity services
- Proactively tackle health inequalities
- Bring additional resources into the borough to drive an increase in sport and physical activity participation
- Promote opportunities for stakeholders and partners to develop and deliver the strategy

We will do this by focussing our work on the following five themes:

1. More people more active on a regular basis, particularly low participant target groups as identified in this and other strategic documents
2. Improved awareness of the sport and active leisure opportunities available
3. Ensure future sustainability of sport and leisure in Ealing through sport and physical activity networks, involving sports clubs and other delivery organisations
4. Appropriate indoor and outdoor sport and recreation facilities in the right place and at the right price
5. Champion the wider benefits of sport and being active

Ealing's CSPAN consists of key organisations in the borough, including Ealing Council, the Public Health Team, the two school sports partnerships, facility operators, Ealing Community and Voluntary Service, Acton Community Forum, London Trampoline Academy, Ealing Swimming Club, London Tigers and a range of other voluntary and community sector organisations.

The CSPAN will help to pull together the priorities of member organisations and coordinate cost effective initiatives and projects that are delivered locally to increase levels of participation and improve people's understanding of the benefits of a healthy active lifestyle.

The CSPAN is keen to involve more organisations in the delivery of this strategy, helping to achieve the same shared vision as well as priorities detailed in this strategy and priorities of individual CSPAN partners.

Organisations involved in the CSPAN and in the delivery of this strategy will benefit from:

- A greater understanding of the sport and physical activity needs of Ealing residents
- Access to expert knowledge and information on sport and physical activity to help plan, develop and improve services
- Help with communicating opportunities to a wider or more targeted audience
- Greater efficiency and impact through increased opportunities to work with partners
- The opportunity to be part of delivering a strategy which makes a difference
- The opportunity to make resources go further by working alongside others who share the same sport and physical activity goals
- Greater awareness of funding opportunities available
- An awareness and understanding of national and regional initiatives and projects

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Introduction

Over the past 40 years people in the UK have become less physically active in their everyday lives and a smaller proportion of the population take part in physical activity for leisure. We have fewer manual jobs, more labour saving gadgets and an increase in car usage has meant a 25% reduction in travel by foot or bicycle. Inactive lifestyles in England are twice as prevalent as smoking, hypertension or high cholesterol. Evidence shows that the health impact of inactivity in terms of coronary heart disease, for example, is comparable to that of smoking, and almost as great as that of high cholesterol levels.

Promoting active lifestyles to Ealing residents can help address some of the important challenges facing the UK today. Increasing physical activity and promoting active lifestyles have the potential to improve the physical and mental health of Ealing residents, reduce all cause mortality and improve life expectancy. It can also save money by significantly easing the burden of chronic disease on the health and social care services. Increasing the number of people cycling and walking can reduce transport costs, save money and help the environment. Fewer car journeys can reduce traffic congestion and pollution, improving the health of communities. Other potential benefits linked to physical activity in children and young people include the acquisition of social skills through active play (leadership, teamwork and co-operation), better concentration in school and displacement of antisocial and criminal behaviour.

Creating an active society requires action at a number of levels, as how active we are, is influenced by a wide range of factors from advice or encouragement of friends, through to programmes at work or in the local community, to the influence of the built and natural environment and general socio-economic conditions.

Being active can help you live longer and feel better. It can improve your mood, help you sleep better and even reduce your risk of conditions like diabetes, coronary heart disease and some cancers. It can help you manage your weight and improve your balance. Any improvement on what you currently do is worth it – even small changes can make a big difference to your health and can make you feel better.

This strategy will provide a road map for Ealing Council and its partners for the delivery of sport and physical activity over the next five years, inspiring a generation to be more active and to enjoy the benefits of being fitter and healthier through participation in sport and physical activity.

The strategy draws from a wide range of other national and regional policies and plans, pulling together a wide range of information that underpins Ealing's target groups and priorities.

The first part of the strategy sets out the current state of Ealing's health and levels of physical activity, the second part of the strategy addresses the priorities and key actions for the future, by identifying gaps in the current provision of services grouped under five main themes.

A summary of these identified gaps in service provision and ongoing project delivery priorities are listed in summary tables at the end of each themed section. These tables will be consolidated into the strategy's action plan. The priorities are rated and will be delivered directly or indirectly by Ealing Council working in partnership with borough based organisations including schools, sports clubs, community groups, health professionals, etc.

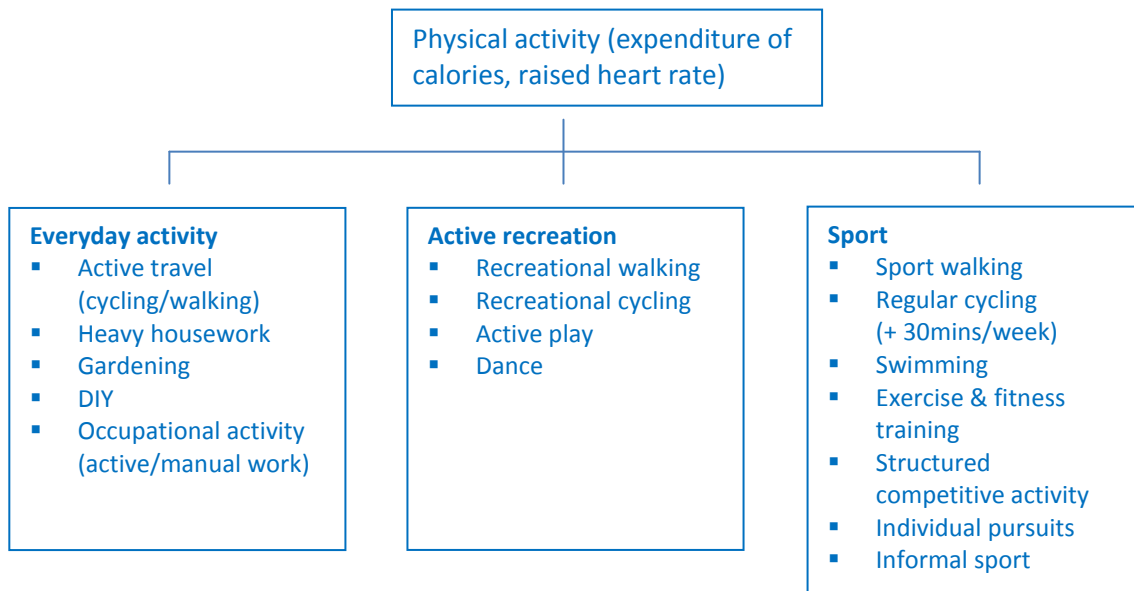
Definitions

There are many different definitions of sport and of physical activity but the one recognised by this strategy and Sport England is the Council of Europe's European Sports Charter 1993 definition of sport:

“Sport means all forms of physical activity which, through casual or organised participation, aims at improving physical fitness and mental well-being, forming social relationships, or obtaining results in competition at all levels.”

Similarly this strategy recognises the definition of physical activity that is stated in the Department of Health's 2011 report ; Start Active, Stay Active A report on physical activity for health from the four home countries' Chief Medical Officers:

“Physical activity includes all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport”.



Sport and physical activity are both recognised as having wide reaching benefits beyond those of just providing sport for sports sake. Sport and/or physical activity is essential to a healthy lifestyle and can improve an individual's quality of life by having a positive impact on an individual's education attainment, skill development, lifelong learning experience and development of social and communication skills.

Taking part in sport and physical activity can bring communities together and address a wide range of social issues including community cohesion, community safety, crime reduction, promotion of health and wellbeing and inspiring others to get moving. Public spaces can be made more colourful, vibrant and appealing through people playing sport, exercising and having fun together. Also, the sport and leisure sector plays a crucial role in the local economy and its facilities are important building blocks for regeneration and place shaping. We want to maximise the impact that sport and physical activity has in Ealing by working collaboratively to fulfil common goals and by taking collective responsibility for our actions, we can maximise the contribution of sport and physical activity to Ealing residents.

Be inspired

The London 2012 Games has provided a once in a lifetime opportunity to engage and enthuse people to become involved in sport as a participant, a volunteer, a supporter or as a coach.

More than 150,000 people lined the streets of Ealing as the torch relay passed through the borough on the 24th July 2012 and over 15,000 enjoyed the evening torch relay celebrations in Walpole Park. Thousands more enjoyed the Paralympic torch relay activities at Northala and on the canal at Horsenden Hill and many residents were lucky enough to experience the Games first hand as spectators and Games Maker volunteers.

Throughout the sporting summer of 2012 Ealing Council, voluntary groups and other informal groups ran a vast range of sporting activities for all ages, including family fun days, open days and sports challenge events, friendly competitive community games events as well as first time events such as the Ealing Half Marathon.

For Ealing residents, the key legacy will be inspiring a generation of people to take part in sporting and cultural activities, bringing benefits to both individuals and the community in health, well-being and social cohesion – not just for the summer of 2012, but as a lasting part of their lives. Ealing will grasp the opportunity this unique summer of sport has offered by getting communities active, healthier and safer; by improving community cohesion by developing a feel good factor and enhancing pride; by creating a significant cultural and sporting legacy through new facility developments, by hosting sporting events; by providing new opportunities to play sport and by creating partnerships with local businesses to enhance investment in sporting and cultural facilities.

London has moved the Paralympic Games to another level, many more people than ever before enjoyed the performances of athletes with a variety of disabilities and some will be inspired by what they've seen to compete themselves. Ealing will continue to deliver services that seek to change people's attitudes and provide opportunities for people of all abilities to take part in sport and physical activity.

The inspirational nature of the Games will be used as a tool to encourage all local people to become more active and healthier and to get excited about sport and physical activity. Building on the successful sports programme already established in the borough, the Olympic and Paralympic Games bring the opportunity to capitalise on the increased media coverage, positive sporting role models, and the introduction of less well known sports. A real legacy from the Games for Ealing will be improved sporting facilities, an increase in participation figures for sport, and more volunteers supporting local sport.

Ealing overview

Ealing is located where the Thames Valley meets metropolitan London between the West End and Heathrow Airport. Ealing is situated at the heart of six Greater London boroughs, collectively known as West London. It borders the Boroughs of Brent and Harrow in the north, the Borough of Hammersmith & Fulham in the east, Hounslow in the south and Hillingdon in the west.

Geographically, Ealing covers 55 square kilometres (over 21 square miles); 1.4% of the total land area of London. Ealing is the 11th largest London borough in area. There are 19 major open space areas in the borough - designated green belt or metropolitan open land areas - totalling 8.4 square kilometres of parks and green spaces; which is 15% of the total borough land. There are some ten miles of canals in the Borough as well as the rivers Brent and Crane and other smaller rivers and tributaries. There are also more than 30 designated conservation areas.

Ealing has seven distinct town centres, which developed from Saxon villages and settlements. Today these are known as: Ealing, Hanwell, Acton, Southall, Greenford, Perivale and Northolt.

Ealing is the third largest London borough in terms of its population and is one of the most ethnically diverse communities in the country. The recently released 2011 census data confirmed that Ealing's population is currently 339,000 which shows the population is growing at a much faster rate than expected. New homes will be needed in Ealing to accommodate the borough's projected increases in population.

Ealing has a strong and dynamic economy and is the largest commercial borough in London with over 11,000 businesses and the third highest rate of VAT registrations in London. More than 138,900 people work in the borough, including 33,204 who commute from outside the borough. The number of businesses has risen year on year for each London borough, but in West London growth has been greatest in Ealing and Brent. Since 2003, there has been a 14% increase in the number of businesses in these two West London boroughs.

Ealing boasts excellent transport links with London and the rest of the UK. Ealing has excellent accessibility to both the A4 and A40 corridors and is within 10 miles of Heathrow airport. Five Ealing Crossrail stations are planned for opening in 2017, providing increased capacity and faster journey times into London and to Heathrow airport. Outside these corridors, accessibility reduces particularly on north – south routes.

There will be significant change in Ealing over the next 16 years with major new opportunities and challenges that need to be planned for. Ealing's vision as detailed in the Local Development Framework is to harness opportunities for growth and development and promote improvement in appropriate locations, primarily along the Uxbridge Road/Crossrail and the A40/Park Royal corridors.

Ealing's residents

The following summary is drawn from the State of Ealing Population report, published by Ealing Council in March 2012 and includes information from a number of different sources. It should be noted that achieving accurate statistics about a specific population remains a challenge for many London boroughs, especially those like Ealing that have a diverse population, high level of population change and migration, and fertility rates which are difficult to predict.

Ealing is the third largest London borough in terms of its population and is one of the most ethnically diverse communities in the country. Local analysis shows that the official demographic statistics underestimate the borough's population and estimates Ealing's population at 323,000. Ealing's population is expected to grow to 337,600 by 2021 and 347,000 by 2026. New homes are needed in Ealing to accommodate the borough's projected population increase.

Like most London boroughs, Ealing has a mix of residents of different ages and people of different backgrounds, and with different beliefs and values. Ealing is comprised of 23 wards each with an average of 13,800 residents; East Acton is the most populated with around 15,800 residents, but since the ward covers a large geographical area residents in East Acton also enjoy living in one of the least densely populated areas of the borough.

There are 57 residents per hectare in Ealing, which is 8 people more per hectare than the London average, and 20 people more per hectare than the Outer London average. Density varies hugely between wards. To some extent population density in Ealing reflects the location of high-rise flats. GLA population projections predict that this will increase to 9 residents per hectare for Ealing between 2011 and 2026, bringing the density to 66 people per hectare.

Like the rest of London, Ealing has more people of working age than the UK as a whole, and fewer older people. The proportion of older people, working age and children and young people residing in Ealing borough is currently estimated to be very much in line with that of Outer London, with differences below 1%.

However, by 2031 Ealing is expected to have proportionally fewer working age people than Outer London as a whole. Over the next 20 years, Ealing's working age population is projected to decrease from 63.7% to 59.2%. The proportion of people of retirement age in Ealing is projected to increase from 13.7% in 2010 to 16.8% in 2031. The proportion of children (0-15 years) will increase from 22.2% in 2010 to 24.0% in 2031. Meanwhile, age distribution across Greater London is expected to incur smaller changes.

Ealing, like many other London boroughs, is very diverse in character. It is recognised as having the 4th most ethnically diverse population of all local authority areas in the country, in terms of the sheer number of people from different ethnic backgrounds residing here, and the evenness of their distribution across the borough. This includes significant numbers of refugees and asylum seekers, a large Polish community and the largest Sikh population outside of India.

It is clear that the proportion of non-White ethnic groups in Ealing is set to rise over the next twenty years. While 47% of Ealing's population in 2011 comprised of Black, Asian and other minority ethnic groups, this proportion is set to rise to 50% in 2021 and 52% in 2031. Ealing is also recognised as the 6th most diverse borough in terms of faith. Those following Christianity remain the largest majority in the borough, followed by Muslims, Hindus, and Sikhs. However, the proportion of Christians has fallen between 2006-10 while those of Muslims has increased in the same period, doubling from 11% in 2006 to 22% in 2010.

Ealing has settlers from all over the world; in fact the borough has residents from over 170 different countries. In 2001, 37% of Ealing residents were born outside the UK. This compares to

a London average of 27%, and in 2001 Ealing had the second highest migrant population of any borough (after Brent).

By 2011 the proportion of non-UK born population in Ealing had increased to 40%. Among these, 11% were from the European Union whereas 29% were from outside the EU. Ealing has not only the most Indians in London, but also the largest population of people of Polish, Afghani and Iraqi origins. Ealing has the second largest number of Irish people (after Brent), Iranians (after Barnet), Japanese (after Barnet) and Somalians (after Brent). In recent times, people from Pakistan, Somalia, Sri Lanka, Iraq, Iran and Afghanistan have come to Ealing seeking asylum from conflicts and poverty.

Ealing also receives many economic migrants, and in 2009/10 about 16,000 migrants registered for a national insurance number in Ealing. Short-term migration (more than three months but less than a year) to the borough remains high. At 3,400 Ealing has the highest number of short-term migrants in outer London, and seventh highest in London overall. Some people will have lived locally for their entire lives; some only live here for a few months before moving on, with an annual turnover of around 25% of the local population.

Ealing has 84 state funded schools. These comprise of 65 primary, infant or junior schools, 12 high schools, one all through school (i.e. including both primary and high school stages), and six special schools. There are 28 children's centres in the borough as well as 21 independent schools.

The population of grant-maintained schools in Ealing is ethnically very diverse with 82% of pupils now classified as being of minority ethnic origin. This figure breaks down into 83% of primary school pupils and 79% of those in high schools. Nationally, 26% of primary school pupils and 22% of high school pupils are of minority ethnic origin. The largest ethnic groups in Ealing are White British (18%), Indian (14%), Somali (9%), Eastern European (8%) and Pakistani (7%). 59% of all pupils in Ealing do not speak English as their first language, this comprises of 64% primary and 50% secondary school pupils, and is much higher than the national figures of 17% and 12% respectively.

There are more than 150 different languages spoken in Ealing schools. After English (41%) and Somali (8%), the most common languages (each with over 2,000 speakers) are Punjabi (8%), Polish (6%), Urdu (6%), Arabic (5%) and Tamil (4%). 20.1% of pupils in Ealing maintained schools were identified as having a Special Educational Need in the 2011 Schools Census, a reduction of 1.6% points since January 2011.

Ealing also has areas of concentrated worklessness, with significant income inequalities. 26,580 people are on out of work benefits in Ealing which includes 4,080 lone parents, 1,530 people aged 50-64 and 1,955 (7.1%) aged 18-24. Nearly 2,000 people have been unemployed for over 12 months. The ward of Dormers Wells is amongst the 1% most income deprived in the country. In Norwood Green 19.8% of working age residents are on out of work benefits compared with 5.7% in Northolt, and wards in the areas of Northolt, Southall and Greenford also have rates above the Ealing average of 12.3%. Median income ranges from £19,150 annually in Southall Broadway to more than double that in Southfield at £39,651.

In Ealing 12,890 people are on incapacity benefit or employment support allowance and 1,580 on disability benefit. There are a further 1,980 people on carers allowance.

Ealing has lower than average proportions of residents with achievement at Levels 1 and 2, higher proportions of residents with 'other' qualifications and higher numbers of residents with no qualifications than any other borough in West London. 22% of residents have other qualifications, which is higher than the West London rate of 20% and the London rate of 15%.

Residents with 'other qualifications' are likely to have difficulty in getting their qualifications recognised by employers.

Child poverty is also a significant problem in Ealing. There are 9,290 workless households in Ealing and 18,900 children aged 0-18 living in poverty. 28% of children aged 0-15 live in out of work benefit households. A further 5,170 children live in working but low-income households. Numbers of children in poverty are highest in the wards of Northolt West End, Greenford Broadway and East Acton. Persistent parental low income is associated not just with poverty but also poorer health outcomes.

The 2010 Index of Multiple Deprivation, ranked Ealing the 61st most deprived and within the top 20% most deprived English Local Authorities. Dormer's Wells ward includes the most deprived area within Ealing. A significant number of areas in the borough have become relatively more deprived over the last few years. These include Perivale, South Acton, Southall Broadway and Greenford Green, although the proportion of the population living in the most deprived areas has decreased since 2007.

