

**CAMDEN SPORT AND PHYSICAL ACTIVITY
NEEDS ASSESSMENT**

Camden 
Primary Care Trust

and

Pro-Active Camden

**A
REPORT
BY
PMP**

FEBRUARY 2009

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Executive summary

Needs Assessment – Overview of Key Findings

Sports participation

Active People

- 23.9% of people across the borough are regularly participating in 30 minutes moderate intensity physical activity (Active People 2006/7) although there are areas within the borough where participation rates are lower
- the most popular activities amongst those participating at least once a week are going to the gym and swimming
- 40.5% of residents do not take part in 30 minutes of moderate intensity exercise – a lower percentage than in London (49.5%) and nationally (50.6%)

Residents survey

- over one third of respondents across Kentish Town, Kilburn, Kings Cross and St Pancras & Somers Town regularly take part in moderate intensity sport or physical activity for at least half an hour
- 44% had not taken part in moderate intensity exercise in the last three months and over half of these people had not taken part in any physical activity in this period
- the most common barriers preventing people from being more active than they are now are work commitments, financial constraints and lack of motivation
- a high proportion of people (51.6%) are interested in increasing their involvement in sport and physical activity, both those who are currently participating and those who are not, and the two main reasons for this are to improve their health and body image
- swimming emerged as the most popular choice of activity followed by going to the gym, fitness classes, jogging and walking
- interest in dance particularly as well as in fitness classes and walking is stronger amongst women than men whilst the reverse for team sports.

Strategic context

- reducing significant health inequalities, improving the quality of life of local residents and encouraging healthy and active lifestyles are key strategic priorities for Camden (PCT Commissioning Strategy Plan (2007) and Operating Plan (2008/9), Core Strategy, Sustainable Community Strategy 2007-12 and Children & Young People's Strategy)
- growing recognition and awareness of the wider life benefits associated with participation in sport and physical activity are reflected clearly in national policy and decision-making
- there is a strong case for the need to increase physical activity as a key component of preventative healthcare with a robust base of evidence of its role in reducing the risk of premature death and major chronic diseases
- residents' survey findings showing a high level of interest in becoming more active are extremely therefore encouraging since health inequalities are greatest in these areas of the borough
- over 225 sport and physical activity services currently delivered by a wide range of public, private and voluntary sector providers across the borough.

Facility provision

Sports halls

- there are 11 sports halls in Camden and seven situated just outside the boundary with generally good geographical distribution across the borough, which will be improved further following the development of a new facility as part of the Kings Cross regeneration project
- however residents in some areas do not live within a 15 minute walk of this type of facility (Fortune Green, Frognals and Fitzjohns, West Hampstead, Kilburn in the North West and Regents Park, Bloomsbury, Holborn and Kings Cross in the South) and it is estimated that a further 13 badminton courts are required to meet local demand, which can be addressed as part of the BSF programme.

Swimming pools

- there are six publicly accessible swimming pools in the borough, three lidos and a further 24 private facilities, which is considered an appropriate level of provision to cater for local demand particularly as capacity will be expanded further through the re-opening of Kentish Town Sports Centre and new facility development in the Kings Cross area
- primary research showed that there is a strong level of interest in swimming amongst residents keen to become more active, which highlights the importance of optimising the capacity of existing public provision through programming and exploring opportunities to widen access to private membership facilities
- some residents do not live within easy reach of a publicly accessible swimming pool
- the development of new swimming pool provision as part of the Kings Cross regeneration will improve accessibility to provision for residents in St Pancras and Somers Town, which is particularly important in light of primary research findings and levels of deprivation in this ward.