Overcrowding is a significant issue for many of Ealing's residents. It is estimated that over 19,240 (Household survey analysis 2009) are living in overcrowded properties. (Assertions made above are based on the SHMA 2009 unless otherwise attributed) The level of overcrowding is concentrated in BME households, 21.7% of who are more likely to require larger homes overall.

Overcrowding remains a problem in the borough as a consequence of a lack of affordable housing and high proportions of ethnic minority groups. Around 19% of all households in Ealing were overcrowded in the 2001 census, making it the 14th most overcrowded local authority in England. Of the homes that were overcrowded, 31% were privately rented.

National, regional and local policies relating to health, physical activity and sport

There are a number of key national, regional and borough based strategies and policies that have both influenced and had an impact on the development of this strategy, these are identified below.

Chief Medical Officer, Department of Health report (2004) At least five a week: Evidence on the impact of physical activity and its relationship to health.

The public health importance of physical activity is clear, as adults who are physically active have 20-30% reduced risk of premature death, and up to 50% reduced risk of developing the major chronic diseases such as coronary heart disease, stroke, diabetes and cancers.

It's medically proven that people who do regular physical activity have:

- up to a 35% lower risk of coronary heart disease and stroke
- up to a 50% lower risk of type 2 diabetes
- up to a 50% lower risk of colon cancer
- up to a 20% lower risk of breast cancer
- a 30% lower risk of early death
- up to an 83% lower risk of osteoarthritis
- up to a 68% lower risk of hip fracture
- a 30% lower risk of falls (among older adults)
- up to a 30% lower risk of depression
- up to a 30% lower risk of dementia

Start Active, Stay Active – Department of Health July 2011

In July 2011, the Department of Health published the new UK-wide Chief Medical Officers' Start Active, Stay Active report on physical activity for health detailing physical activity guidelines, a UK-wide document that presents guidelines on the volume, duration, frequency and type of physical activity required across the lifecourse to achieve general health benefits.

The report recognises that regular physical activity can reduce the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. Even relatively small increases in physical activity are associated with some protection against chronic diseases and an improved quality of life. These benefits can deliver cost savings for health and social care services. However, the benefits of physical activity extend further to improved productivity in the workplace, reduced congestion and pollution through active travel, and healthy development of children and young people.

This report emphasises for the first time the importance of physical activity for people of all ages and highlights the risks of sedentary behaviour for all age groups. Emerging evidence shows an association between sedentary behaviour and overweight and obesity, with some research also suggesting that sedentary behaviour is independently associated with all-cause mortality, type 2 diabetes, some types of cancer and metabolic dysfunction. These relationships are independent of the level of overall physical activity. For example, spending large amounts of time being sedentary may increase the risk of some health outcomes, even among people who are active at the recommended levels.

Bringing all of these aspects together creates a number of key features of this report, including:

- A lifecourse approach
- New guidelines on sedentary behaviour
- An emphasis upon daily activity
- The flexibility to combine moderate and vigorous intensity activity
- A stronger recognition of the role of vigorous intensity activity

The report guidelines listed below detail an appropriate level of physical activity that each person should aim to participate in for each age banding.

Early years (under 5s)

1. Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
2. Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
3. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

Children and young people (5–18 years)

1. All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

Adults (19–64 years)

1. Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
3. Adults should also undertake physical activity to improve muscle strength on at least two days a week.
4. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

Older adults (65+ years)

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

Despite the widely reported benefits of physical activity, the majority of adults and many children across the UK are insufficiently active to meet the recommendations. Physical inactivity is the fourth leading risk factor for global mortality (accounting for 6% of deaths globally). This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%). Overweight and obesity are responsible for 5% of global mortality. There are clear and significant health inequalities in relation to physical inactivity according to income, gender, age, ethnicity and disability.

The benefits of regular physical activity are clearly set out across the lifecourse. In particular, for adults, doing 30 minutes of at least moderate intensity physical activity on at least 5 days a week is known to help to prevent and manage over 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. The strength of the relationship between physical activity and health outcomes persists throughout people's lives, highlighting the potential health gains that could be achieved if more people become more active throughout the lifecourse.

Public Health Responsibility Deal

The Responsibility Deal taps into the potential for businesses and other organisations to improve public health and help to tackle health inequalities through their influence over food, physical activity, alcohol, and health in the workplace.

A plenary group oversees the development of the Public Health Responsibility Deal. This group includes senior representatives from the business community, non-government organisations (NGOs), public health organisations, and local government.

Alongside this, five networks – considering food, alcohol, physical activity, health at work, and behaviour change – have been established to develop pledges for action. These pledges represent the first outputs of the Public Health Responsibility Deal.

There are three central parts of the Deal: The five core commitments define the scope, purpose, and high-level ambitions of the Responsibility Deal and all partners have signed up to the core commitments. In turn, collective and individual pledges set out the actions that partners will take to deliver against these core commitments. Five supporting pledges underpin all the collective and individual pledges. They define the operating principles and processes of the Deal.

The monitoring process is key to establishing accountability by confirming that the actions organisations have pledged to take have been completed. Similarly, evaluation has an important role to play in showing the public and other interested parties, as well as the partners themselves, the impact of the Deal in changing behaviour and/or improving health outcomes.

Partners have agreed to fulfil the monitoring and evaluation requirements for each pledge to which they have signed up.

Physical Activity Pledges

- Pledge 1. Physical activity: Community – We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.
- Pledge 2. Physical activity guidelines – We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines.
- Pledge 3. Active travel – We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.
- Pledge 4. Physical activity in the workplace – We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.
- Pledge 5. Physical activity: Inclusion – We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

Creating a sporting habit for life Sport England Strategy: 2012 – 2017

The 2012-17 Youth and Community Strategy for Sport England was launched in January 2012. It describes how Sport England will invest over £1 billion of National Lottery and Exchequer funding over five years.

Sport England's strategy will deliver a community sport legacy and create a lifelong sporting habit through a new and sharper focus on three main areas:

- continuing to work through NGBs with a tougher performance regime;
- an increased focus on youth sport, making the transition from school to community sport easier; and
- taking sport to where people are

In 2017, five years after the Olympic and Paralympic Games, Sport England want to have transformed sport in England so that sport becomes a habit for life for more people and a regular choice for the majority. The new five year strategy will:

- see more people taking on and keeping a sporting habit for life;
- create more opportunities for young people;
- nurture and develop talent;
- provide the right facilities in the right places;
- support local authorities and unlock local funding;
- ensure real opportunities for communities.

Sport England is seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, a rise in the percentage of 14-25 year olds playing sport once a week and a reduction in the proportion dropping out of sport.

The four main areas of work are as follows:

NGB 13-17 funding is the centrepiece of the strategy and will see over £450 million invested in working with national governing bodies of sport (NGBs).

Young people (14-25 years old) will benefit from 60% of this investment. Programmes will include helping young people move from school sport into club sport and working with universities and colleges to create more sporting opportunities for students.

Additional funding will be available to NGB's that are successfully increasing participation. Help will also be available to help NGBs with their governance.

Facilities underpin Sport England's work, building on the success of Places People Play, Sport England will create new funding streams for mid-range facilities, facility improvements and new facilities. Including Places People Play, total investment into facilities will be over £250 million.

Local investment is vital to making sure Sport England's work reaches into the heart of our communities. It provides new opportunities for young people in disadvantaged areas and capitalises on NGB investment, helping it go further. Investment will include a new community sport activation fund, and a Door Step Clubs programme to create sustainable clubs for young people in the most deprived areas.

New resources to deliver sport in further education colleges will be made available, as well as funding for county sports partnerships, coaching, volunteering and disability sport, with a total investment of over £250 million in this work.

The School Games will motivate and inspire millions of young people giving them the chance to take part in competitive school sport. There are four levels of competition - school, local, regional, and national - and the programme is designed to be inclusive, so young people of all abilities and skills can join in. School Games will be funded up to 2015.

At the same time, Sport England will be working with the education sector to improve community access to schools, colleges and academy sports facilities with targeted funding to help make this happen.

Sport England's goals for 2012-17 are:

- Every one of the 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in its area.
- County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- All secondary schools who wish to do so will be helped to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- At least 150 further education colleges will benefit from a full-time sports professional who will act as a College Sport Maker.
- Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- A thousand of our most disadvantaged local communities will get a Door Step Club.
- Two thousand young people on the margins of society will be encouraged by the Dame Kelly Holmes Legacy Trust into sport, gaining new life skills at the same time.
- Building on the early success of Places People Play, a further £100m will be invested in facilities for the most popular sports, for example new artificial pitches and upgrading local swimming pools.
- A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfill their potential.

Summary showing national, regional and local policy documents and strategies

National Policy & Strategy documents

Start Active, Stay Active – Department of Health July 2011
Public Health Responsibility Deal
Creating a sporting habit for life; Sport England strategy 2012 - 2017
The Localism Bill 2011 and the Big Society
Open Public Services White Paper
The Education Bill 2011
Healthy Lives, Healthy People: Improving Outcomes and Supporting Transparency 2012
Healthy Lives, Healthy People White Paper 2011
Every Child Matters and the Next Steps
Youth Matters
Before, During and After: Making the most of the London 2012 Games
No Health Without Mental Health 2011



Regional, Policies, Strategies, and Plans

London Legacy Plan: A Sporting Future for London; April 2009
Go London! An Active and Healthy London for 2012 and Beyond; NHS London July 2009



Local Policies, Strategies and Plans

Ealing's Community Safety Strategy
Ealing's Health Weight Action Plan 2012
Ealing's Healthy Weight Healthy Lives Strategy 2012
Ealing's Mental Health Strategy 2012
Ealing's Sports Facility Strategy 2012 - 2017
Ealing's Community Strategy Ealing Local Strategic Partnership 2006-2016: Refresh 2011
Ealing's Primary Care Trust's Physical Activity Joint Strategic Needs Assessment
Ealing's Children and Young People's Plan' 2011 -2014
Ealing's Cultural Strategy 2007-2012'
Ealing's Quality of Life Strategy for older people and carers 2006-2016'
Ealing's Local Implementation Plan (LIP) 2011-2014
Ealing's Joint Prevention Strategy
Ealing's Health and Well being Strategy
Smarter Travel in Ealing: A Smarter Travel Strategy (in draft)
Feathertson School Sports Partnership Vision document 2011-13
Northolt High School Sports Partnership Vision document 2011-13

Current sport and physical activity levels in Ealing

Sport England's Active People Survey is a survey of adults aged 16+ living in England and measures data against a range of Key Performance Indicators (KPIs). The main purpose of the survey is to gather information on the type, duration and intensity of people's participation in sport and active recreation. In addition it also captures information on volunteering, sports club membership, receiving tuition from an instructor or coach, participation in competitive sport and satisfaction with local sports provision. Ipsos MORI has undertaken the Active People Survey for the last five years.

Active People 6 survey results

Active People 6 headline statistics have just been published for the period ending October 2012. The table below shows that adult participation, measured as 3 x 30 minutes of physical activity a week, has increased slightly in Ealing, but is still lower than in 2005/06.

Adult participation in sport and active recreation (N18)

	APS1 (Oct 2005 - Oct 2006)		APS2/3 (Oct 2007 - Oct 2009)		APS4/5 (Oct 2009 - Oct 2011)		APS5/6 (Oct 2010 - Oct 2012)		Change between APS1 (Oct05-Oct 06) and APS5/6 (Oct10-Oct12)		
	%	Base	%	Base	%	Base	%	Base	Percentage point change	Range	Significant
Brent	18.2%	1,008	18.3%	1,994	15.9%	1,494	17.1%	1,012	-1.1% +/-	3.3%	No change
Ealing	21.2%	1,037	20.3%	1,526	17.5%	1,001	18.2%	1,012	-3.0% +/-	3.4%	No change
H&F	25.4%	1,000	27.7%	992	27.4%	983	24.9%	988	-0.5% +/-	3.8%	No change
Harrow	18.9%	999	15.3%	1,497	18.9%	993	19.2%	989	0.3% +/-	3.5%	No change
Hillingdon	20.8%	1,030	20.4%	999	16.2%	995	18.0%	981	-2.8% +/-	3.5%	No change
Hounslow	19.7%	992	16.5%	1,001	18.6%	1,505	21.0%	1,493	1.3% +/-	3.2%	No change

The table below indicates that there are still significant differences in activity levels, when comparing men and women in Ealing with women's participation remaining lower than those of men, however, womens activity levels have risen over the last two years. Similarly, figures continue to reflect different participation rates between people from a white and non white ethnic background and between people with and without a limiting illness or long term disability. Participation rates also vary depending on an individual's socio economic classification, with those in the lowest category being the least active.

Adult participation in sport and active recreation (N18)

(alphabetical)	APS5/6 (October 2010 - October 2012)													
	Gender				Age Band						Limiting illness or disability			
	MALES		FEMALE		16 to 34		35 to 54		55 +		Yes		No	
	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base
Brent	20.1%	411	14.1%	601	24.4%	332	17.9%	360	6.3%	320	11.9%	134	17.7%	878
Ealing	20.2%	405	16.1%	607	21.4%	316	18.5%	382	13.0%	314	12.8%	130	18.8%	882
H&F	27.0%	383	22.8%	605	30.0%	304	24.3%	338	15.8%	346	18.3%	166	25.9%	822
Harrow	25.0%	417	13.7%	572	28.0%	269	15.7%	333	13.6%	387	6.0%	147	21.1%	842
Hillingdon	20.0%	373	16.1%	608	20.9%	235	20.2%	344	11.6%	402	6.3%	168	19.9%	813
Hounslow	27.4%	627	14.5%	866	29.4%	415	17.9%	549	12.2%	529	10.9%	247	22.6%	1,246

(alphabetical)	APS5/6 (October 2010 - October 2012)											
	ETHNIC GROUP				NS SEC							
	WHITE		NON WHITE		NS SEC1,1.1,1.2,2		NS SEC3 Intermediate		NS SEC4 Small		NS SEC5,6,7,8 Lower	
	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base
Brent	18.2%	432	16.1%	580	21.8%	332	12.7%	82	16.0%	82	14.3%	291
Ealing	23.4%	601	13.0%	411	21.2%	390	23.1%	95	30.4%	74	10.2%	254
H&F	26.4%	725	21.2%	263	30.6%	413	14.4%	67	28.7%	74	18.0%	236
Harrow	23.6%	526	14.6%	463	21.9%	374	14.1%	89	19.7%	78	14.4%	234
Hillingdon	17.3%	732	19.4%	249	19.6%	378	15.5%	109	13.3%	58	19.9%	267
Hounslow	20.1%	972	22.3%	521	26.6%	523	19.0%	160	23.3%	84	13.7%	443

The following table shows the percentage of people in Ealing who do no physical activity and for those who are active, how many times they were active in the last 28 days prior to the survey. As you can see, 51.4% of people in Ealing stated they do no physical activity, whilst 30.5% indicated that they had been physically active 1 to 11 days, 8.6% between 12 and 19 days and 9.6% between 20 and 28 days.

Adult participation in sport and active recreation (NI8)

(alphabetical)	APS5/6 (October 2010 - October 2012)				
	Number of days participation in the last 28 days				
	None	1 to 11 days	12 to 19 days	20 to 28 days	Base
Brent	58.1%	24.9%	7.3%	9.7%	1,012
Ealing	51.4%	30.5%	8.6%	9.6%	1,012
H&F	40.9%	34.2%	13.3%	11.6%	988
Harrow	50.5%	30.3%	10.1%	9.2%	989
Hillingdon	55.0%	27.0%	9.4%	8.6%	981
Hounslow	51.7%	27.3%	11.3%	9.7%	1,493

The table below shows the percentage of people who indicated that they had participated in physical activity once a week. This is Sport England's new sports participation indicator and will be used for the foreseeable future to measure changes in the nation's physical activity levels.

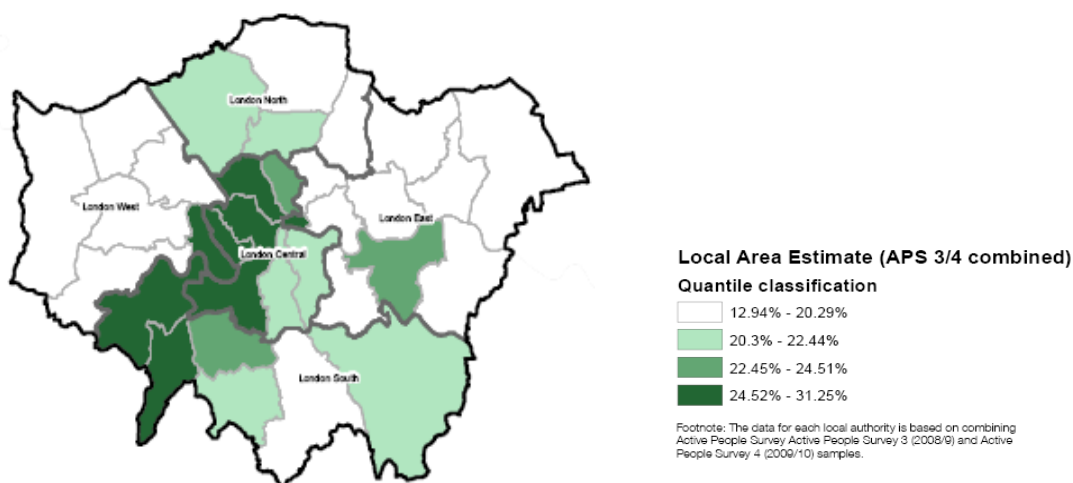
1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)*

Area name	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct 2010)		APS5 (Oct 2010 - Oct 2011)		APS6 (Oct 2011 - Oct 2012)		
	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	Statistically significant change from APS 1
Brent	28.3%	1,015	31.9%	1,008	31.9%	1,018	32.4%	1,006	24.7%	507	31.2%	520	No change
Ealing	35.7%	1,047	36.2%	1,022	36.1%	517	32.5%	515	27.9%	502	37.1%	524	No change
H&F	41.8%	1,009	41.6%	510	45.8%	501	43.4%	505	43.8%	500	44.5%	501	No change
Harrow	31.8%	1,006	29.0%	512	31.4%	1,007	33.1%	507	34.2%	500	33.6%	499	No change
Hillingdon	34.7%	1,034	34.9%	501	38.5%	512	32.7%	506	28.7%	499	32.2%	491	No change
Hounslow	33.1%	1,005	32.5%	503	35.6%	507	31.5%	527	34.1%	1,004	37.8%	516	No change
London West	34.00%	6116	34.20%	4056	36.20%	4062	33.80%	3566	31.40%	3512	35.70%	3051	No change
LONDON	35.0%	32,750	35.9%	18,737	36.7%	19,625	35.6%	17,977	35.4%	16,642	36.5%	16,365	Increase
National	34.2%	363,724	35.8%	191,324	35.7%	193,947	35.3%	188,354	34.8%	166,805	36.0%	163,420	Increase

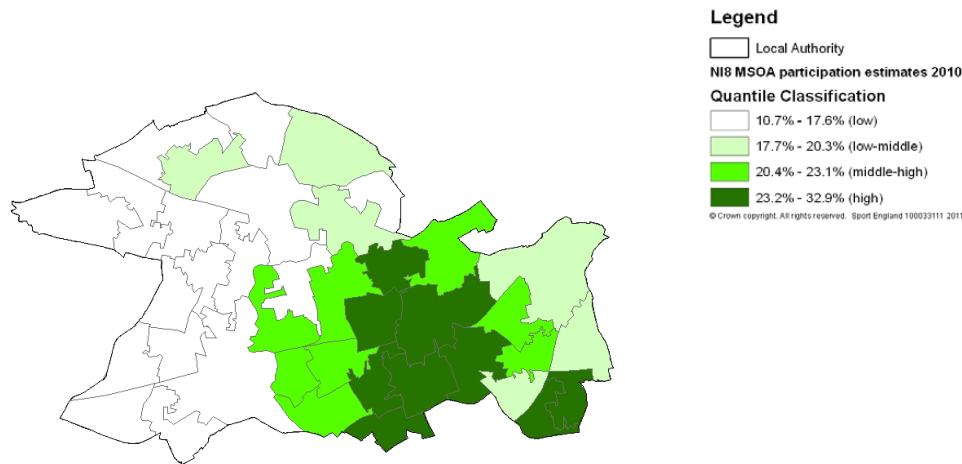
Sport England's 1x30 Indicator: The sports participation indicator measures the number of adults participating in at least 30 minutes of sport at moderate intensity at least once a week.