Health & fitness gyms

- there are 42 health and fitness facilities located within the Borough (a further 52 within a 20 minute walk time of the boundary) and, although only 25% of facilities in Camden offer 'pay and play' access the number of stations is considered close to meeting local demand particularly with Jubilee Waterside Centre and Kentish Town Sports Centre due to re-open and planned new facilities within the Kings Cross regeneration scheme
- two facilities are in the process of gaining Inclusive Fitness Initiative accreditation to offer adapted equipment to disabled users (YMCA Central and Swiss Cottage Leisure Centre)
- 10 outdoor gyms funded by Camden PCT are in the process of being installed
- primary research findings showed that a high proportion of residents were interested in becoming more active, that there was a strong level of interest in going to the gym and that sports centres and open spaces were two of the popular settings where people would like to take part in their chosen activity
- these findings support the introduction of outdoor gyms within the borough and suggest that there may be a rationale for reviewing the scale of planned re-provision at Jubilee Waterside Centre and/or Kentish Town Sports Centre
- potential for development of community gym facilities at BSF sites requires further examination.

Grass pitches

- the level of grass pitch provision in Camden is well below the national average (grass pitches per person) for football, cricket and rugby (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008), which highlights the importance of retaining existing provision and ensuring it is of high quality
- there is relatively limited scope to develop existing or new provision due to the urban nature of the borough and current opportunities need to be maximised, which include the Kings Cross and Euston regeneration schemes, Chase Lodge project and Parliament Hill School BSF development
- out of school hours access arrangements and pitch specification are critical factors in optimising weekend community use of proposed grass pitch provision at Parliament Hill School.

All weather pitches

- there is generally good provision of smaller all weather sports pitches in Camden with nine facilities, tarmac and sand-based surfaces, as well as Multi-Use Games Areas, and three sites that are floodlit
- however these existing all weather pitches are clustered mainly in the Haverstock, Kentish Town and Cantelowes wards, which means that accessibility in the West and North West could be improved through facility development at BSF school sites
- in terms of full-size all weather pitch provision for hockey and football there are facilities in neighbouring areas but in Camden these are in short supply and opportunities presented by the BSF programme, albeit limited, must be explored.

Background

- 1 PMP was appointed in September 2008 to carry out a sport and physical activity needs assessment for the London Borough of Camden (the Borough) on behalf of Camden Primary Care Trust and the Community Sport and Physical Activity Network (CSPAN), Pro-Active Camden.
- 2 The aim of the study was to inform development of an action plan to support delivery of the Pro-Active Camden Sport & Physical Activity Strategy (2008-2012) by providing a clear understanding of the extent of current provision and identifying interventions that would increase participation amongst local residents.
- 3 The needs assessment covered the Borough as a whole but had a particular focus on the wards of Kentish Town, Kilburn, Kings Cross and St Pancras and Somers Town. Residents living in these wards suffer the worst life expectancy and are amongst those with the lowest levels of regular participation in sport and physical activity.
- 4 Key areas explored as part of the study included:
 - relevant policy, research and guidelines at a local, regional and national level
 - demographic, health and participation profile of the local population
 - barriers to participation
 - current service provision and future needs
 - adequacy of current indoor and outdoor facility provision and scope for deficiencies to be addressed through the Building Schools for the Future (BSF) programme.

Methodology

- 5 The study methodology and timeline are outlined in Figure A and Figure B on the following pages. The process model illustrates that stakeholder consultation was included at both Part 1 and Part 2. Stakeholder consultation 'A' (Part 1) comprised surveys of strategic partners, youth and community organisations and sports clubs. In addition interviews/discussion sessions were carried out with members of the community via established groups (Focused research 'A').
- 6 Stakeholder consultation 'B' (Part 2) involved circulation of the draft sport and physical activity database to strategic partners and local providers to check the accuracy of the information listed.
- 7 In addition, 400 in street surveys (Focused research 'B') were undertaken in the identified target wards to explore the causal factors resulting in low levels of participation as well as possible solutions that might encourage people to lead more active lifestyles.
- 8 The inclusion of in street surveys was a revision to the original methodology and resulted in an extension to the study timetable to allow for survey development, piloting, translation and fieldwork. Scoping discussions with the project steering group highlighted the importance of a proportion of the surveys being carried out with Somali and Bangladeshi speakers.

- 9 An age quota was used when undertaking the survey fieldwork since the results of the pilot exercise indicated that age was a factor influencing levels of participation and it is also known that some age groups can be more inclined to take part in interviews than others.
- 10 Six focus groups, three geographically based and three theme based, were held to explore issues raised through the in street survey in more detail. The format and arrangements of the focus group sessions were finalised following a presentation and discussion of survey findings with the Pro-Active Camden group.
- 11 Some of the limiting factors that could impact on the study methodology include:
- low response to stakeholder surveys
 - inaccuracies or omissions in source data used to compile the sport and physical activity database
 - lack of willingness of survey respondents to take part in focus group sessions.

Key deliverables

- 12 Key outputs from the study are:
- a report outlining study findings and conclusions with respect to the sport and physical activity needs of Camden residents, with a particular focus on four identified priority wards
 - an Excel database of current activities and services relating to sport and physical activity based on web research and consultation undertaken
 - an appraisal of current and future facility requirements and opportunities to meet community needs through the Building Schools for the Future (BSF) programme.

Figure A Study methodology

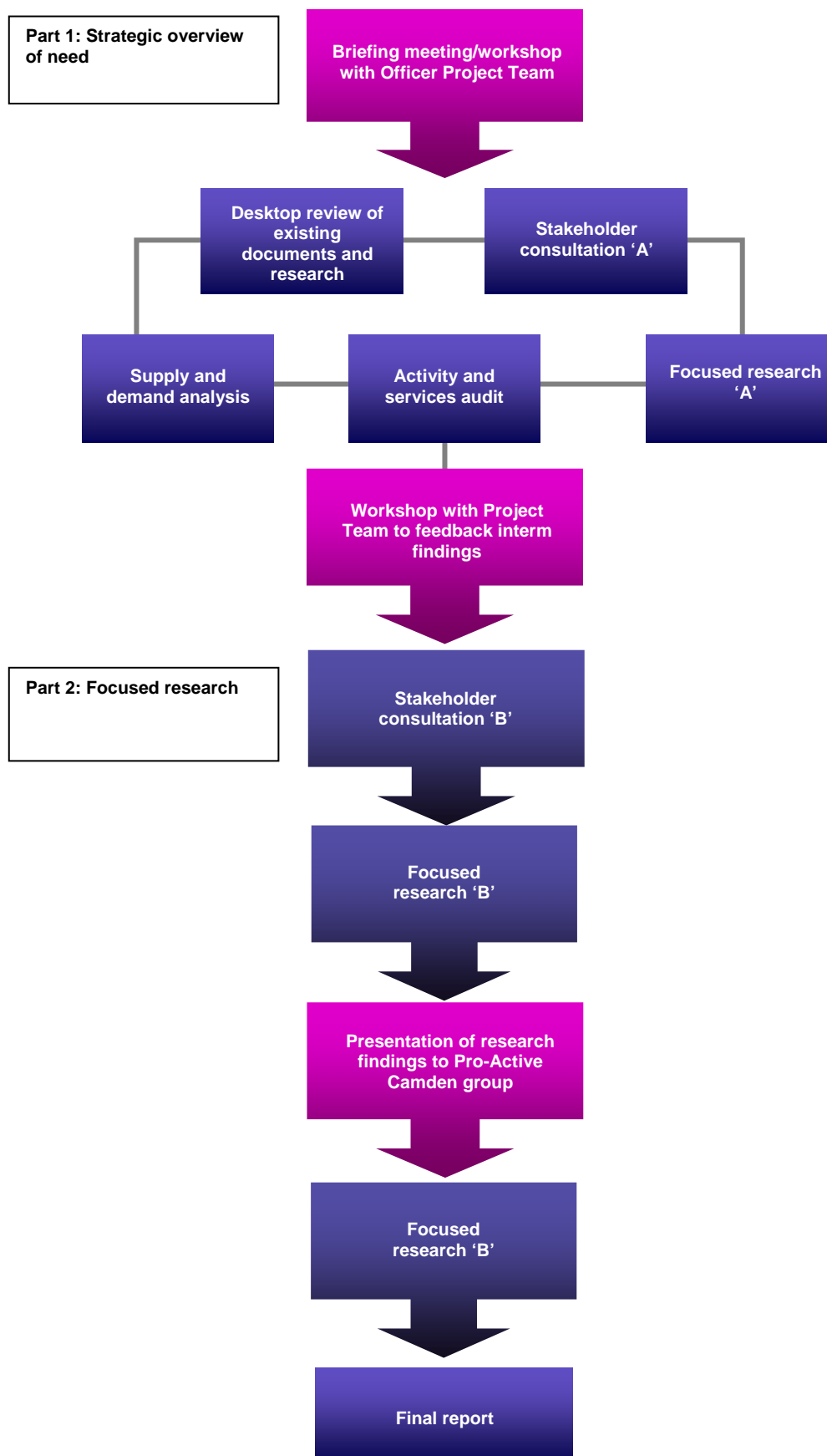
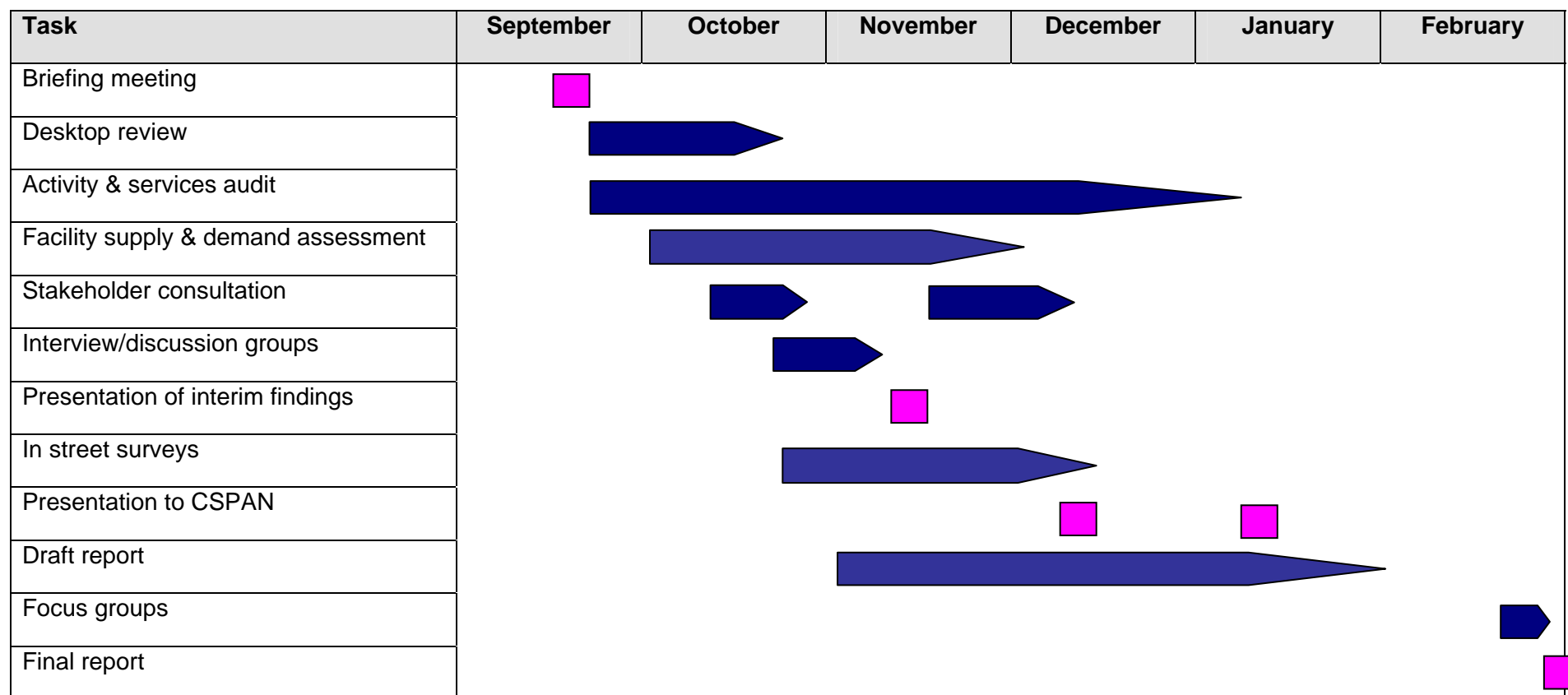