Active People 1 to 5 detailed survey results

The map of London below, shows the percentage of the adult population (age 16 years and over) in a local area who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). Ealing has similar participation rates to the majority of West London boroughs and outlying north and east London boroughs.



The map below shows the spatial representation of the levels of sports participation across Ealing, measured by the number of adults participating in 3 x 30 minutes of moderate physical activity per week, based on APS3 and 4 estimates.



The combined Active People Survey 4 and 5 results show that Ealing's physical activity participation rate has decreased since 2005/06. The latest survey also indicates that the top 5 participation sports in Ealing defined as once per month regardless of duration or intensity are Gym, Swimming (defined as all pool based swimming), Cycling, Athletics and Football. In Ealing, 62.7% of adults wish to do more sport and swimming is the sport most people want to do.

The table below shows that participation rates are lower now than in 2005/06 in nearly all measured categories. There has been a slight increase in those people doing a little exercise (1-3 days during the last 4 weeks) and those doing 30 minutes exercise a week (4-7 days during the last 4 weeks). However, there has been an increase in the number of people doing no exercise (0 days during the last 4 weeks). Broadly speaking the figures show that men participate more often than women across every category, currently 62% of females in Ealing do no exercise, an increase of nearly 10% since 2005/06, compared to an increase of just over 1% in the male population.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and gender

Indicator	Year	Ealing			London			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	49.3%	46.3%	52.4%	49.1%	44.3%	53.8%	50.0%	45.1%	54.6%
	2009/11	53.6%	45.5%	62.0%	47.9%	40.9%	54.6%	48.2%	42.2%	54.0%
1-3 days	2005/06	10.1%	11.1%	9.1%	9.4%	10.1%	8.7%	8.8%	9.5%	8.1%
	2009/11	10.7%	13.2%	8.2%	9.8%	10.8%	8.9%	9.1%	9.9%	8.4%
4-7 days / 1x30	2005/06	10.7%	11.3%	10.2%	12.2%	13.3%	11.2%	12.0%	12.8%	11.3%
	2009/11	11.2%	12.8%	9.6%	13.1%	14.7%	11.6%	12.4%	13.5%	11.4%
8-11 days / 2x30	2005/06	8.7%	9.5%	7.9%	7.8%	8.3%	7.2%	8.0%	8.7%	7.3%
	2009/11	6.9%	6.8%	7.1%	9.0%	10.1%	7.9%	8.3%	9.3%	7.4%
12-19 days / 3x30	2005/06	10.5%	10.1%	11.0%	9.8%	11.0%	8.6%	9.6%	10.9%	8.4%
	2009/11	8.8%	9.2%	8.3%	10.2%	11.5%	9.0%	10.6%	12.1%	9.2%
12+ days / 3x30 - NI8	2005/06	21.1%	21.9%	20.3%	21.5%	23.9%	19.1%	21.3%	24.0%	18.7%
	2009/11	17.5%	21.8%	13.1%	20.2%	23.5%	16.9%	21.9%	25.2%	18.9%
20+ days / 5x30	2005/06	10.6%	11.9%	9.3%	11.7%	13.0%	10.5%	11.7%	13.1%	10.3%
	2009/11	8.8%	12.6%	*	9.9%	12.1%	7.9%	11.3%	13.1%	9.7%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

The table below shows the changes in participation rates by ethnicity since 2005/06. There has been a 6.1% increase in the percentage of the non white population in Ealing doing no exercise, compared to a 0.1% increase in the white population. The figures show changes across all categories; however the most significant drop is in the non white population 3 x 30 minutes per week measure where participation falls by 5.5%.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and ethnicity

Indicator	Year	Ealing			London			England		
		All	White	Non white	All	White	Non white	All	White	Non white
0 days / 0x30	2005/06	49.3%	47.4%	52.3%	49.1%	47.0%	55.0%	50.0%	49.6%	54.3%
	2009/11	53.6%	47.5%	58.4%	47.9%	44.4%	53.6%	48.2%	47.6%	51.8%
1-3 days	2005/06	10.1%	10.7%	9.1%	9.4%	9.4%	9.5%	8.8%	8.8%	9.0%
	2009/11	10.7%	10.6%	11.5%	9.8%	9.9%	9.7%	9.1%	9.1%	9.7%
4-7 days / 1x30	2005/06	10.7%	11.7%	9.1%	12.2%	12.6%	11.3%	12.0%	12.1%	11.2%
	2009/11	11.2%	12.4%	9.9%	13.1%	14.0%	11.7%	12.4%	12.5%	12.0%
8-11 days / 2x30	2005/06	8.7%	8.9%	8.3%	7.8%	8.3%	6.2%	8.0%	8.1%	6.8%
	2009/11	6.9%	6.8%	7.1%	9.0%	9.8%	7.8%	8.3%	8.4%	7.7%
12-19 days / 3x30	2005/06	10.5%	9.6%	12.1%	9.8%	10.2%	8.6%	9.6%	9.6%	9.0%
	2009/11	8.8%	11.3%	6.6%	10.2%	11.1%	8.7%	10.6%	10.8%	9.7%
12+ days / 3x30 - NI8	2005/06	21.1%	21.3%	21.2%	21.5%	22.7%	18.1%	21.3%	21.5%	18.7%
	2009/11	17.5%	22.7%	13.1%	20.2%	21.9%	17.2%	21.9%	22.4%	18.8%
20+ days / 5x30	2005/06	10.6%	11.7%	8.8%	11.7%	12.5%	9.4%	11.7%	11.9%	9.7%
	2009/11	8.8%	11.4%	6.5%	9.9%	10.8%	8.5%	11.3%	11.7%	9.1%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

The next table illustrates the difference in participation rates between those with and those without a limiting disability. Overall the figures show that those with a limiting disability take part in significantly less exercise than those without a limiting disability, currently 71.7% compared to 51.4%. The figures also show that more people in Ealing with a limiting disability are doing no exercise, an increase of 2.5%, compared to a rise of 4.7% amongst those people without a limiting disability. Please note, an asterisk appears in the following tables where the sample size is too small for a certain breakdown.

Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and disability

Indicator	Year	Ealing			London			England		
		All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability	All	Limiting disability	No limiting disability
0 days / 0x30	2005/06	49.3%	69.2%	46.7%	49.1%	76.1%	45.1%	50.0%	75.7%	45.1%
	2009/11	53.6%	71.7%	51.4%	47.9%	72.3%	44.3%	48.2%	73.0%	43.6%
1-3 days	2005/06	10.1%	*	10.4%	9.4%	4.8%	10.1%	8.8%	5.4%	9.4%
	2009/11	10.7%	*	11.3%	9.8%	6.2%	10.4%	9.1%	5.8%	9.7%
4-7 days / 1x30	2005/06	10.7%	*	11.8%	12.2%	6.4%	13.1%	12.0%	6.2%	13.1%
	2009/11	11.2%	*	11.2%	13.1%	7.3%	14.0%	12.4%	6.9%	13.4%
8-11 days / 2x30	2005/06	8.7%	*	8.6%	7.8%	3.5%	8.4%	8.0%	3.7%	8.7%
	2009/11	6.9%	*	7.7%	9.0%	4.7%	9.6%	8.3%	4.3%	9.1%
12-19 days / 3x30	2005/06	10.5%	*	11.5%	9.8%	3.9%	10.6%	9.6%	3.9%	10.6%
	2009/11	8.8%	*	9.1%	10.2%	3.9%	11.1%	10.6%	4.9%	11.6%
12+ days / 3x30 - NI8	2005/06	21.1%	*	22.4%	21.5%	9.2%	23.3%	21.3%	9.0%	23.6%
	2009/11	17.5%	*	18.5%	20.2%	9.4%	21.7%	21.9%	10.1%	24.1%
20+ days / 5x30	2005/06	10.6%	*	10.9%	11.7%	5.3%	12.6%	11.7%	5.1%	12.9%
	2009/11	8.8%	*	9.3%	9.9%	5.5%	10.6%	11.3%	5.2%	12.5%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

The table below illustrates the difference in participation rates by age band and socio economic class. The figures show that there are fewer people aged 16 – 25 years doing no exercise and in this age group there is a significant increase in the number of people doing at least 3 x 30 minutes exercise a week. In the 55 years plus age band, there is a 5.3% decrease in the percentage of inactive people, so more older people are doing more exercise, although there are no detailed figures showing the frequency of participation. The 26 – 34 years age band shows a rise of just under 20% in the inactivity levels over this period and the 35 – 54 years age band shows a 5.5% increase in those who are inactive, although there has been an increase in the percentage of people in this age group doing a little exercise.

The table shows that there has been an increase in the number of inactive people across all socio economic classes, except for the NS SEC 4 category, which shows a 6.5% decrease in the percentage of those who are inactive. The NS SEC 5-8 class shows a 5.9% increase in those who are inactive and the NS SEC 1-2 class shows a 4.7% increase in inactivity.

Adult (16+) Participation in Sport & Active Recreation (formerly NIB) by year, frequency, age band and socio-economic class

Indicator	Year	Ealing								
		All	16-25	26-34	35-54	55+	NS SEC 1-2	NS SEC 3	NS SEC 4	NS SEC 5-8
0 days / 0x30	2005/06	49.3%	32.6%	41.3%	44.6%	74.1%	38.6%	56.0%	51.5%	63.4%
	2009/11	53.6%	29.2%	60.5%	50.1%	68.8%	43.3%	57.8%	45.0%	69.3%
1-3 days	2005/06	10.1%	*	*	10.5%	*	11.5%	*	*	*
	2009/11	10.7%	*	*	14.0%	*	14.3%	*	*	10.8%
4-7 days / 1x30	2005/06	10.7%	20.8%	12.9%	10.0%	*	13.1%	*	*	*
	2009/11	11.2%	*	*	11.2%	*	15.0%	*	*	*
8-11 days / 2x30	2005/06	8.7%	*	*	9.7%	*	10.2%	*	*	*
	2009/11	6.9%	*	*	*	*	*	*	*	*
12-19 days / 3x30	2005/06	10.5%	*	*	11.4%	*	13.3%	*	*	*
	2009/11	8.8%	18.9%	*	8.3%	*	11.5%	*	*	*
12+ days / 3x30 - NIB	2005/06	21.1%	25.0%	22.9%	25.5%	*	26.6%	*	*	14.5%
	2009/11	17.5%	33.7%	*	17.7%	*	21.0%	*	*	10.3%
20+ days / 5x30	2005/06	10.6%	*	*	14.1%	*	13.3%	*	*	*
	2009/11	8.8%	*	*	9.4%	*	9.5%	*	*	*

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

The Active People Survey also measures five other key performance Indicators. The table below shows results from the last four Active People Surveys.

Key Performance Indicators (KPI)

Indicator	Ealing				London			
	2007/08	2008/09	2009/10	2010/11	2007/08	2008/09	2009/10	2010/11
KPI2 * - Volunteering at least one hour a week	3.4%	3.9%	1.2% *		3.8%	3.3%	2.8%	5.3%
KPI3 - Club Membership in the last 4 weeks	24.0%	25.8%	21.5%	17.7%	25.3%	24.9%	24.0%	22.6%
KPI4 - Received tuition / coaching in last 12 mths	17.7%	16.2%	17.7%	15.8%	19.7%	19.1%	18.9%	16.9%
KPI5 - Took part in organised competition in last 12 months	10.5%	11.7%	9.2%	9.7%	12.4%	13.0%	12.6%	12.3%
KPI6 - Satisfaction with local provision	56.4%	64.0%	62.7%	N/A	61.8%	63.9%	64.5%	N/A

* - Measure changed in APS5, for more information please click the link below

Source: Active People Survey, Year: 2007/08-2010/11, Measure: Key Performance Indicators 2, 3, 4, 5, 6

The results listed in the following tables show the trend across all five of the Active People Surveys, for all 6 of the West London Boroughs. The tables highlight whether there has been a statistically significant change from AP2 to AP5. A statistically significant change is indicated by 'increase' or 'decrease' and this means that Sport England is 95% certain that there has been a real change i.e. an increase or decrease. Where there has been no statistically significant change this is indicated by 'No change'.

KPI 1 Participation is defined as taking part in moderate intensity sport and active recreation on at least 3 days a week for at least 30 minutes continuously in any one session (at least 12 days in the last 4 weeks). Participation includes recreational walking and cycling. The data only covers AP4 and as such shows that Ealing has not experienced a significant change but participation rates are falling.

KPI1 - Participation		APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APSS (Oct 2010-Oct 2011)		Statistically significant change from APS 2
Local Authority	%	Base	%	Base	%	Base	%	Base	%	Base		
Brent	18.0%	1,008	19.5%	1,000	15.8%	994	16.2%	994	N/a	N/a	N/a	
Ealing	21.2%	1,037	20.0%	1,015	19.7%	511	18.8%	508	N/a	N/a	N/a	
Hammersmith & Fulham	25.4%	1,000	27.0%	499	28.8%	493	28.3%	492	N/a	N/a	N/a	
Harrow	18.6%	999	13.3%	506	15.9%	991	18.0%	498	N/a	N/a	N/a	
Hillingdon	20.6%	1,030	20.7%	495	18.9%	504	16.7%	503	N/a	N/a	N/a	
Hounslow	19.7%	992	15.1%	500	18.0%	501	16.3%	519	N/a	N/a	N/a	
London West	20.5%	6,066	19.2%	4,015	19.2%	3,994	18.6%	3,514	N/a	N/a	N/a	
LONDON	21.3%	32,452	20.2%	18,521	21.2%	19,360	20.2%	17,741	N/a	N/a	N/a	
England	21.00%	360,827	21.3%	189,366	21.6%	191,677	21.8%	186,461	N/a	N/a	N/a	

KPI 2 Volunteering is defined as volunteering to support sport for at least one hour a week. The data shows that Ealing has experienced a significant decrease from AP1 to AP4, along with West London and London, although Ealing's decline is more significant. AP5 figures reflect a change in measurement, which incorporated a wider definition of volunteering in sport and therefore comparisons should not be made with previous years.

KPI2 - Volunteering		APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APSS (Oct 2010-Oct 2011)		Statistically significant change from APS 2
Local Authority	%	Base	%	Base	%	Base	%	Base	%	Base		
Brent	2.7%	1,015	4.0%	1,007	2.6%	1,017	2.6%	1,004	5.9%	506	No change	
Ealing	4.1%	1,047	3.4%	1,021	3.9%	517	1.2%	515	4.4%	502	No change	
Hammersmith & Fulham	3.1%	1,008	2.4%	510	2.5%	501	0.9%	505	5.4%	500	Increase	
Harrow	4.1%	1,004	4.2%	512	3.4%	1,007	2.4%	507	7.5%	500	Increase	
Hillingdon	4.8%	1,032	5.3%	501	4.6%	512	4.6%	506	4.5%	499	No change	
Hounslow	3.7%	1,005	4.6%	503	2.9%	507	2.1%	527	8.3%	1,003	Increase	
London West	3.8%	6,111	4.0%	4,054	3.3%	4,061	2.3%	3,564	5.9%	3,510	Increase	
LONDON	3.5%	32,714	3.8%	18,727	3.3%	19,618	2.8%	17,962	5.3%	16,602	Increase*	
England	4.7%	363,378	4.9%	191,211	4.7%	193,851	4.5%	188,236	7.3%	166,277	Increase*	

* Please note that at the start of AP55 the volunteering question was changed to incorporate a wider definition of sport volunteering, therefore comparisons to previous years data should not be made. Whilst there has been a statistically significant increase in volunteering, this is likely to be due to the change in the way volunteering is described in the question.

[For information on the updated volunteering question, click here.](#)

KPI 3 Club Membership is defined as being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks. The data shows that Ealing has experienced a significant decrease in this area, as has West London, London and England.

KPI3 - Club Membership		APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APSS (Oct 2010-Oct 2011)		Statistically significant change from APS 2
Local Authority	%	Base	%	Base	%	Base	%	Base	%	Base		
Brent	20.5%	1,015	20.6%	1,007	18.0%	1,012	18.3%	987	15.1%	492	Decrease	
Ealing	26.4%	1,047	24.0%	1,021	25.8%	517	21.4%	504	17.7%	492	Decrease	
Hammersmith & Fulham	34.0%	1,008	31.7%	510	33.2%	499	28.8%	498	28.8%	489	No change	
Harrow	24.8%	1,006	21.7%	512	22.6%	1,003	21.2%	497	20.2%	487	No change	
Hillingdon	27.0%	1,034	23.5%	501	25.8%	510	21.0%	494	21.4%	483	No change	
Hounslow	23.4%	1,005	22.3%	503	19.9%	505	22.1%	521	20.6%	988	No change	
London West	25.7%	6,115	23.6%	4,054	23.9%	4,046	21.8%	3,501	20.1%	3,431	Decrease	
LONDON	26.2%	32,746	25.3%	18,728	24.9%	19,524	24.0%	17,708	22.6%	16,282	Decrease	
England	25.1%	191,289	24.7%	191,289	24.1%	193,042	23.9%	185,772	23.3%	162,566	Decrease	

KPI 4 Receiving tuition is defined as having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months. The data shows that Ealing has not experienced a significant change, although West London, London and England have experienced a significant decrease in this area.

KPI4 - Tuition		APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APSS (Oct 2010-Oct 2011)		Statistically significant change from APS 2
Local Authority	%	Base	%	Base	%	Base	%	Base	%	Base		
Brent	13.4%	1,014	15.9%	1,007	13.8%	1,011	14.2%	986	14.2%	490	No change	
Ealing	19.1%	1,046	17.7%	1,020	16.2%	516	17.7%	504	15.8%	491	No change	
Hammersmith & Fulham	25.0%	1,009	26.1%	510	26.9%	500	25.8%	498	23.8%	486	No change	
Harrow	19.2%	1,006	15.6%	512	15.7%	1,002	13.8%	496	13.6%	487	No change	
Hillingdon	17.8%	1,033	18.1%	501	23.5%	509	15.3%	494	9.3%	481	Decrease	
Hounslow	19.0%	1,004	17.3%	503	17.1%	506	16.8%	521	14.9%	987	No change	
London West	18.6%	6,112	18.1%	4,053	18.4%	4,044	16.9%	3,499	14.9%	3,422	Decrease	
LONDON	19.2%	32,723	19.7%	18,721	19.1%	19,511	18.9%	17,691	16.9%	16,245	Decrease	
England	18.0%	191,251	18.1%	191,251	17.5%	192,945	17.5%	185,536	16.2%	162,262	Decrease	

KPI 5 Organised Competition is defined as having taken part in any organised competition in any sport or recreational activity in the last 12 months. The data shows that Ealing has not experienced a significant change, a trend that is reflected for West London and London although England has seen a significant decrease.