Figure B Project timeline



PART 1 – OVERVIEW OF FINDINGS**Strategic review**

- 13 Over the course of the last decade the role of sport and physical activity in being able to help deliver wider quality of life benefits has been increasingly recognised at national level, most recently with publication of Sport England's 'Shaping places through sport' guidance (November 2008).
- 14 Sport and physical activity services can make a significant contribution to delivery of the policy objectives of the Every Child Matters: Change for Children agenda as well as Public Service Agreement (PSA) targets including:
- PSA 12 – improve the health and well-being of children and young
 - PSA 18 – promote better health and well-being for all
 - PSA 21 – build more cohesive, empowered and active communities
 - PSA 22 – deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people
- 15 Camden Local Strategic Partnership is responsible agreeing, overseeing and monitoring the implementation of the Local Area Agreement (LAA) and Local Public Service Agreements for Camden (LPSA). Camden's LPSA, based on the theme of improving outcomes for children and young people, was agreed with Government to cover a period 1 April 2006 to 31 March 2009.
- 16 Sport and physical activity services have the potential to help local partners in Camden to achieve the following LAA Improvement Targets:

LAA Indicator	Partners who have signed up to the LAA Improvement Target
NI 6 Participation in regular volunteering	LB Camden, Camden PCT, Metropolitan Police Service
NI 8 Adult participation in sport and active recreation	LB Camden, Camden PCT, Sport England
NI 56 Obesity in primary school age children in Year 6	Camden PCT, LB Camden
NI 91 Participation of 17 year olds in education or training	LB Camden, Learning and Skills Council
Local J: Young peoples participation in positive activities	LB Camden, Museums, Libraries and Archives London, Arts Council

- 17 The consequences of low levels of physical activity are well known. Physically active adults have a 20-30% reduced risk of premature death and are up to 50% less likely to be at risk of major chronic disease such as CHD, stroke, diabetes and cancer (Department of Health, 2004).
- 18 In the UK and in Camden health improvement and addressing health inequalities are therefore key priorities. Camden PCT has identified key priorities for reducing health inequalities, focusing on reducing deaths from cardiovascular disease (CVD), increasing screening uptake and key lifestyle factors such as smoking and alcohol consumption.
- 19 There is a strong case for the need to increase physical activity as an important component of preventative healthcare, which is supported by a robust base of evidence showing the significant impact physical activity has on a range of chronic diseases including:
- At Least Five A Week: Evidence on the Impact of Physical Activity and its Relationship to Health (Chief Medical Officer's report, Department of Health 2004)
 - Exercise Referral Schemes: A National Quality Assurance Framework (Department of Health 2001)
 - Department of Health National Service Frameworks for Long Term Conditions (2005), Older People (2001), CHD (2000), Diabetes (1999) and Mental Health (1999).
- 20 As levels of mental illness rise, there is mounting evidence that structured exercise programmes can be used effectively in treating mild or moderate depression and that exercise has a positive effect on a person's mental health (Up and Running? Mental Health Foundation, 2005).
- 21 Reducing significant health inequalities in the borough is a key goal identified within the Camden PCT Commissioning Strategy Plan (December 2007) and Operating Plan 2008/09.
- 22 Improving the health and wellbeing of Camden residents and promoting and encouraging healthy and active lifestyles are key local priorities set out in the Core Strategy, Camden Together – Camden's Sustainable Community Strategy 2007-2012 and the strategy for creating a better life for Camden's children and young people – 'Achieving their full potential' amongst others.
- 23 The strategic review demonstrates clearly that sport and physical activity has a critical role to play in improving health and tackling health inequalities as well as in ensuring that adults and children enjoy a good standard of well-being and quality of life and are able to take advantage of the opportunities available to them.
- 24 It also highlights a significant degree of overlap in the strategic themes across the health, sport and youth and community sectors. In particular shared priorities can be summarised in Figure C overleaf:

Figure C Cross-cutting strategic themes



Local context

- 25 The primary characteristics of the Borough and its population were examined to identify points of key significance in relation to the strategic planning of sport and physical activity.
- 26 The main findings to emerge from the analysis of the demographic, health and sports participation profile of the Borough can be summarised as follows:

Demographic profile

- Camden is the 2nd most densely populated of the London boroughs covering an area of 2,172 hectares and with a total population of 198,020 (Census 2001). The population is predicted to rise to 218,500 (GLA 2006 Round Projections), which will intensify demand for open space as well as indoor and outdoor sports provision
- there are clear differences in the provision of open space across the Borough with St Pancras & Somers Town containing the least publicly accessible open space (5.2ha) in contrast to other areas such as Highgate and Hampstead (289.7ha), Regents Park (39.2ha) and Primrose Hill (27.2ha) where single large open spaces (major parks) are located (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008)
- 26.8% (53,124 people) of the overall borough population are from black and minority ethnic (BME) groups and 6.4% of residents (12,569 people) are Asian Bangladeshi compared to 2% in London and 0.6% nationally – health inequalities are related to ethnicity and research shows that Bangladeshi men and women are least likely to participate in physical activity (Ethnic Minorities, Refugees and Migrant Communities: physical activity and health, Sporting Equals, 2007)

Health profile

- 14.7% of under 15s, which equates to circa 4,700 young people, are 'not in good health' (Health Profile, Association of Public Health Observatories (APHO), 2008), which is significantly worse than the England average (11.6%) – while boys retain a level of activity throughout their school life (70% of boys achieve at least 60 minutes of activity a day from age 8 to 16), girls' activity rates begin to fall from the age of 10 and by age 15 only half of girls achieve the target activity rate (At least five a week report, Chief Medical Officer, 2004. It's Time report, WSFF, 2007)
- more than one third (35%) of the local population live in parts of the borough that are amongst the 20% most deprived areas of England – health inequalities are related to location and deprivation (Health Profile, APHO, 2008)
- male life expectancy (76 years) is lower generally than the England average (77 years) but further accentuated by local health inequalities – men from the most deprived areas of Camden have a life expectancy of almost seven years less than those from the least deprived, 72.5 years compared to 79.5 years (Health Profile, APHO, 2008)

Sports participation profile (Active People Survey 2005/6)

- the minimum level of activity recommended for adults to gain general health benefit is at least 30 minutes of moderate level activity on five different days of each week - '5 x 30' (DoH, 1996) – participation in sport and active recreation on three days a week – '3 x 30' – can therefore make a key contribution towards achieving '5 x 30' overall
- in 2005/6 24.6% of Camden residents aged 16 years and over (circa 40,100 people) were taking part in '3 x 30', which was the 8th highest rate of participation in London and in the top quartile nationally – although headline results from the 2007/8 survey indicate that participation levels have fallen slightly in Camden to 23.9% (↓0.7%) this change is not as significant as in other boroughs such as Westminster (↓3.5%) or Islington (↓3.1%)
- the most popular sport amongst people who participate in 30 minutes of moderate intensity exercise at least once a week is 'Gym' followed by 'Swimming'
- participation levels do vary across the Borough with lower levels of participation in '3 x 30' in St Pancras and Somers Town Gospel Oak and Regents Park in particular as well as Haverstock, Kentish Town, Kilburn, Kings Cross and Holborn – which reinforces the strong correlation between rates of participation and levels of deprivation (Health Profile, APHO, 2008)
- 40.5% of residents (circa 66,000 people) do not take part in any moderate intensity activity of 30 minutes duration, which includes:
 - 93.7% of those aged 85+ years (c 2,500 people), over two thirds of those aged 74 to 84 years (c 5,200 people) and around half of those aged 45 to 64 years (c 18,000 people)
 - 78.4% of those with a limiting long term illness or disability (c 20,200 people)