KPI 5 - Organised competition	APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APS5 (Oct 2010-Oct 2011)		Statistically significant change from APS 2
	%	Base	%	Base	%	Base	%	Base	%	Base	
Local Authority											
Brent	10.3%	1,015	12.1%	1,007	8.8%	1,010	10.0%	984	8.7%	488	Decrease
Ealing	13.4%	1,047	10.5%	1,021	11.7%	517	9.2%	504	9.7%	490	No change
Hammersmith & Fulham	14.2%	1,009	16.5%	510	16.1%	499	13.6%	497	16.9%	484	No change
Harrow	12.7%	1,006	9.4%	512	11.6%	1,002	8.6%	497	11.4%	485	No change
Hillingdon	14.2%	1,033	11.9%	501	13.9%	508	14.7%	494	9.2%	481	No change
Hounslow	12.6%	1,005	11.9%	503	9.2%	505	9.7%	521	11.6%	984	No change
London West	12.9%	6,115	11.8%	4,054	11.7%	4,041	10.8%	3,497	10.8%	3,412	No change
LONDON	13.1%	32,743	12.4%	18,724	13.0%	19,508	12.6%	17,670	12.3%	16,214	No change
England	15.0%	191,273	14.6%	191,273	14.4%	192,909	14.4%	185,400	14.3%	162,063	Decrease

Organised sport is defined as the percentage of adults who have done at least one of the following: received tuition in the last 12 months, taken part in organised competition in the last 12 months or been a member of a club to play sport. This measure combines the data for KPI's 3, 4 and 5. The data shows that Ealing has experienced a significant decrease, as has West London, London and England.

Organised sport	APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct)		APS5 (Oct 2010-Oct 2011)		Statistically significant change from APS 2
	%	Base	%	Base	%	Base	%	Base	%	Base	
Local Authority											
Brent	30.9%	1,015	33.6%	1,008	29.1%	1,010	29.5%	986	28.7%	490	No change
Ealing	37.6%	1,047	34.2%	1,022	36.9%	517	32.0%	504	29.2%	491	Decrease
Hammersmith & Fulham	47.2%	1,009	46.5%	510	46.4%	500	46.1%	497	42.2%	488	No change
Harrow	37.8%	1,006	32.2%	512	33.8%	1,003	30.2%	497	29.6%	488	No change
Hillingdon	37.2%	1,034	34.6%	501	39.5%	508	33.1%	494	29.7%	483	No change
Hounslow	35.8%	1,005	33.9%	503	31.0%	505	33.2%	521	31.3%	984	No change
London West	37.3%	6,116	35.4%	4,056	35.7%	4,043	33.4%	3,499	31.2%	3,424	Decrease
LONDON	38.4%	32,750	38.1%	18,737	38.0%	19,516	37.1%	17,686	35.1%	16,242	Decrease
England	n/a	n/a	37.0%	191,324	36.1%	192,704	36.3%	185,490	35.5%	162,195	Decrease

KPI 6 Satisfaction is the percentage of adults who are very or fairly satisfied with sports provision in their local area. The data is only available for AP1 to AP4 and shows that Ealing has experienced a significant increase during this time.

KPI 6 - Satisfaction	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct 2010)		Statistically significant change from APS 2
	%	Base	%	Base	%	Base	%	Base	
Brent	52.7%	760	60.1%	839	59.6%	805	59.5%	817	No Change
Ealing	61.3%	836	56.4%	863	64.0%	437	62.7%	435	Increase
Hammersmith & Fulham	64.2%	810	58.4%	437	63.3%	417	64.7%	413	No Change
Harrow	67.1%	795	59.3%	420	59.5%	819	59.1%	419	No Change
Hillingdon	64.9%	827	56.5%	403	58.5%	437	63.6%	424	Increase
Hounslow	66.5%	805	60.4%	422	60.7%	426	65.6%	432	No Change
London West	62.5%	4,833	58.4%	3,384	61.0%	3,341	62.4%	2,940	Increase
London	66.1%	26,232	61.8%	15,895	63.9%	16,548	64.5%	14,917	Increase
England	37.0%	191,324	36.1%	192,704	36.3%	185,490	36.1%	175,377	Decrease

The Active People Survey does not establish the reasons for these results, however, Ealing's declining trend in levels of participation, volunteering, club membership, tuition and competition is similar to the trends being experienced by West London and London as a whole. Contributing factors could include one or more of the following; the downturn in the current economic climate impacting upon people's ability to pay for sport and recreation, increasingly busy lifestyles resulting in people having less time to participate in sport, the lack of facilities available, pressures of day to day family life, public transport availability and the effectiveness of advertising campaigns. The increase in satisfaction levels in 2010 can most likely be attributed to the opening in January 2010 of the new £15 million Northolt Leisure Centre, a state of the art facility which replaced Northolt Swimarama after an eighteen month closure period.

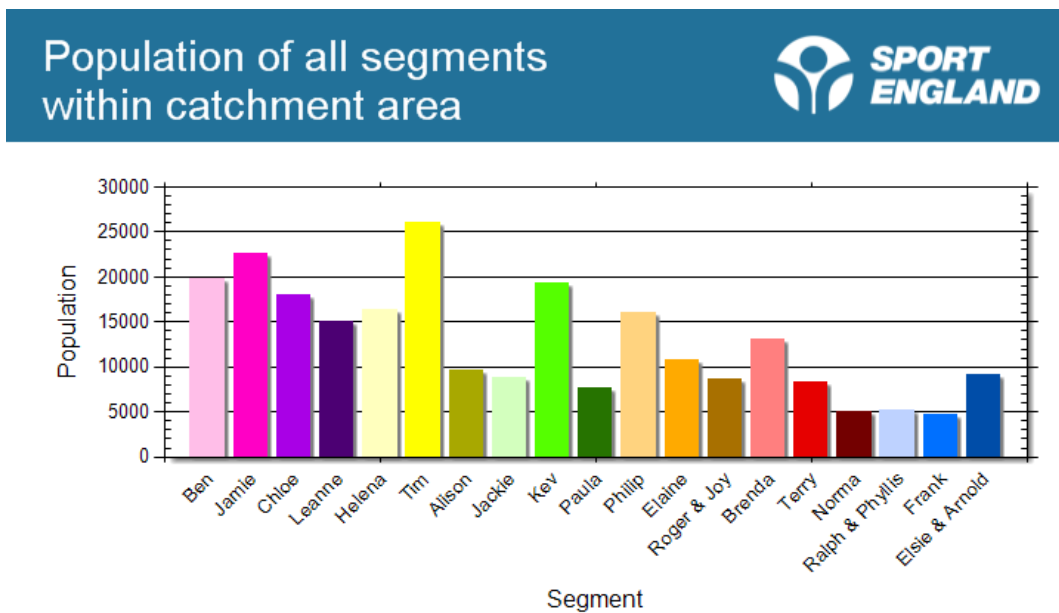
Through targeted campaigns at sports centres and in the local community Ealing Council hopes to reverse this trend over the next 10 years.

Potential future sport and physical activity levels in Ealing

Sport England’s market segmentation analysis provides 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. In addition, the individual 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 on 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 region. Each segment has been assigned a name, which reflects the most popular first names for the group nationwide. Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services.

The chart below shows the number of people in each segment living in Ealing. The four most dominant segments are all male, with Tim the most dominant segment in Ealing, closely followed by Jamie, Ben and Kev. Chloe is the most dominant female segment closely followed by Helena, Leanne and Brenda.

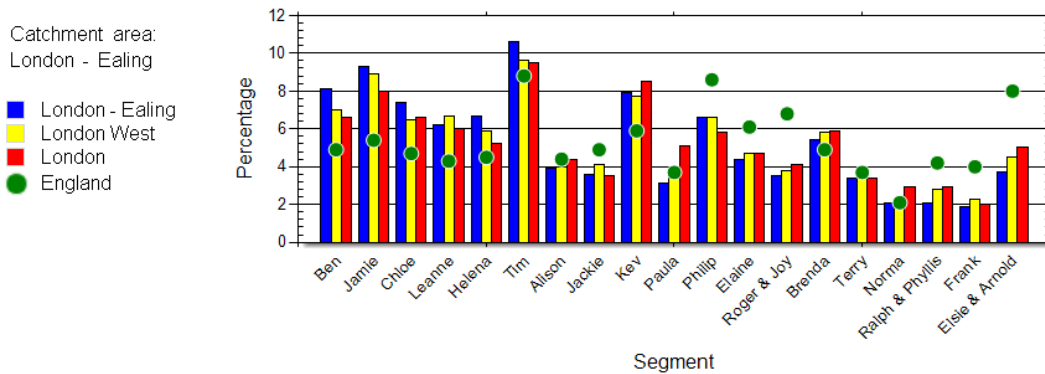


The following table provides a summary of the information known about each market segment from the research commissioned by Sport England.

Segment name and description	Segment characteristics	Main age band	Socio econ	Eng Pop		Media and Communications	Key brands	Top Sports (played at least once a month) and sporting behaviour
				1x30	3x30			
Ben Competitive Male Urbanites	Male, recent graduates, with a work-hard play-hard attitude Graduate professional, single	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments Ben's top sports are football (33%), keep fit/gym (24%), cycling (18%), athletics including running (15%) and swimming (13%)
Jamie Sports Team Lads	Young blokes enjoying football, pints and pool Vocational student, single	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and sms text information services.		Jamie is a very active type that takes part in sport on a regular basis Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%)
Chloe Fitness Class Friends	Young image-conscious females keeping fit and trim Graduate professional, single	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis Chloe's top sports are keep fit/gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%)
Leanne Supportive Singles	Young busy mums and their supportive college mates Student or PT vocational, likely to have children	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses sms text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group Leanne's top sports are keep fit/gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%)
Helena Career Focused Female	Single professional women, enjoying life in the fast lane Full time professional, single	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis Helena's top sports are keep fit/gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%)
Tim Settling Down Males	Sporty male professionals, buying a house and settling down with partner Professional, may have children, married or single	26-45	ABC1	62%	8.6%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use sms text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (19%), football (13%) and golf (7%)
Alison Stay at Home Mums	Mums with a comfortable, but busy, lifestyle Stay-at-home mum, children, married	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport Alison's top sports are keep fit/gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%)
Jackie Middle England Mums	Mums juggling work, family and finance Vocational job, may have children, married or single	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group Jackie's top sports are keep fit/gym (22%), swimming (20%), cycling (9%), athletics including running (8%), and badminton (2%)
Kev Pub League Team Males	Blokes who enjoy pub league games and watching live sport Vocational job, may have children, married or single	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text adverts.		Kev has above average levels of participation in sport Kev's top sports are keep fit/gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%)
Paula Stretched Single Mums	Single mums with financial pressures, childcare issues and little time for pleasure Job seeker or part time low skilled worker, children, single	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population Paula's top sports are keep fit/gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%)
Philip Comfortable Mid-Life Males	Mid-life professional, sporty males with older children and more time for themselves Full-time job and owner-occupier, children, married	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts.		Philip's sporting activity levels are above the national average Philip's top sports are cycling (16%), keep fit/gym (15%), swimming (12%), football (9%), and golf (8%)
Elaine Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home Full-time job and owner-occupier, married	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a moderate and increasing internet user, and is more internet-savvy than her peers. She appreciates the value of more sources of information and will browse news and lifestyle sites.		Elaine's sporting activity levels are similar to the national average Elaine's top sports are keep fit/gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%)
Roger & Joy Early Retirement Couples	Frans-time couples nearing the end of their careers Full-time job or retired, married	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population Roger and Joy's top sports are keep fit/gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%)
Brenda Older Working Women	Middle aged ladies, working to make ends meet Part-time job, married	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult Brenda's top sports are keep fit/gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%)
Terry Local Old Boys	Generally inactive older men, low income, little provision for retirement Job Seeker, married or single	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult Terry's top sports are keep fit/gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%)
Norma Late Life Ladies	Older ladies, recently retired with a basic income to enjoy their lifestyles Job seeker or retired, single	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult Norma's top sports are keep fit/gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%)
Ralph & Phyllis Comfortable Retired Couples	Retired couples, enjoying active and comfortable lifestyles Retired, married or single	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily, either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group Ralph and Phyllis' top sports are keep fit/gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%)
Frank Twilight Years Gent	Retired men with some pension provision and limited exercise opportunities Retired, married or single	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult Frank's top sports are golf (7%), keep fit/gym (6%), bowls (6%), swimming (6%) and cycling (4%)
Elsie & Arnold Retirement Home Singles	Retired singles or widows, predominantly female, living in sheltered accommodation Retired, widowed	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family.		Elsie and Arnold are much less active than the average adult Their top sports are keep fit/gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%)


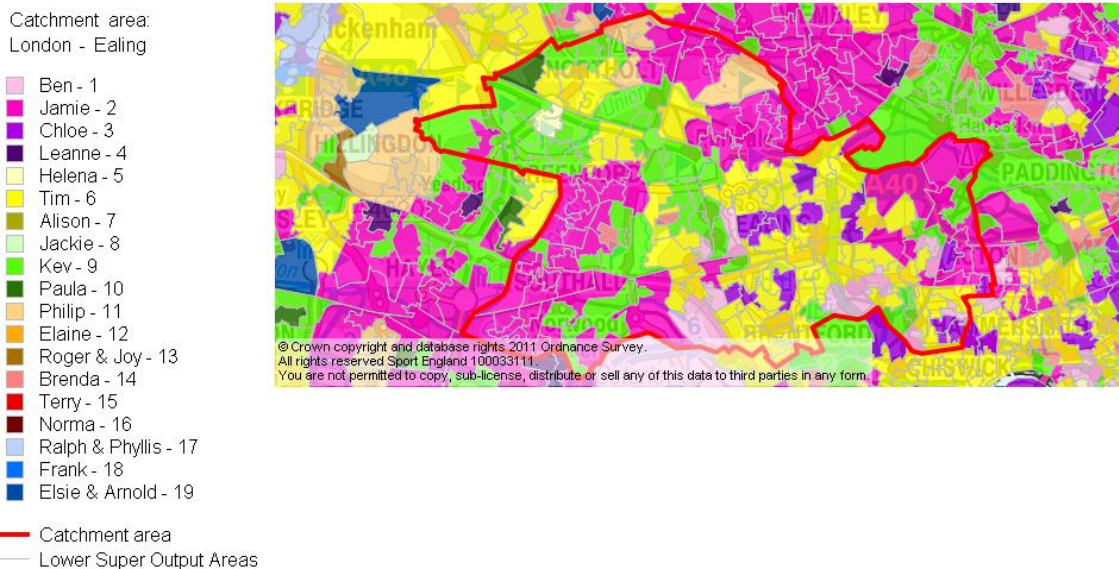
The chart below shows the proportion of each of the nineteen segments in Ealing (the blue bars) set against London (the red bars), Pro Active West London Boroughs (the yellow bars) and national average (the green dots). Ealing's segment distribution is the opposite to that of England, but has similarities with West London and London. Ealing has a far greater proportion of Tim, Ben, Jamie, Kev, Chloe, Leanne and Helena compared to England, London and West London and far fewer of Philip, Elaine, Roger and Joy, Ralph and Phyllis, Frank, Elsie and Arnold.

Population of all segments within catchment area

The map below shows Ealing's dominant market segments by population. Each coloured area indicates which of the segments is the most dominant in that particular area.

Dominant market segment by population

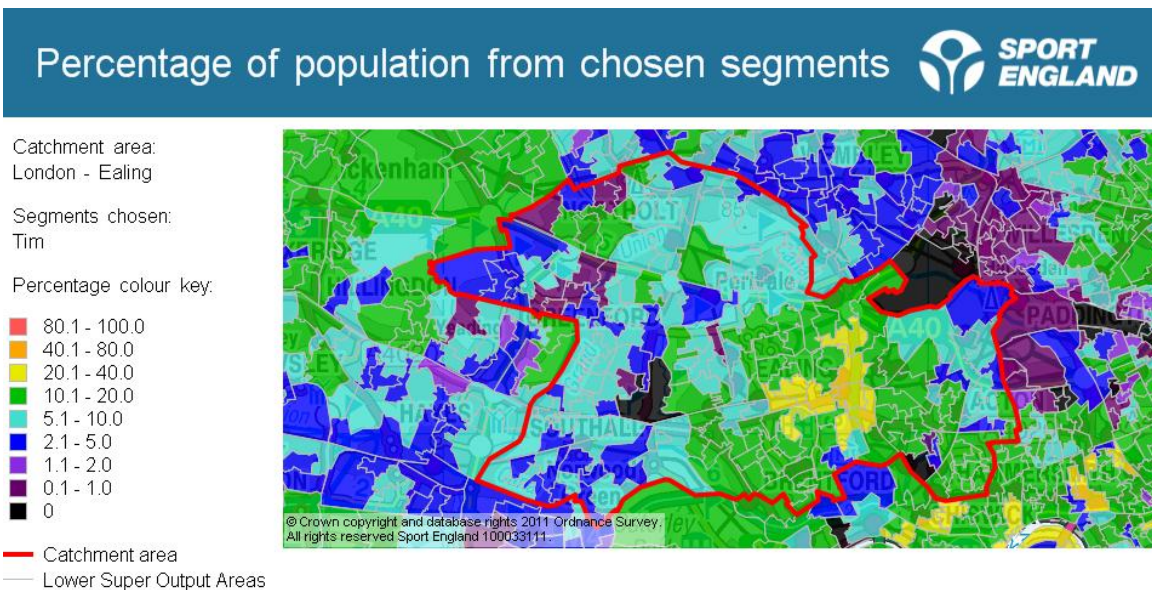



The yellow areas highlighting where Tim is the dominant segment are very evident in the central and south east area of the borough around Ealing town centre and smaller areas in Greenford and Northolt. The bright pink areas highlighting where Jamie is the dominant segment are located around the edges of the borough particularly on the western edge around Southall and Northolt and North Acton.

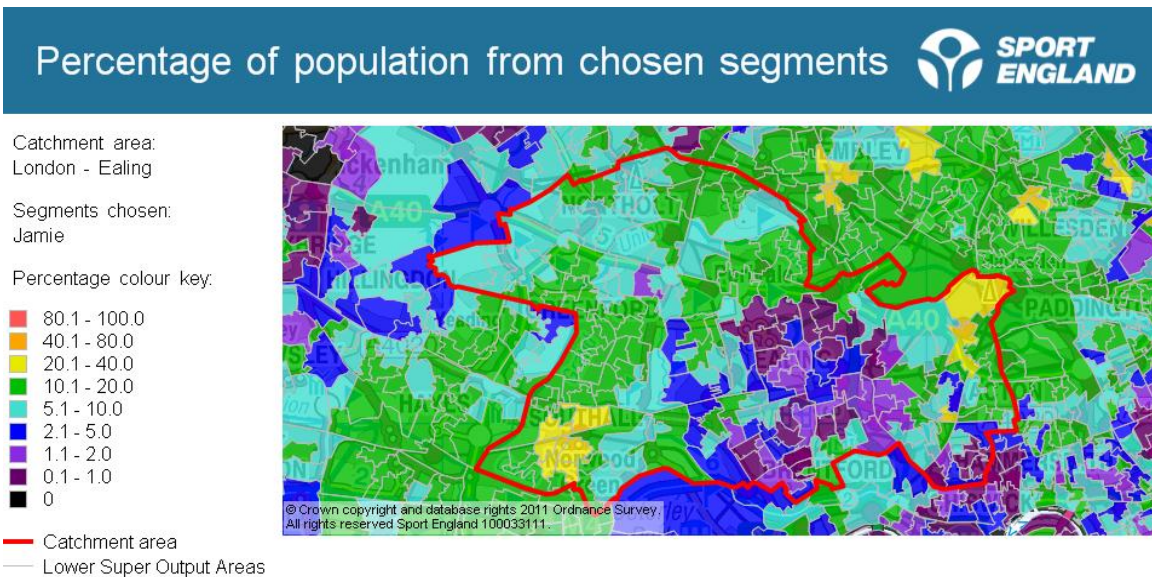
The light green areas highlight where Kev is most dominant, these areas almost cover the Northolt area, large parts of Greenford and the eastern edge of Southall. The light pink areas show where Ben is the most dominant segment, these areas are mostly along the southern edge of the borough, Central Ealing and South Acton. The small areas where Chloe is the most dominant segment are around Central Ealing and the one small area where Hannah is the most dominant is in Northolt.

The following maps illustrate where in Ealing Tim and Jamie, the top two male segments are located as well as where Chloe and Helena, the top two female segments are located.

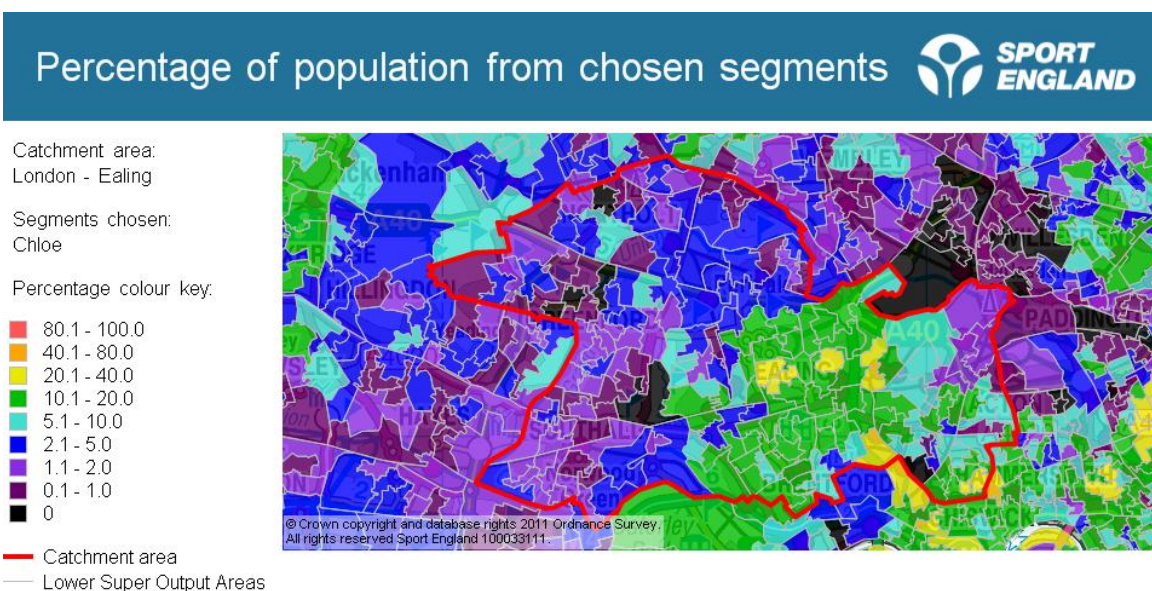
Tim is an active type that takes part in sport on a regular basis. Tim's top sports activities are cycling, keep fit/gym, swimming, football and golf. Tim most likely lives in Central Ealing and further south and east into the Acton area, this is illustrated in the map below, with the areas in yellow showing where most Tims potentially reside.



Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports activities are football, keep fit/gym, athletics including running, cycling and swimming. Jamie most likely lives in the north and west of the borough in and around Southall and Northolt as well as east Acton. The areas shaded in orange and yellow show where Jamie is most likely to live.



Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports activities are keep fit/gym, swimming, athletics including running, cycling and equestrian. The green and yellow shaded areas shown across Central Ealing and Acton indicate where Chloe is most likely to live.



Helena is a fairly active type who takes part in sport on a regular basis. Helena's top sports activities are keep fit/gym, swimming, cycling, athletics including running and equestrian. The green and light blue areas mostly around Central Ealing and a pocket in Northolt indicate where Helena is most likely to live.

This is significant when looking at the refurbishment of existing or the development of new facilities in Ealing. It gives a clear indication of the types of activity Ealing residents might potentially enjoy participating in.

The table shows that keep fit and gym based activities are popular with many of the market segments, out of the 6 most dominant segments in Ealing only Kev has a below 20% participation rate in gym and keep fit based activity. This means that demand for gyms and studios will be high, particularly in areas where these segments are most prominent.

The market segments, which are most popular for swimming; Alison, followed by Chloe, Helena, Jackie, Leanne and Elaine, are not very evident in Ealing, with only Chloe and Helena appearing in the top six market segments. However, all of the top four dominant market segments in Ealing, participate in swimming, so demand is still significant.

The four segments, which participate most in football, are the top four most dominant segments in Ealing, which potentially means that demand for football facilities in Ealing will be significant.

Cycling demand is also potentially high in Ealing with only Alison not featuring in the seven segments, which show cycling as being most popular, and the top seven segments dominant in Ealing.

Athletics and running activities are most popular with Ben, followed closely by Chloe, Jamie, Alison and Leanne, the top three segments all feature in the top five dominant segments in Ealing, thus demand for this activity should be significant.

The segmentation analysis also shows that demand for golf in Ealing is potentially low as Tim is the only segment which features in the top five golfing segments. The potential demand for bowls may also be low as the Ralph and Phyllis segment most likely to play bowls are ranked 18 of 19 in Ealing.

Broadly speaking current public and privately run sports facilities are located appropriately to meet the potential demand generated by the dominant market segments in those areas. However, the location of new facilities must be considered in light of the needs of the whole borough, actual usage data and changes in the supply of private and public facilities as well any changes in demand from the local catchment area as market segmentation analysis is theoretically based.

Tim, the sporty professional, resides in areas well served by private health clubs providing gym and pool facilities and golf clubs, which he may well frequent in preference to public sports facilities. Jamie, a young very active sportsman resides in areas where there is very good access to football pitches and council run indoor sports facilities, except maybe North Acton which isn't served as well as the western edge of the borough.

Kev, the pub league sportsman and sports watcher also resides in areas of the borough which have good access to Council run gym and swimming pool facilities. Ben, the very active young professional mainly resides in areas along the edge of the borough and probably uses facilities in neighbouring boroughs. Chloe, the single active professional resides in areas of the borough served by both public and private sector facilities which have a gym, studio and a pool. Similarly, Helena, the fairly active single professional, resides mainly in the Northolt area and is also served by both Council run and private gym, studio and pool facilities.

Health in Ealing

Using the 2012 Community Health Profiles to compare 32 health related indicators, it can be seen that Ealing scored significantly lower than the England average for indicators such as, child poverty, child obesity, physically active adults, alcohol related hospital admissions, drug misuse, people diagnosed with diabetes, new cases of tuberculosis, rates of acute sexually transmitted infections and early death caused by heart disease and stroke.

In Ealing, as nationally, there is a long-term trend of rising life expectancy for both males and females. Life expectancy is a general measure of health across the life course. Male and female life expectancy is higher in Ealing than England, at 78.9 years for males and 83.3 years for females and has been increasing. Life expectancy is 6.2 years lower for men and 3.9 years lower for women in the most deprived areas of Ealing than in the least deprived areas. Life expectancy inequality has been increasing gradually for females in Ealing and reducing slightly for men but the gap remains larger for men at 10.7 yrs and 3.9 years for women.

The behaviours people adopt affect their health and wellbeing. Smoking, physical inactivity, unhealthy eating and excess alcohol consumption increase the risk of chronic diseases, particularly heart and lung disease, diabetes, stroke and cancer. Being overweight or obese is a major risk factor for many long term conditions such as cancer, diabetes, heart disease, stroke and arthritis. Some of the pertinent data in Ealing includes the following:

Identified health priorities include:

- Child health (0-5 years)
- Older peoples health
- People with long term conditions with a focus on cardiovascular disease, diabetes, respiratory and musculoskeletal conditions, mental health issues and alcohol related conditions.

Physical activity: The Department of Health use the 5 times a week physical activity recommendation as opposed to the Sport England measure of 3 times a week of activity. According to the Ealing Health Profile 2011, the proportion of physically active children in Ealing at 59% is greater than the London average of 49.3% and the England average of 55.1%. The Health Profile for Ealing reports the proportion of physically active adults in Ealing at 8.10% is lower than the London average of 10.2%, and the England average of 11.5%

Overweight and Obesity: Most recent NCMP data released in December 2011 showed that for the school year 2010/11 in Ealing there have been slight fluctuations in overweight and obesity rates for children in Reception since 2006/07; although most recent data shows a decrease in rates from 12.4% (2009/10) to 11.8% (2010/11) for overweight and 12.5% (2009/10) to 11.2% (2010/11) for obese children; resulting in rates that are below the national and regional rates. It is a slightly different picture for the overweight and obesity rates for children in Year 6; where rates have remained fairly constant in Ealing. Most recent data (2010/11) has seen a very slight increase from 15.4% in 2009/10 to 16% for overweight and 20.7% (2009/10) to 21% for obesity.

Ealing's population projections for 2011 using the UK's Faculty of Public Health online version of the Healthy Weight Healthy Lives Toolkit, shows that an estimated 23.5% of the adult population is obese, with a high percentage of adults in the 55-64 years (31% of males) and 65-75 years (35% of females) age groups.

Cardiovascular Disease (CVD): CVD covers a number of different problems of the heart and circulatory system, such as coronary heart disease (CHD), stroke, and peripheral vascular disease (PVD). CVD is the most common cause of deaths in Ealing and accounted for 31% of all deaths in 2011. In 2011 the CVD mortality rate in Ealing for persons under 75 years was 83.8

per 100,000 population, a decrease of 49.3% from 1995. However the rate remains higher compared to London and England.

Diabetes: According to the Quality Outcomes Framework (QOF) 2010/11, 6.5% (19,634) of the population are known to have diabetes in Ealing but the predicted prevalence is 8.6%. There is also an estimated 1,863 adults with undiagnosed diabetes. According to the Association of Public Health Observatory (APHO) disease prevalence model, diabetes prevalence is set to continue to increase dramatically over the next 20 years.

Respiratory Conditions - Chronic Obstructive Pulmonary Disease (COPD) and Asthma:

The proportion of deaths with any mention of respiratory disease as a cause is significantly above average in Ealing. However the overall and premature COPD death rates are significantly lower than the national average. The prevalence of COPD registered patients with GPs in 2010/11 is approximately 0.8 %, the Association of Public Health Observatory (APHO) model estimate a COPD prevalence rate of 3.7 %, indicating over 6,200 remain undiagnosed in Ealing.

Ealing has an all-age prevalence of asthma above that of the London average. More significantly, Ealing has the highest asthma emergency admission rate amongst 0-18 years old in London, which has steadily increased since 2003.

Cancer: Ealing has lower incidence and significantly lower mortality rates for Cancer compared to England and London, despite 30% of all Ealing deaths being attributed to Cancers (2nd highest cause of death in Ealing) in 2011. The incidence of some Cancers is rising in Ealing. Between 2004 and 2010 there was an average of 1040 new cases each year.

Musculoskeletal Disorders: The term *Musculoskeletal condition (MSK)* encompasses well over 200 disorders affecting joints, bones, muscles and soft tissues. In Ealing, it is estimated that up to 30% of all GP consultations are about musculoskeletal complaints and GPs have reported that it is the top clinical reason for visits (with musculoskeletal pain the most common presenting symptom).

People with Mental Health Problems: The 2012 estimates indicate that there are 34,415 adults who have a common mental health disorder in Ealing. There are estimated 14,025 who may be experiencing two or more psychiatric co-morbidities. Those figures are predicted to increase by nearly 3% by 2020.

Learning Disabilities (LD) and Autistic Spectrum Disorders (ASD): The national prevalence of learning disabilities is known to be about 2.5% of the population including mild, moderate and severe spectrum, which accounts for around 7,962 people in Ealing. It is projected that the prevalence of LD will increase by 1% per year due to improved medical care, resulting in increased long-term survival rates. There are 924 adults with LD known to Ealing Council as at January 2011; this is inclusive of 162 people who have been diagnosed with autism and Asperger Syndrome.

In 2011, 0.24% (unadjusted prevalence) of Ealing's population was on GP registers for LD; this gives the total number of 719 people. This is lower than national (0.43%), London (0.32%) and North West London (0.28%) averages. Ealing QOF LD prevalence for 2010/11 is the sixth lowest in London. The QOF LD prevalence remains the lowest in Southall (0.21%).

Physical disabilities: In Ealing, the estimates for 2012 indicate that the number of people (aged 18 -64) who have a moderate physical disability is 15,080. Around 4,148 people will have a serious physical disability. These figures produced by Projecting Adult Needs and Service Information (PANSI) 2012 are projected to increase by around 5% by 2020.

Theme 1: More people more active on a regular basis, particularly low participant target groups as identified in this and other strategic documents

Ealing's overriding strategic aim is to increase participation levels generally; however particular emphasis is on encouraging and providing opportunities specifically to those who have been identified as not participating in enough sport or physical activity to benefit their health and wellbeing. Enabling a large number of people to become active is more beneficial to the population as a whole than having a small number of people very active.

Identified target groups include:

- Older adults,
- Young women and teenage girls,
- People with disabilities and mental health issues,
- Those with long term health issues and
- Young people

The following projects are currently being delivered or have been commissioned by Ealing Council and/or NHS Ealing and are aimed at one or more of the targeted groups identified above.

Older adults - Staying Active

The Staying Active programme has been running for over 20 years and provides the opportunity for older adults to meet new friends whilst keeping fit and active. Activities include Aqua Aerobics, Keep Fit, Indoor Bowls, Outdoor Bowls, Yoga, Table Tennis, Slimnastics, Pilates and Supervised Gym sessions. Activities take place at local community venues as well as in sports centres thus increasing accessibility to activities. The timing of activities coincides with free bus travel for older adults and avoids busy traffic times and peak usage times at centres. Leisure pass discounts are available to those holding a valid pass.

Women and girls - Us Girls

'Us Girls', is a ground-breaking national initiative to get 30,000 young women from disadvantaged areas more active, by providing them with fitness and sport opportunities within their local communities. The project is aimed at females between the age of 16 and 24 years old and aims to increase the number of teenage girls and young women taking part in dance, sport and physical activity.

'Us Girls' is the public face of the Active Women Consortium, which is funded by Sport England and delivered by StreetGames. The project focuses on over 50 specific areas of high disadvantage spread throughout England, including Acton, Greenford, Southall and Northolt. 'Us Girls' Ealing is working alongside a number of local voluntary and community organisations across the borough to generate interest and give local women the chance to participate in sessions.

The project will develop a stronger infrastructure in deprived areas to drive up women's sports participation and will pass on its learning to a vast national network. This project will deliver a far reaching legacy for women's sport well beyond the London 2012 Games.

Women and girls - Southall Sports Centre's women only gym and other activities

In 2009, Active Ealing opened one of the very few Council run women only gyms in the West London area. Due to popular demand the gym was extended in 2011, to include a stretch and group exercise area. This facility meets the specific demands of the local female population in Southall, providing women with a comfortable environment to exercise in. This facility has had a positive impact on the activity levels of women in the local area, especially those women who for cultural reasons wouldn't normally use a mixed sports facility.

Several sports facilities across Ealing offer women only activities, in order to increase participation amongst mostly young females. Swimming lessons are particularly popular, as are group exercise classes, all activities are delivered by female staff, with access restricted to those taking part.

People with disabilities - Promoting opportunities for people with a range of disabilities

The recently completed four year Extreme Ability project, funded through the Community Investment Fund gave the CSPAN the chance to offer a wide range of sporting activities to people with disabilities. This project enhanced the existing and current programme which focuses on promoting appropriate sport and physical opportunities offered by a range of providers across Ealing and the wider West London area. The current ongoing programme also engages and supports local sports clubs and organisations to make them more inclusive for people with disabilities.

Active Ealing work in partnership with the Northolt and Featherstone High Schools' Sport Partnerships to deliver a calendar of sports competitions and experience days for students attending the 6 SEN schools in the borough. The competitions are also open to students within SEN units and support bases of mainstream primary schools.

Currently 12 competitions are offered in New Age Kurling, Boccia, Basketball, Athletics, Tennis and Multi Sports. In addition to this competition programme, a combined group of students from all 6 SEN schools compete in the Panathlon Challenge, which is a pan disability event offering unique competitive opportunities for young people with severe disabilities across London. The competition offers 3 rounds of competition, including a football competition offering individual competitions for electric wheelchair users and players with severe learning disabilities.

Young people - Engaging young people through creating school to club links

Most people recognise that if young people are engaged in sport and physical activity in a positive, enjoyable way, then they are more likely to establish a pattern of participation for the rest of their lives which may also positively influence family and friends to be more active.

Ealing has two well established school sports partnerships that between them cover the whole borough. The School Sports Partnership Managers, with the support of Active Ealing deliver a programme of inter Primary and SEN school competitions, often giving youngsters a first taste of competition. Active Ealing engage local sports clubs in the organisation of these events, providing youngsters and parents with the opportunity to use club facilities as well as meet with club representatives to learn more about activities available.

Although important, involvement in physical education classes in school will not on their own achieve the required activity levels for children – it is essential that active play during and after school and walking and cycling to school become a valued part of children's lives.

One significant challenge is making young people aware of existing sporting and recreational opportunities that exist in the community; determining the most effective mode of communication and engagement. At a recent Youth Conference young people indicated that club webpage information in poster format would be effective as well as word of mouth recommendation from PE teachers.

Another effective way to engage young people in sport is to deliver sporting activities on a school site in partnership with a local club. This allows young people to take part in a sport they know or a new sport in an environment that often feels most comfortable and supervised by qualified coaches from a local club rather than school PE teachers. This method of engagement allows a young person to meet club coaches at school taking away some of the worry about going to a club for the first time meeting people they haven't met before.

There are many other projects benefiting Ealing’s target groups being delivered by a wide range of voluntary and community organisations, usually small in scale and targeted at a specific group of people. Gaps in service provision and ongoing project delivery priorities have been listed in the following summary table, which forms part of the strategy’s action plan.

Action Plan Theme 1:				
More people more active on a regular basis, particularly low participant target groups as identified in this and other strategic documents				
Priority	Key action(s)	Lead	Timescale	Measure(s) of success
1.1) Reduce the percentage of people that are inactive, particularly those from low participation target groups High priority	Continue to deliver the Active Ealing Staying Active programme for older adults in community settings focusing on those most needing to be more active	Active Ealing	Ongoing programme reviewed annually	Increase in Staying Active programme visits
	Continue to work with Pro Active West London and other regional partners to deliver participation projects working specifically with identified target groups	Active Ealing	2013/14	Bid to Sport England's new intervention fund for project targeting older adults and /or those with sedentary lifestyles as well as women and girls Increase in Active People survey participation figures
	In partnership with other West London boroughs deliver the new Inclusive project targeted at adults with a range of disabilities	Active Ealing	Inclusive project starting April 2013	Project specific participation targets
	Continue to provide appropriate facilities and activity opportunities that encourage women to be more active	Active Ealing	Us Girls ends March 2013	Achievement of the Us Girls targets
	Upskill activity service providers on dealing with clients with different health needs	Public Health	Ongoing starting mid 2013	No. of service providers trained No. of training sessions delivered
	Undertake work with a range of partners working specifically with our identified target groups to develop effective engagement routes and programmes that will be relevant to the target audience	Active Ealing & Public Health	Ongoing starting December 2012	Project specific participation targets
1.2) Ensure young people have a positive experience of school sport High priority	Develop and promote the 'School Games' competition and related pathways	School Sports Partnerships	Ongoing annual programme	All schools registered for the School Games programme Increase in the number of schools awarded Bronze, Silver and Gold kitemarks
	Continue to work in partnership with school sports partnerships to promote and provide sport and physical activity opportunities to young people of all ages and abilities linking with relevant public and commercial partners	School Sports Partnerships	Ongoing annual programme	Develop monitoring of Children and Young Peoples participation through the use of the Health Behaviours questionnaire
	Promote maximum annual participation in national school	School Sports	Ongoing annual	Increase in the number of schools taking part in NSSW

	sports week (NSSW)	Partnerships	programme	Monitoring of activities at School Games competition Level 1 and 2 during NSSW
	Encourage schools to adopt Healthy Schools behaviours around increasing the provision of physical activity opportunities available to pupils in Ealing	School Sports Partnerships	Ongoing annual programme	Increase in the number of pupils taking part in extra curricular activity Increase in extra curricular provision through School Games on line self evaluation
	Promote active travel through the School travel planning programme, supporting the development of safe routes to schools in the borough	Ealing Transport Team	Completion date 2014	Increase the proportion of schools with an approved travel plan from 90% to 94% and an active travel plan from 39% to 55%
	Use health and wellbeing data such as that from the National child measurement programme to focus delivery of physical activity programmes in schools	Healthy Schools	Ongoing annual programme	Increase in participation at Change 4 Life after school clubs
	Continue to develop the Sports leaders and Sports ambassadors programme Step into Sport	School Sports Partnerships	Ongoing annual programme	Each school to be involved in the Ambassador programme 500 pupils between 14 – 18yrs to be involved in leadership workforce/academies programme Hours of leadership logged by Sports Leaders on Step into Sport Volunteer passport Level 2 School Games competition to support officiating and management
1.3) Ensure opportunities for sport and physical activity participation exist for all Ealing's diverse communities	Offer balanced activity programmes at Council sports centres meeting the needs of local people by offering a range of activities both inclusive and specific to the needs of particular target groups	Active Ealing	Ongoing annual programme	Increase in user figures at Ealing's sports centres
Medium priority	Continue to enable and promote physical activity and sports opportunities for people with a range of needs	Active Ealing & School Sports Partnerships	Ongoing annual programme	Project specific participation targets
	Address physical and cultural barriers to participation with more opportunities provided for those with a disability, women and girls and older people	Active Ealing	Ongoing annual programmes	Project specific participation targets

<p>1.4) Generate new ways of engaging and retaining people in sport and physical activity</p> <p>Medium priority</p>	<p>Increase the number of people accessing exercise and maintaining longer term regular exercise via a medical referral</p>	<p>Active Ealing & Public Health</p>	<p>April 2013</p>	<p>Pilot an exercise programme liking GP's with a specific sports centre</p> <p>Increase long term sign up to activities via evaluation surveys</p>
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Theme 2: Improved awareness of the sport and active leisure opportunities available

People in Ealing have a vast range of sporting facilities to use and activities to enjoy and take part in, from large leisure centres to small voluntary groups playing informal sport through to large sports clubs who play in competitive leagues and employ staff as well as make best use of an army of well trained dedicated volunteers. The challenge is to make people aware of these facilities and opportunities and to encourage them to either return to a healthy active lifestyle or adopt one for the first time by taking part in physical activity or sport either formally or informally on a regular basis.

Currently most sports providers hope to attract new participants through having a website, some also make very good use of social media especially twitter and facebook. However, smaller clubs and groups still rely heavily on word of mouth or paper flyers in shop windows and local newspapers. The Council promotes facilities and a small range of activities on the Council website and has just started to use text notifications to promote various offers and new activities.

Sport England and most National Governing Bodies of Sport are offering social marketing workshops to clubs and organisations to ensure communication with people of all ages is both appropriate and effective.

Quite often commercial operators make best use of all lines of communication, effectively promoting activities on a commercial basis, where marketing and promotion resources are factored into the end price of the activity.

The following national and local projects are currently being delivered by Ealing Council and aim to increase people's awareness of local sporting and physical activity opportunities available. This area of work aims to make people aware of what is already available in their local area, making it easier for people to locate activities. It also focuses on communicating this opportunity in the most effective way to particular types of individual.

Get Active London

It is widely known that activity levels in London are stagnant and that a 'lack of information' is an inhibiting factor. Get Active London aims to tackle this issue by making it easier for people in London to find sport and physical activity opportunities and ultimately to increase participation. Central to the Get Active London project is a comprehensive online listing of thousands of sport and physical activity opportunities (clubs, venues and activities) in the capital.

Get Active London is funded by the Mayors Legacy and is free to use for individuals searching for a venue or activity and for activity providers who can upload activity details onto the portal. A similar project supported by Sport England is due to be launched nationally in 2012 (Spogo). A recent user and non user survey commissioned by Pro Active West London found that 65% of Get Active London users found what they were looking for, with 47% of them pursuing or likely to pursue the activity; 89% of users would use Get Active London again; 66% of users found Get Active London via the internet and 88% of non-users said they would use an online Activity Finder like Get Active London.

Currently over 10,800 opportunities are listed in 275 different sports/activities, with 45,000 site visits between April and September 2012. There was an increase of 130% in searches over the Olympic Games period, compared to the two weeks prior to the Games. Of the overall 186,306 page views for the period April 2011 to March 2012, 891 searches have been returned with one or more criteria specific to Ealing. This represents nearly 0.5% of all searches. Get Active London is now ranked second in the Google search listing for 'find sport London'.

Market Segmentation

As detailed on page 22, Sport England's market segmentation analysis provides 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. In addition, the individual market segments provide information on media consumption and communication channels, allowing service providers to target specific types of people using specific media and communication tools. Ultimately this should make marketing and awareness campaigns much more effective than using the same communication method and style for all user groups.

For example the analysis shows that Tim is a heavy internet user for both work and pleasure and is open to internet advertising and targeted email campaigns as well as text messaging and 3G services as he uses technology rather than traditional sources of information such as newspapers. Jamie and Ben are internet users but both are heavy mobile phone users therefore SMS texts and 3G services would be the best way to communicate with them. Kev is older than the other three segments and is most likely to respond to poster advertising and mail shots delivered with the newspapers he reads rather than through the internet or via text messages. Sport England's model highlights the need to use different methods of communication for different audiences, something the sport and leisure industry have been slow to adopt.

Change 4 Life

Change 4 Life is a national campaign aimed at encouraging people of all ages to eat more healthily and become more active. The website promotes the use of simple recipes and activity ideas to convey its healthy lifestyle messages to families, older adults and children. Resources can be downloaded from the website and used by individuals, families, schools, clubs, etc. The website also has an activity finder based on postcode locations. This is a campaign designed perhaps more for people wanting to be more physically active rather than those who want to play more traditional team sports.

Role models and case studies

One of the best ways to communicate a message is through using role models or case studies of people that are from a similar peer group to the audience you want to reach. Ealing Council's Team Ealing Ambassador scheme assisted talented athletes in the build up to the London 2012 Games and involved those athletes making visits to schools and community events inspiring people to be more active and to enjoy taking part in sport. Articles featuring these international sports stars released in Around Ealing highlighted useful health facts and tips on being more active and reached over 120,000 households in Ealing.

Sport England has used case studies to increase the impact of physical activity messages and Ealing will follow their lead in promoting opportunities and engaging target audiences through the use of case study material which will also reinforce the messages around recommended physical activity guidelines released in 2011.

The following table summarises ways in which the Council and other organisations can improve communication with individuals and the wider community ultimately improving the effectiveness and efficiency of marketing and promotional campaigns.

Action Plan Theme 2:				
Improved awareness of the sport and active leisure opportunities available				
Priority	Key action(s)	Lead	Timescale	Measure(s) of success
2.1) Improve the quality and targeting of promotional material and information Medium priority	Ensure Council webpages are up to date, informative and engaging	Active Ealing	By March 2013	Number of hits on sport and physical activity pages
	Work with partners to identify other relevant and appropriate websites to use for promotional purposes eg GP's intranet	Active Ealing & Public Health	Ongoing	Websites identified and information uploaded and maintained
	Use local, regional and national sport and physical activity campaigns as a tool to promote and increase participation	Active Ealing	April 2013 start date	Project specific participation targets
	Ensure that Change 4 Life promotional material and messages are used as part of awareness raising campaigns	Active Ealing & Public Health	Ongoing	Undertake evaluation with participants and target audience
2.2) Encourage the use of the right method of communication for the specific audience Medium priority	Use Sport England's Market Segmentation analysis to ensure effective communication	Active Ealing	December 2013	Use as and when required
	Use email networks to promote activities fast and effectively and other methods identified in the Sport England market segmentation analysis	Active Ealing	December 2013	Use as and when required
	Create a virtual Club Network for communication purposes	Active Ealing	December 2013	Use as and when required
2.3) Ensure that people can access information about sports and physical activity opportunities easily and effectively Medium priority	Widely promote the Get Active London website to residents, clubs, sports providers, schools and health professionals	Active Ealing	December 2013	Increase the number of Ealing listings on the Get Active London website
	Include the Get Active London weblink or widget on the Council website and other relevant websites and promote to residents	Active Ealing	March 2013	Increase in the number of visits to the Get Active London website specifying Ealing in the search field
	Develop and maintain a comprehensive directory of sport and physical activity opportunities available in Ealing; including a list of sports clubs and activities based at sports centres in Ealing	Active Ealing	December 2013	Directory developed and disseminated to appropriate partners
	Promote the use of Parks as spaces for informal physical activity particularly the use of outdoor gyms and distance marker routes	Parks & Active Ealing	Ongoing promotional campaign	Information available on website to download detailing locations and date use

2.4) Ensure health professionals have the right information in the right format to enable them to recommend physical activity where appropriate Medium priority	Work with health partners on an informative campaign with GP surgeries, health centres and other relevant settings, promoting existing opportunities and the benefits of a healthy active lifestyle to aid self referral and aim to increase referrals from health professionals	Active Ealing & Public Health	December 2013	Increase in the number of referrals from health professionals and/or people registering to participate in physical activity having seen the campaign
	Increase the use of the Get Active London portal in health settings to signpost inactive patients to local opportunities by training health professionals in the use of the portal and other useful programmes	Active Ealing & Public Health	March 2013	Number of GP's trained to use the portal
2.5) Use positive role models and case studies to raise awareness and enthuse people about the wider benefits of taking part in sport and being active Medium priority	Make Team Ealing Ambassador Around Ealing articles available to download from the Council's website	Active Ealing	March 2013	Information available by target date
	Upload everyday people case studies onto the Council website which illustrate and promote specific issues and/or activities	Active Ealing	March 2013	Information available by target date
	Upload health related case studies and information articles to improve awareness of important health messages	Active Ealing & Public Health	March 2013	Information available by target date

Theme 3: Ensure future sustainability of sport and leisure in Ealing through sport and physical activity networks, involving sports clubs and other delivery organisations

Ealing has well over one hundred sports clubs based in the borough, offering over 30 different sports, ranging from small clubs which have one adult casual team playing on one of the many council owned grass pitches, to clubs with their own sports grounds, a team of qualified experienced volunteers and several hundred junior and adult members.

In addition to formal affiliated sports clubs many different community and faith groups provide opportunities for people of all ages and abilities to take part in informal sport and physical activity. These groups often provide activities for those people who would not normally seek out sports opportunities and who may not feel comfortable going to a sports facility or joining a sports club. This informal activity is a very important factor in improving the health and wellbeing of Ealing residents.

The following list of projects and delivery partners give an indication of what activities are currently available in Ealing for various groups of people and the range of departments and organisations delivering them. The future role of the Council in providing opportunities is uncertain therefore it is vital that a wide range of providers offer sustainable sport and physical activity opportunities as this will improve coverage and accessibility especially for those people who are not traditionally active.

Voluntary sports clubs

Some Ealing clubs offer coaching for adults and juniors as well as the opportunity to play competitively in recognised leagues and competitions. Other informal clubs provide intra group activity for players who already know how to play the sport. Clubs offering activities for juniors often commit to gaining Sport England's Clubmark or National Governing Body of Sport equivalent which means the club is striving to be safe, effective and child friendly with good practice policies and procedures in place. Some clubs offer county, regional and national level competition to their members and some athletes based in Ealing compete on the international stage at major world wide events.

Ealing has a particularly large number of informal football and cricket clubs mainly involving young men often groups of friends playing as a one team club in a weekend social league. The borough also has a large number of affiliated cricket clubs, almost all with Clubmark status; Ealing has the most Clubmark accredited cricket clubs than any other London borough in Middlesex. Ealing also has two of the oldest rugby clubs in Middlesex, Wasps FC and Ealing FC, the latter being the biggest club in Middlesex with close to a thousand members. Ealing Swimming Club, whose members swim at all Ealing's pools and several others across West London is the biggest swimming club in the country with over 1700 members taking part in regular swimming activity, including competitive swimming, masters swimming, water polo and triathlon. Martial arts groups are also very popular, with a range of different disciplines available across the borough. Ealing is home to the London Trampoline Academy which provides weekly activities for people of all ages and abilities and Ealing Croquet Club, one of the few remaining croquet clubs in London, play and practice in Lammas Park.

Most sports clubs and activity providers try to provide inclusive services meeting the needs of as many people as possible, integrating people with additional needs into mainstream activities where it's safe and practical to do so.

The majority of Ealing's larger clubs appear to be maintaining and in some cases increasing membership numbers, even though sports participation is generally in decline. This maybe because these clubs encourage young people to join the club at an early age and once involved youngsters are often retained through to adulthood making clubs more sustainable and appealing to the whole family. Smaller clubs tend to be more likely to struggle as resources

aren't as readily available, these clubs often run through the willingness of one or two keen individuals whose circumstances may change at any time; an unsustainable model for the future.

Ealing Community and Voluntary Services (ECVS) provide valuable support to the voluntary and community sector providing help and advice as well as volunteer placements and training for those in the voluntary sector. Traditionally sports clubs have not fully embraced the role ECVS can play in supporting club activity, non traditional providers of sport often have a closer working relationship with ECVS. Now is the ideal time for the sporting community in Ealing to work more closely with ECVS enhancing opportunities and supporting volunteers working in this sector to ensure activities offered are of the highest standard.

Sport England also encourage people to get involved in sports volunteering and use a variety of schemes and promotions to enthuse and inform people about opportunities that exist and the rewards volunteering brings to an individual and the benefits volunteering brings to the community as a whole. Sports Makers is the current volunteering scheme funded by Sport England, which aims to recruit tens of thousands of people over 16 years old to organise and lead community sporting activities across the country. Ealing launched its Sports Makers programme in August 2012.

Partnerships with sports clubs through asset transfer/lease arrangements

Most of the large outdoor sports clubs own or lease facilities from the Council. After carrying out a strategic assessment of its indoor and outdoor assets, Ealing Council has identified a number of outdoor sports pitch sites to make available through an asset transfer process. This involves transferring the management and / or ownership of land or buildings from Ealing Council to an external organisation at 'less than best consideration' – that is at less than its full market value to achieve a public benefit.

Once identified as a potential facility development site, a sports ground is promoted to the wider sporting community in order to identify a sports development partner to lead on the redevelopment or refurbishment of the sports facilities, bringing them back into use for the benefit of local people. These partnerships led by local organisations, result in the extension of the network of quality sports facilities available, improving accessibility and creating facilities which clubs can use to deliver sporting opportunities in response to local needs.

The process facilitates a variety of mutual benefits and is a key way in which the Council can support the development of a strong and vibrant community. Ealing Council's work in this area has been recognised by Sport England and used nationally as a case study in their asset transfer toolkit. Ealing's process has also been used by the Football Association in its version of the asset transfer model of good practise.

To date Ealing Council has entered into the asset transfer process with regard to outdoor sports facilities only. There is future potential to increase the number of facilities transferred by this method and options may also be considered in the future for other types of sports facility.

The process has been developed not only to secure external capital funding but also to ensure sustainability of the identified sports sites and Ealing's voluntary sports club community. For example, the operation of each site is designed to ensure that maximum usage takes place throughout the week on a range of sporting, leisure, cultural and educational activities, creating a real community hub, based around a local sports club.

London Youth Games

The Council's Active Ealing team organise representative junior teams for the annual London Youth Games event, involving youngsters who live or go to school in Ealing. Almost all of the teams are run in conjunction with a local sports club, which has benefits for both the young sports person as well as the club. These partnerships between the Council and local voluntary

sports clubs is a highly successful way of introducing young people to established sports clubs, with qualified coaches available to train and manage the team quite often giving youngsters a first taste of representative sport. Local club opportunities are promoted to school teachers as well as directly to young people; this gives teachers the opportunity to promote the clubs year round. After the Youth Games competition is over, youngsters are encouraged to continue playing for the partner sports club, gaining both valuable experience and enjoyment in sport.

Sportivate

The Active Ealing team also manage the delivery of the national Sportivate scheme, which aims to link young people with local sports clubs. Sportivate is part of the “Play” strand of Sport England’s mass participation legacy programme ‘Places, People, Play’. The overall aim of the 6-year programme is to increase opportunities for 14-25 year olds to participate regularly in sport, particularly those who are doing little or no sport in their own time. The Sportivate offer involves participants accessing and completing a 6 week course of high quality coaching sessions and then being supported into a local club or alternative sports provision to continue their participation.

In Ealing voluntary sports clubs/organisations can access funding to deliver a Sportivate project, which can be used to cover coaching costs, facility hire, coach education, marketing and equipment purchase. The plan in Ealing is to increase the number of voluntary club members and engage the local community in fun and accessible sporting activity.

Kickz

KICKZ is a national sport and activity based youth inclusion project delivered by professional football clubs in partnership with the Safer Neighbourhoods Police Teams. Brentford FC Community Sports Trust delivers the programme in Ealing, targeting young people aged between 12-18 years of age living in some of the most deprived communities in the borough.

Through a relationship building strategy, the project offers regular constructive, sustained multi-sport and leisure activities delivered by professional sports coaches and youth workers. The core programme offers a range of sports based activities including football, cricket, basketball and youth club activities. Inter-estate tournaments are complimented by match day trips to see Brentford FC and residential trips to the Edale Activity Centre in the Peak District.

These year round free sessions are delivered on multi use games areas or open space on or very near to the estates where the targeted young people live, reducing the need for travel to a sports facility. By providing activities in these spaces, young people have much better geographical access to activities and by providing them free of charge, cost is not a barrier to participation for any young person.

Youth and Connexions

All Council run youth centres offer sport and physical activities as part of their youth work programme, three out of four centres have gym equipment available for young people to use during weekly sessions. These gyms are located within the Young Adult Centre, Southall, West Side Youth Centre in Ealing and the Ken Acock Youth Centre in Northolt.

In addition Youth and Connexions deliver a school holiday programme called Futureversity which provides an extensive programme of activities including free sports courses in a range of sports including Netball, Football, Canoeing, Climbing, Cricket, Zumba, Gym (Women Only), Street Dance, Free Running, Fitness Boot Camp, Strictly Come Dancing, Cheer Leading, Lindy Hop, Parkour and Capoeira. Tournaments include Pool, Table Tennis and Futsal.

The Youth and Connexions service also deliver sports participation and social inclusion programmes in partnership with Hitz Rugby and Brentford FC Community Sports Trust.

Activities in community venues

Many community organisations as well as faith groups provide physical activity and sports opportunities at small, local venues such as church halls. The activities are usually delivered by an individual or local group who charge participants just enough to cover any costs associated with the activity. Facilities often include just a small flexible space used for many activities, a toilet but probably no changing rooms. Popular activities in these venues are group exercise classes such as yoga and pilates as well as a wide range of martial arts. These activity opportunities are a vital part of the physical activity network and provide people with local opportunities in addition to those provided at sports venues, thus increasing the accessibility of sport and physical activity across Ealing.

Give it a Go

Give it a Go is a London-wide sports campaign that aims to support more people having a go at sport in their local area. It is organised by PRO-ACTIVE London, Local Authorities and National Governing Bodies of Sport and has been funded by the Mayor of London 'FreeSport' initiative. FreeSport provides free sporting opportunities to Londoners of all ages and abilities to encourage greater participation in sport and physical activity as part of the 2012 Olympic and Paralympic Games legacy. Give it a Go provides a free opportunity for people to try a new sport or activity for a minimum of eight hours for a two month period, usually during October and November each year. Activities are organised by sports clubs and various other organisations who provide sporting and/or recreational activities.

Doorstep Sport Clubs

StreetGames is a sports charity that brings sport to the doorstep of young people in disadvantaged communities across the UK. It delivers and coordinates many different projects including Doorstep Sport Clubs, its Olympic Legacy project, funded by Sport England. The clubs will aim to change the sporting landscape in 1,000 deprived communities across the country and give young people a chance to develop a sporting habit for life.

The clubs will be for the community, those who enjoy sport in school as well as those who do not warm to PE. They will be fun, sociable and have a strong element of youth leadership. There will be a varied diet of competitive and non-competitive sports. Talented youngsters will be encouraged to join in the development programme of their chosen sport's governing body.

The delivery of Doorstep Sport Clubs is currently in its pilot stage, with the national launch due in 2013. This project will give sports clubs and community organisations in Ealing an opportunity to access funding to develop sustainable sports activities for young people.

The following table summarises ways in which the Council and other organisations can improve the provision of sustainable sport and physical activity opportunities across the borough improving access to quality opportunities.

Action Plan Theme 3:				
Ensure future sustainability of sport and leisure in Ealing through sport and physical activity networks, involving sports clubs and other delivery organisations				
Priority	Key action(s)	Lead	Timescale	Measure(s) of success
3.1) Focus on supporting the development of voluntary sports clubs ensuring quality sporting experiences are available to a wide range of people High priority	Continue to provide administrative support to the Ealing Community Sport and Physical Activity Network, promoting the benefits of being involved to a wide range of providers	Active Ealing	Ongoing annual programme	Administer 3 to 4 meetings per annum
	Continue to support the work of the Borough's Cricket Development Group, supporting the attainment of identified priorities within the action plan	Active Ealing	Ongoing annual programme	Attend meetings and contribute to projects as appropriate
	Promote coach education and funding opportunities to voluntary and community based clubs and volunteers	Active Ealing	Ongoing	Circulate information on a regular basis
	Support and encourage clubs to become Clubmark accredited which will ensure that clubs have appropriate policies and procedures with clear roles and responsibilities for the recruitment, training and retention of volunteers	Active Ealing	Ongoing	Identify potential clubs across a range of sports to work with by April 2013 Increase the number of Ealing clubs achieving and maintaining Clubmark status
	Encourage local sports clubs to be involved in local, regional and national initiatives that promote club membership such as Give it a Go	Active Ealing	Annual campaign	Project specific participation targets
3.2) Generate club links with schools providing young people with the opportunity to become involved with voluntary sports clubs and to progress through the NGB talent pathway High priority	Build school club links and development pathways to support Ealing's participation and performance in the London Youth Games, School Games, Project Ability and Panathlon	Active Ealing	Ongoing annual programme	Increase the number of sports clubs involved in team selection and training for specific events
	Support the development of performance pathways through liaison with NGBs in targeted sports including cricket	Active Ealing	Ongoing annual programme	Involve appropriate sports clubs in developing NGB performance pathways
	Promote and deliver the Sportivate programme to help strengthen existing clubs and to encourage the development of junior sections within sports clubs	Active Ealing	Scheme ends June 2017	Project specific participation and retention targets focussing on specific partner clubs
	Promote and enable school to club links	Active Ealing & Schools Sports Partnerships	Annual - starting October 2012	Produce a club poster to be circulated to all schools

3.3) Continue to identify key sports grounds for development in partnership with voluntary or private sector organisations to attract investment and improve facilities and services Medium priority	Work in partnership with sports clubs to apply for external funding to improve sports facilities and opportunities for Ealing residents – projects detailed in Theme 4	Active Ealing & Major Projects	As and when opportunities arise in line with priorities listed in the Sports Facility Strategy	Number of sports facility improvements gained through the asset transfer process
	Improve outdoor sports pitch ancillary facilities focusing on high use sites first and the delivery of the short term projects detailed in the Sports Facility Strategy 2012 – 2021	Active Ealing & Major Projects	As and when opportunities arise in line with priorities listed in the Sports Facility Strategy	Successful completion of identified priority facility development projects
3.4) Continue to investigate alternative ways to deliver sport and physical activity especially in areas that have low levels of provision Medium priority	Support the work of Youth and Connexions and other Council departments promoting and delivering sport and physical activity opportunities	Active Ealing	Ongoing annual programme	Increase the number of sport and physical activity related opportunities available
	Work to highlight the availability of community based exercise opportunities	Public Health	Ongoing annual programme	Engagement with and promotion of community based programmes
	Generate a map of existing provision to identify areas of need	Active Ealing & Public Health	March 2013	Map of provision developed and target areas identified
	Promote the Doorstep Sports Club programme to sports clubs and other providers	Active Ealing	Ongoing promotion	Successful funding applications resulting in project specific participation targets
	Link with all Council departments delivering sport and physical activity opportunities for identified target groups	Active Ealing	Ongoing annual programme	Liaison with Partnership Boards and forums
	Support Brentford FC Community Sports Trust in the delivery of targeted estate based projects	BFC CST	Ongoing annual programme	Project specific participation targets

Theme 4: Appropriate indoor and outdoor sport and recreation facilities in the right place and at the right price

There are many ways people can be more active. Some people prefer to exercise alone whilst others prefer group exercise or team sports, some prefer to visit a sports facility whilst others prefer to make use of parks and open spaces, some people are happy to pay to play sport whilst others prefer to be more active by simply walking or cycling free of charge.

The urban environment and its design can influence how physically active people are, whether it be using stairs, walking to the shops or cycling to work. Creating an active environment is about ensuring that the urban and built environment is designed to encourage people to be active in their everyday lives. Ensuring that physical activity is a key consideration in relevant policy development will support this goal.

The Us Girls project and Staying Active programme for older adults mentioned under theme 1 deliver activities in the community using church halls, community centres and other non sporting venues, providing young women and older adults with activity opportunities close to where they live, at relatively low cost and in an environment that some may feel more comfortable in. These activities are vital when engaging people that may not have been involved in sport and/or physical activity for a significant period of time.

This theme focuses on the current and future provision of indoor and outdoor sports facilities in Ealing, what new facilities are needed and where they should be located. Further information on this topic is available in the Ealing Sports Facility Strategy 2012 – 2017 produced by Ealing Council. Below is a short summary of the key findings within the strategy including information on Ealing's major types of indoor and outdoor sports facilities, as well as informal activity spaces and details of new facility development projects, plus a brief summary of the Council's Leisure Pass scheme which offers discounts to specific target groups.

Ealing Sports Facility Strategy 2012 - 2021

Ealing's Sports Facility Strategy 2012 - 2021 sets out the location of existing indoor and outdoor sports facilities in Ealing, the current levels of participation for each sport using Sport England research and proposes locations for new sports facilities needed to meet potential future demand, calculated by using segmentation analysis and Sport England facility modelling tools.

The strategy also provides recommendations with regard to the development of active recreation policy in the Council's various development plan documents, which make up the Local Development Framework Folder. There are also recommended local standards for indoor and outdoor sports provision, which are derived from the future assessments detailed in the strategy.

Planning policy criteria will ensure that 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. 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 school hours for the benefit of Ealing residents.

A summary of the findings by sport are listed below, other indoor and outdoor sports facilities including bowls, boxing, climbing, croquet, gymnastics, squash, tennis and trampolining are covered in the strategy, as well as informal activities such as walking, cycling, outdoor table tennis and outdoor gym use.

Swimming Pools: There are currently 14 individual swimming pool sites in the borough, of which 8 are commercial swimming pool sites, operated on a membership basis, 4 sites are operated by the Council or its Leisure Management partner GLL and 2 are school facilities, not currently available for public use. Note: The Acton Baths facility is currently closed for redevelopment. Based on Sport England's analysis Ealing currently needs an additional 321 square metres of pool space if all pools are considered, if only public pool space is considered, Ealing needs an additional 371 square metres. This analysis assumes that the new Acton town centre facility will include an 8 lane 25 metre pool as well as a 12 by 8 metre teaching pool and the replacement of Gurnell Leisure Centre will include an 8 lane 50 metre pool and a 16 by 12 metre teaching pool. The additional pool space needed is equivalent to a 6 lane 25m pool.

Sports halls: There are currently 53 badminton courts located within 12 community accessible individual sports hall sites in the borough, in a mixture of locations. Currently demand for sports halls in Ealing exceeds supply and this unmet demand equates to just over 8 badminton courts. There is excellent accessibility to sports halls based on a 20 minute drive time catchment, however accessibility based on a 20 minute/1 mile walk to catchment area is not as good with 12% of Ealing's population living outside the catchment area of any sports hall. The analysis established that unmet demand in 2021 would be equivalent to 31 badminton courts.

Health and Fitness centres: There are 32 health and fitness venues providing a total of 2444 health and fitness stations across the borough. In terms of availability for the wider community, 623 stations are there for pay and play use (28%), 1778 are for registered members only (70%) and 43 (2%) for private use. 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.

Cricket: There are currently 44 cricket pitches across the borough in a variety of ownerships and tenures, 36 are known to be available for community use on a regular basis. By 2021 34 pitches would be needed to meet future demand, this indicates a potential surplus of 2 pitches. However, the nature of the demand will be for better quality pitches able to accommodate club league cricket rather than for Council run pay and play facilities which currently make up the majority of the pitch stock.

Football: Across the borough, there are currently 142 football pitches in total, in a variety of ownerships and tenures, 99 of which are senior and 43 junior. There are 28 sites, including 104 pitches, which are understood to be available for the wider community on a regular basis. The evaluation indicates that there is currently a broad balance between supply and demand. By 2021 there is likely to be community demand for 129 pitches of various sizes, an additional 25 pitches.

Rugby: There are currently 18 rugby pitches available for community use across Ealing, which includes use by local rugby clubs. By 2021 there will be a need for an additional six pitches and the reorganisation of existing pitch layouts to accommodate junior and colts rugby.

Golf: At present Ealing has four 18 hole golf courses and two 9 hole courses, one 9 hole par 3 and a 9 hole pitch and putt course in Hanger Hill Park, plus a new driving range. There is currently sufficient supply to meet demand, in fact there is a potential oversupply of courses and facility catchments do overlap. It is unlikely that additional golf courses are required or are feasible in Ealing up to 2021, future options could include reducing the number of courses in Ealing.

Athletics: The provision for athletics in Ealing is below the national and regional average, and outside the guidelines set by the governing body, which suggests that 1 track is required per 250,000 people within a 20 minute drive in urban areas. However, it is unlikely that new track

facilities will be built in the borough, but the jogging track in Spikesbridge Park could be considered for refurbishment.

Outdoor Tennis: There are currently 207 tennis courts in Ealing, including those marked out on multi use games areas (MUGAs), on 39 different sites. There are 35 free to access courts, including 8 marked out on MUGA's. In the absence of any further information, it can be assumed that there is a current balance between supply and demand, and that existing facilities should be retained.

Multi Use Games Areas (MUGAs): There are currently 46 MUGAs, on 31 different sites, plus 12 half court sites located across Ealing in a variety of places, some free to use at any time others accessible only during facility opening hours. There is little demand information that assists in identifying the need for MUGAs, however it is estimated that by 2021 there will be demand for up to 52 courts in community use, an increase of 7 courts, or 21 floodlit courts an increase of 3.

Artificial Grass Pitches: There are currently 6 full size AGP's available for community use, although, all are on school sites or are part of agreements which ensure that the facilities are only available for school use in term time during the day. Four pitches have a sand based surface more suitable for hockey and recreational sport, and two are 3G pitches, provided primarily for football. Ealing's current provision of 6 pitches is too few to meet the normally expected levels of demand from within the borough and as a result there is sufficient unmet demand for about 4 additional pitches. By 2021 demand for AGP's will be the equivalent of 12 pitches.

Cycling: Ealing opened its first dedicated skate park last year and this summer opened the new BMX track alongside the skate park on Gurnell Fields. The nearest off road cycle track is located in Hillingdon on the western edge of the borough.

New indoor sports facilities planned

The new Acton leisure complex is due to open early in 2014, replacing the old Acton Baths facility which closed at the end of 2011. The new facility will include a 25m 8 lane pool, a learner pool, a 100 station gym, 2 studios, community rooms and a library. As with the previous facility, activities will be available on a pay and play basis as well as through a membership system.

Cardinal Wiseman High School's community sports facilities built through Building Schools for the Future funding, will be opening in early 2014 and will include a sports hall and studios. The Building Schools for the Future scheme emphasised the need to provide affordable facilities and opportunities for the community as well as for pupils of the school. The new William Perkins High School in Greenford will also provide facilities for the wider community to use; these currently include a sports hall and studio space.

One of Ealing's most exciting and innovative facility development projects involves the regeneration of Warren Farm Sports Ground. It is the biggest outdoor sports site in the borough, but has unfortunately suffered from neglect over recent years and as a consequence is at significant risk. The Council through its asset transfer process will look to offer a long-term lease on the site in return for significant investment in the community facilities as well as maintaining community access. The Council's preferred partner for this site is QPR Football Club. The Council's estimated capital benefit from this project will be around £2.5m in community facilities, with further annual contributions towards a community activities programme. This project will be subject to planning permission, and if approved will be open to the community in 2014.

Through a development agreement with Taylor Wimpey, the former Liverpool Victoria Sports Ground in Acton will reopen for use at the start of 2013. The Council will again use its asset

transfer toolkit to engage a local voluntary sector to manage the new sand based full sized floodlit artificial grass pitch, suitable for hockey, new grass pitches for football and cricket as well as a new pavilion with community space and changing rooms.

New outdoor sports facilities

Ealing Council has a number of outdoor sports facility development projects in progress, that have been identified through the Sports Facility Strategy 2012 - 2021. A number of the projects described below have received funding from grant sources directly linked to the legacy of the London 2012 Games. Grants such as Play Sport London – Mayors Legacy Fund and the Sport England Inspired Facilities Fund. All the projects listed below are being developed through partnerships with voluntary sports clubs, with all but one project following the asset transfer process. The projects are spread across the borough, ensuring that as many residents as possible are able to benefit from these enhanced facilities.

Lord Halsbury Sports Ground – Northolt: Ealing Council is working in partnership with Larkspur Rovers Football Club and Northolt Amateur Boxing Club to provide a new pavilion, community space and artificial turf pitch as part of a £1.4m project. The new pavilion will have flexible community space for indoor recreational and cultural activities, boxing facilities and provide changing rooms for a number of outdoor sports. Successful grant applications have been submitted to Inspired Facilities, the Football Foundation and Play Sport London. The project will be delivered in two phases, with the pavilion work starting in June 2012 and being completed in February 2013. The artificial grass pitch works will start in January 2013 and be completed during the summer.

Spikesbridge Park – Southall: Ealing Council is working in partnership with two community providers, London Tigers Sports Club and Southall Community Alliance, to deliver the £1.6m project, to re provide a pavilion on the site of the former Southall Municipal Sports Ground, known as Spikesbridge Park. The development has been split into two phases, the first will see the construction of a new pavilion and investment in the grass football and cricket pitches. This phase of the project will cost in the region of £950k of which a significant proportion has been grant funded. To date the funders for this scheme include the London Marathon Charitable Trust, Play Sport London, English Cricket Board and Sport England's Inspired Facilities Fund.

The new pavilion will have flexible community space for indoor sports and cultural activities, education rooms for training courses; both back to work and sports related; and provide changing facilities for a number of outdoor sports, including football and cricket. The second phase of the project will be to install an artificial turf pitch within the centre of the athletics track. The first phase started in the summer of 2012 and will be completed by February 2013. The second phase of the project is dependant on external funding bids to be made early in 2013.

Scotch Common - Ealing: This project, in partnership with Pitshanger Football Club will provide a new clubhouse funded through Play Sport London, Inspired Facilities, the Football Foundation, Ealing Council and the clubs own direct investment. The clubhouse will comprise community space, changing rooms and an education space. The project is due to start in January 2013 and be completed by summer 2013.

Popefield Sports Ground – Ealing: The Council has selected Ealing Cricket Club as its preferred bidder, to develop this former school sports ground into a first class pitch facility for cricket and football. The project will follow the same development pathway as that for the projects listed above.

Durdans Park Sports Ground – Southall: The Council has awarded the site to Ramgharia Sports and Social Club, who run a range of sporting activities at various venues, including badminton, martial arts, football, hockey, yoga and cricket. The Council will be working with the club to raise approximately £700,000 to replace the pavilion and reinstate the cricket pitch.

Informal activity spaces – parks, outdoor gyms, distance marker routes, cycling

All of Ealing's parks and open spaces are available and accessible for informal use; particularly popular venues with a wide range of attractions include the Brent River Park, Northala Fields, Horsenden Hill, Ealing Common, Southall Park, Walpole Park, Hanger Hill and Acton Park. These areas are of great value to the community because they provide free access to a wide range of facilities.

As well as formal sports facilities, Ealing is also committed to supplying residents with opportunities to take part in activities of an informal nature such as walking, cycling, outdoor table tennis and outdoor gym use. People can participate in these free activities either on their own or as part of a group at any time during park opening hours. The majority of free access equipment in parks is installed following local consultation to identify the needs of local people. Parks are open spaces but also activity venues and as such placing outdoor fitness equipment in parks contributes to the accessibility of facilities across the borough.

Distance marker routes provide the opportunity for people to walk, jog or run a set distance usually around a park, often useful for people just starting to exercise or when rehabilitating from an operation or as part of a healthy active lifestyle goal. The development of measured routes will enhance the appeal and usage of the parks for existing and new users.

Outdoor gyms have become more popular in recent years, reasons for this could be a combination of a change in attitude for some generations, the appeal of being in an outdoor venue not in a sports centre, the basic nature of the equipment makes it easy to use for people with little knowledge, physical accessibility at a wide range of times and free access.

Future informal activity development across Ealing's parks will include the installation of more distance marker routes, outdoor gym facilities, low level climbing or traversing equipment and outdoor table tennis tables. Other activity provision could include parkour and skate facilities.

Cycling is popular in Ealing's parks, although under the bylaws it is prohibited 'without reasonable excuse' except on official cycle paths, which are clearly signed. Future work will include liaising with local and regional organisations as well as local residents to identify a network of appropriate cycle routes across the borough. There is currently one off road cycle track on the Race Course Estate, Northolt and a new BMX track adjacent to Gurnell Leisure Centre in West Ealing.

Active Ealing Leisure Pass

To improve accessibility to sports facilities and activities Ealing Council operates a discount card for leisure activities, which offers discounts of up to 50% for adults and 33% for young people on leisure activities in the borough. The junior leisure pass is available to children (aged under 16 years) of adult leisure pass holders. Pass holders are entitled to discounts on sports courses, sessions and activities at sports and leisure centres. Discounts are also available at the borough's public golf courses.

The following summary table highlights the key actions needed by Ealing Council to ensure the delivery of the facility development priorities associated with this area of work as identified in Ealing's Sports Facility Strategy 2012 – 2021.

Action Plan Theme 4:				
Appropriate indoor and outdoor sport and recreation facilities in the right place and at the right price				
Priority	Key action(s)	Lead	Timescale	Measure(s) of success
4.1) 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 High priority	Confirm community use arrangements for the new sports facilities at Cardinal Wiseman High School	Active Ealing & Education	By September 2014	New affordable and sustainable community use facilities opened on site
	Confirm community use arrangements for the new sports facilities at the William Perkins High School in Greenford	Active Ealing & School Board	By March 2013	New affordable and sustainable community use facilities opened on site
	Promote the existence and use of all new sports facilities to the local community	Active Ealing & the specific site	As projects finish	Specific promotional campaigns carried out after the completion of each new facility development project
4.2) Ensure facility pricing policies meet the needs of local people especially those from identified target groups Medium priority	Continue to display facility pricing and hire charges on the Council website	Active Ealing	Ongoing annual programme	April each year
	Continue to run a balanced programme of affordable activity at all Council run sports facilities	Active Ealing	Ongoing annual programme	Evaluated through leisure contract and team plans
	Review and relaunch the Leisure Pass to ensure that concessionary access is provided to those that need it	Active Ealing	September 2013	Successful launch of revised scheme
4.3) Deliver the aims and facility development priorities in the Sports Facility Strategy 2012 – 2021 Low priority	Engage the local community in the development of new facilities through effective consultation	Major Projects & Active Ealing	As and when projects start	Successful consultation process as part of project delivery
	Maintain and where possible improve the quality of existing facilities	Major Projects & Active Ealing	As and when opportunities arise in line with priorities	Successful completion of identified projects
	Identify appropriate funding opportunities to improve community sports facilities within Ealing	Major Projects & Active Ealing	Ongoing from 2013, in line with funding round dates	Secure external funding to complete identified projects 2013 bids include Protecting Playing Fields and Inspired Facilities

	Investigate the possibility of developing new sporting facilities in Ealing that are not currently accessible to Ealing residents, such as a Velo Park	Major Projects & Active Ealing	Completion 13/14	Alternative land use review completed
	Promote facility development opportunities by producing downloadable case studies on the Council website	Major Projects & Active Ealing	March 2013	Case studies produced on completion of projects
4.4) Ensure all policies detailed in the Sports Facility Strategy 2012 – 2021 are adhered to creating a sustainable network of facilities across Ealing Low priority	Encourage people to use Ealing's parks and open spaces for informal exercise	Parks & Active Ealing	Ongoing promotional campaign	Increase in the number of park users
	Engage with Ealing based sports clubs to ensure existing and new facilities are available and meet the needs of local sports clubs	Major Projects & Active Ealing	Ongoing annual programme	Successful consultation and communication process as part of project delivery
	Ensure any new indoor and outdoor facility adheres to Sport England and National Governing Body of Sport guidelines	Major Projects & Active Ealing	Considered as part of the project planning stage	Successful completion of identified projects
	Ensure all new facilities cater for people with additional needs and where possible meet Inclusive Fitness Initiative principles and guidelines	Major Projects & Active Ealing	Considered as part of the project planning stage	Successful completion of identified projects
4.5) Ensure services are of the highest quality whilst offering value for money to Ealing residents and Ealing Council Low priority	Determine the most appropriate future management arrangements for Ealing's indoor and outdoor sports and leisure facilities as opportunities arise and new facilities opened	Ealing Council	As and when decisions arise	Improvement in resident satisfaction levels for sport and leisure facilities

Theme 5: Champion the wider benefits of sport and being active

There are many benefits gained from being active and not simply the physical health benefits which are more widely promoted perhaps than others. There are emotional health and well being benefits which can be gained from participating in physical activity. Participation is also positively linked to self confidence, self esteem, motivation, drive and personal development, as well as developing communication and teamworking skills. This theme focuses on communicating the health and wider lifestyle benefits of being active.

There are both formal and informal benefits to be gained from participating in sport and physical activity. The former can include accredited training and development such as the attainment of coaching and lifeguarding qualifications, which may lead to careers in this field. The latter more experience based may not be accredited, such as experience of leading activity classes and organising activities. In addition there are many wider benefits which may not be commonly considered for example the ability to swim might open up a vast range of opportunities from being able to go to the pool with friends and family, to going on holiday and being confident to swim in the sea or being able to enjoy other watersports such as kayaking and windsurfing and most importantly is could save somebody's life. The same could be true of many other activities.

Activity programmes are not currently in place to address all of the health issues which exist in Ealing but the programmes that are available, do try to include people with a range of different health conditions. For example, the health checks programme identifies those at risk of cardiovascular disease while those completing a GP Health Check Questionnaire could include people who have other conditions such as being overweight, obese, diabetic or those who have mental health issues.

Current health and physical activity related activities funded or directly delivered by the Public Health Team

There are currently a wide range of health intervention projects commissioned by the Primary Care Trust which seek to address some of the health needs of Ealing's residents. The following activities are delivered directly or indirectly through funding provided by NHS Ealing or the Council's Public Health Team.

MEND (Mind, Exercise, Nutrition, Do It)

The previous national strategy on obesity - Healthy Weight Healthy Lives was implemented locally through the Ealing Healthy Weight: Healthy Lives Strategy 2009-2012 and helped to identify a number of gaps in services for weight management interventions for children. As a result the MEND Programme designed to help children and adults to become fitter, healthier and happier, was commissioned.

MEND Programmes are evidence based, family oriented programmes designed to prevent and treat child obesity. These free 10 week programmes support overweight/obese children some of whom have been identified via the locally implemented National Weight Measurement Programme (NCMP).

In Ealing three MEND Programmes are currently being delivered: MEND 2-4 years delivered by MEND Central and the Pre- School Learning Alliance, MEND 5-7 years and MEND 7-13 years which are delivered by the NHS Ealing Public Health MEND Delivery team.

Dormers Wells Trust activities

The trust provides a rolling programme of physical activity sessions at Dormers Wells Community Centre for adults over 16. The activity programme is quite varied and caters for people of different abilities. Low cost sessions are provided to increase physical activity levels in a community environment. Typical sessions available include Keep fit; yoga; dance 4 health; Zumba; Bhangra; gentle stretch and flexibility sessions.

NHS Health Checks, GP Physical Activity Questionnaire and Let's Get Moving

The revised local NHS Health Check LES requires the GP Physical Activity Questionnaire (GPPAQ) to be completed and the appropriate score for the patient is recorded. The recording by practices of a patient's physical activity status will enable them to target those with higher CVD risk factors for additional support and advice, review progress and sign post to appropriate physical activity opportunities. All patients who receive a score less than "Active" should then be offered a brief intervention called "Let's get moving" by trained practice staff, which supports behaviour change to increase physical activity levels. Training of practice staff in the use of the GPPAQ and delivery of the short intervention "Let's Get Moving" is being offered.

People with specific health needs - Ealing Healthy Lifestyles Programme

Active Ealing has successfully partnered Hounslow and Richmond Community Healthcare NHS Trust (HRCH) in securing the Adult Multi Component tender from NHS Ealing/Public Health Team. This service provides a comprehensive behaviour change service, integrated with the NHS Health Checks Programme in Ealing to support those being identified as at risk during their NHS health check, to change behaviours and sustain a healthier lifestyle, to help to address modifiable risk factors.

Ealing residents aged 40 to 74 years old, registered with a participating GP are eligible to be referred onto the scheme by their GP if they have been identified as having the following risk factors:

- Smoking
- Physical inactivity
- Sedentary lifestyle
- Obesity/overweight
- Nutrition/unhealthy eating
- Social support

To date activities have been delivered in Southall, Greenford, Acton and Northolt on days and at times that best meet the needs of individuals, with weekend sessions in Southall and weekday morning sessions in Greenford being the most successful.

Primary Care Mental Health Physical Activity Project

This service is for adults with mild to moderate mental health conditions that would benefit from increasing their physical activity levels. One-to-one support and signposting to physical activity, is offered and referrals are made via the Primary Care Mental Health Wellbeing Service.

Ealing Health Walks

Southall Community Alliance has been commissioned from April 2011 to March 2013, to run the Ealing Walks Programme. The programme is currently offering 16 health weekly walks all over the borough including evening and weekend walks. The walks are appropriately rated for a range of difficulty and are targeted at those people who live a more sedentary life and provide the opportunity to get more active in a social setting, in a welcoming environment which some may prefer over a more traditional sports facility. These walks make good use of Ealing's parks and open spaces and encourage people to walk more in their daily lives.

Current health and physical activity related activities in schools

The Health Improvement Healthy Schools Team has developed a universal Ealing Healthy Schools programme aimed at improving the health and wellbeing of children, young people and families through a coordinated whole school approach. Schools are invited to maintain their Healthy Schools programme by engaging in an initial whole school audit that helps identify areas of strength and development.

Working with the Health Improvement Team (HIT) schools can address any gaps through the training, guidance, advice and support available. Schools are then encouraged to assess the health needs of their school (through analysing their Health Related Behaviour Survey results) and develop a Health Improvement Plan for up to two health priorities, with the support of the HIT who will support delivery and signpost schools to help them achieve the actions and measure the impact.

Ealing HIT in conjunction with Ealing Public Health are updating the Ealing Healthy Weight, Healthy Lives strategy - the new Ealing Healthy Weight Strategy will convey how Ealing Council and its partners will address the growing issue of overweight and obesity together. The strategy will outline the local picture, the impact obesity has (individually and at a population level) and what the Council and its partners are doing/plan to do in order to address the continuing rise in obesity.

Get Set is the national education programme to raise awareness of the London 2012 Games with children and young people in order to inspire and leave a legacy once the Games are over. In Ealing the HIT joined forces with School Sports Partnerships, Public Health and the Music service and invited all schools to participate in the Ealing Get Set Challenge programme. Schools across the borough recorded their participation and received their awards at an event hosted by the National Get Set team.

Physical exercise as something more than just sport

Every child by key stage 2 must have the opportunity to learn to swim. As well as being an excellent way to exercise, swimming is also a life skill which could save a person's life or the life of others. Swimming works your whole body and the pressure and resistance of the water makes your body work that little bit harder, 30 minutes of activity in the water is worth 45 minutes of the same activity on land. The water takes your weight, so swimming can be great for those who want low impact exercise or for people who have mobility problems or want to protect their joints. Swimming is also great for your heart and lungs, because you use your whole body so your heart has to pump blood hard to your arms and legs, helping circulation and breathing. Being in water can also have a positive psychological benefit and the feeling of being in water can be refreshing, relaxing, and liberating as the water takes your weight.

Most school age young people in Ealing are given the opportunity to learn how to ride a bike, similar to swimming, being able to ride safely can obviously benefit your health and fitness levels but it can also provide an environmentally friendly, cost effective mode of transport for commuting and recreational purposes.

In the recent Active People survey for Ealing, adult participation in cycling was found to be higher than the London and West London sub regional area figures. The figure for female participation in cycling in Ealing was also higher than the national figures. Of those adults in Ealing who indicated that they would like to do more sport, nearly 11% of men expressed an interest in cycling, a rise on the previous year, but there was fall in the interest by women from just under 5% to just below 1%. Cycling is the second most popular sport amongst those adults aged over 50, who expressed an interest in doing more sport, the highest being swimming. Over 12% expressed an interest in either starting or doing more cycling.

Gardening and cleaning are wonderful ways to exercise, both involve bending and stretching, as well as physical exertion that raises a person's heart rate.

Any physical activity that a person can do as part of their everyday life is excellent as it doesn't take up any more time in the day and its sets a behaviour habit, not easily changed. For example, getting off the bus or tube one stop early and walking or climbing the stairs instead of taking the lift or escalator and cycling to work instead of driving a car.

The Council's Direct Support for Cycling (DSC) programme provided on-road cycle training and maintenance for over 1,400 adults and children in 2011/12. DSC also provides a Dr Bike clinic every month at several locations within the borough (1,000 cycles checked in 2011/12), plus other initiatives such as Southall Women's Bike Club and a GP referral service.

The London Borough of Ealing Local Implementation Plan (LIP) 2011-2014 Objective 5 is to 'Promote healthy travel behaviour through a shift to walking and cycling'. The LIP also contains projects such as School Travel Plans and Direct Support for Cycling to increase walking and cycling. Ealing Cycle Campaign organise monthly cycle rides from Ealing.

There are many other projects being delivered by a wide range of voluntary and community organisations, as well as those delivered by the Council championing the non sporting benefits of being active. Gaps in service provision and ongoing project delivery priorities have been listed in the following summary table.

Action Plan Theme 5:				
Champion the wider benefits of sport and being active				
Priority	Key action(s)	Lead	Timescale	Measure(s) of success
5.1) Raise public awareness of the benefits of a healthy active lifestyle High priority	Ensure programmes that include the promotion of physical activity link with sustainable community opportunities in the community for sustaining participation	Active Ealing & Public Health	Ongoing annual programme	The wider benefits of sport and physical activity are recognised in other relevant strategies
	Encourage employers to promote and support an active workforce	Public Health	Ongoing annual programme	Project specific participation targets
	Work to implement the health champions programme, continuing to offer tailored one to one support to help people change their behaviour and increase physical activity levels	Public Health	Annual programme	Health Champions recruited, trained and actively signposting people into relevant services
	Awareness raising campaign aimed at patients in health settings focusing on key messages	Active Ealing & Public Health	March 2013	Production and distribution of posters and or other relevant materials
5.2) Raise awareness of physical activity as more than just sport High priority	Work on reducing barriers to cycling to positively influence the number of trips made by bike	Ealing Transport Team	Completion 2014	Increase cycling mode share from 1.6% in 2006/7-2008/9 to 2% cycle mode share in 2011/12 – 2013/14
	Work on reducing barriers to walking to positively influence the number of trips made by people walking	Ealing Transport Team	Completion 2014	Increase the walking mode share from 26.7% in 2006/7-2008/9 to 27.7% walking mode share in 2011/12 – 2013/14
	Promote and enable the provision of swimming opportunities in Ealing particularly to low participant groups or those who can't swim	Active Ealing	Swimming partnership group ongoing	Project specific participation targets
	Undertake a general social marketing campaign focusing on raising people's awareness of the additional benefits of being active	Active Ealing	Ongoing starting 2013	Campaign launched by March 2013
	Promote Active Travel options to and from sport and leisure facilities particularly walking and cycling safely	Ealing Transport Team & Active Ealing	Ongoing starting 2013	Project specific targets in Active Travel plan
	Improve cycling access and use across the borough	Ealing Transport Team	Completion by 2014	Establishment of 3 cycle hubs Increase number of children receiving cycle training from 767 per year in 2011/12 to 810 in 2013/14

	Continue to provide non traditional opportunities to enable people to exercise informally at any time			Install distance marker routes in parks across Ealing
5.3) Make available targeted health related activities to people identified by health professionals and social care staff	Engage with key workers and/or partnership boards/representative groups to ascertain and understand the needs of individuals with both physical and mental health needs	Public Health	Ongoing starting 2013	Specific actions agreed to progress this area of work
High priority	Improve the ability of those receiving a personal social care budget to use this resource for accessing leisure facilities in the borough	Public Health	Ongoing starting 2013	Identification of key workers and confirmation of preferred communication method of current opportunities
	Seek to target activity programmes at those low participation groups most at risk of developing serious health conditions	Active Ealing & Public Health	Ongoing annual programme	Project specific participation targets and evaluation completed with participants
	Deliver the Ealing Healthy Lifestyles Programme building on past success, promoting exit route activities to participants	Active Ealing & Public Health	March 2013 end date	Achievement of the Ealing Healthy Lifestyles Programme targets
	Continue to deliver the MEND programme in Ealing, promoting exit route activities to participants	Public Health	Ongoing annual programme	Achievement of MEND programme targets
	Delivery of Ealing's Health Walks programme	Public Health	March 2013 end date	Project specific participation targets
5.4) Work more closely with health professionals in recognising the role physical activity can play in preventing, treating and rehabilitating individuals with specific health needs	Ensure sporting opportunities are part of the offer to individuals identified as wanting to be more active within the health setting	Active Ealing & Public Health	Ongoing	Development of an information sign posting resource to be used by health professionals
High priority	Ensure physical activity features in preventative service delivery for CVD, Diabetes (gestational), CHD, obesity including maternal and relevant mental health conditions	Active Ealing & Public Health	Ongoing	Review the local models of care to ensure physical activity is included
	Ensure Ealing's Health & Wellbeing Board has up to date accurate information to inform future decision making on service delivery	Active Ealing & Public Health	Ongoing starting 2012/13	Relevant sport and physical activity targets feature in the Health and Well Being Strategy

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