- 49% of people from BME groups (c 21,400 people)
- 44.9% of women (c 38,800 people)
- compared to the overall borough average of 27.8%, club membership is lowest amongst people with a limiting disability (12.4%) and those in lower socio-economic groups (19.7%), which may indicate that there are barriers that are preventing these groups from joining or that they prefer to take part in a different type of setting
- compared to the overall borough average of 13.6%, participation in organised competitive sport is particularly low amongst people in the C1 socio-economic group (1.8%), people with a limiting disability (2.8%) and those aged 55+ years (3.9%), which highlights the importance of ensuring that these groups are able to access non-competitive opportunities.

Sport England Market Segmentation data

- 27 It is important to give consideration to the needs of different types of participants by exploring behaviours and attitudes towards sport as well as motivations for and barriers to taking part. Sport England market segmentation data does this by modelling particular groups and building upon the Active People Survey, the Department for Culture Media and Sport's Taking Part Survey and the Mosaic tool from Experian.
- 28 19 market segments have been created from an analysis of the English adult population (18+ years). Each segment exhibits distinct characteristics with information covering likelihood to participate in sport, specific sports people take part in or may be interested in, reasons why people do or would chose to do sport and barriers preventing them from doing so. Information is also available on the types of marketing channels that are likely to be most effective in targeting each group.
- 29 By applying this information to population data for Camden this shows which segments are likely to be common within the borough and gives a reasonably reliable indication of what could be done to stimulate greater participation by Camden residents.

Borough-wide

- 30 There are six market segments that are more common in Camden than in Central London (Camden, Islington, Kensington & Chelsea, Lambeth, Southwark, Wandsworth and the City of Westminster), London generally and nationally, some of which are active types and some that are not.
- 31 A summary description of these segments (most significantly different from the national average first) is shown below. Each segment has been assigned a name to bring it to life but these can be misleading so it is important to focus on the characteristics of the group as opposed to its title.

Kev

- Male, 46-65 years, Black or Asian ethnicity. Not particularly active but likely to be a member of a social club that does some physical recreation. **Enjoys team sports, especially football, and also combat sports or low intensity social activities such as darts or pool. Better playing facilities, and cheaper entry, would encourage more participation.**

Tim

- Professional male, 26 to 35 years. Very active and enjoys high intensity exercise. Enjoys technical sports such as skiing and water sports. Keen interest in team games and individual activities as well as personal fitness activities. Likely to have private gym membership, and compete in some sports. Time is the main barrier to doing more.

Chloe

- Graduate professional female, 18 to 25 years. An active type that primarily enjoys exercise classes over individual activities or team games. Swimming is popular, as is going to the gym, but combat sports do not appeal. Likely to be a member of a gym or fitness club, but for the classes and for socialising than the gym. **Would exercise more if they had more free time, people to go with, or facilities were open longer.**

Leanne

- Female aged 18 to 34 with children. Mixed or Asian ethnicity. Not likely to be particularly active. **Swimming and keep fit classes appeal. Motivations include losing weight and to take children. Would exercise more if there was help with childcare, longer opening hours and cheaper admission.**

Helena

- Single professional female aged 26 to 35. Very active, particularly enjoys keep fit and gym related activities. Swimming and skiing are also popular. Likely to have private gym membership and receive tuition for sport. **Longer opening hours, having people to go with or being less busy would lead to increased activity.**

Ben

- Young male professional aged 18 to 25. Recent graduate. Very active. Keen interest in team sports and high intensity activities such as lifting weights at the gym or competitive court games. Also enjoys skiing, climbing and rowing. **Being less busy, having people to go with and better playing facilities would encourage greater participation.**

Priority ward level

- 32 Census 2001 demographics were also cross-referenced against the key characteristics of each of the 19 segments to give an indication of the predominant market segments within the Kentish Town, Kilburn, Kings Cross and St Pancras & Somers Town.
- 33 By identifying the prevalent segments that have a lower propensity to take part in sport and activity and providing a clearer understanding of their attitudes towards sport, issues faced, motivations and interests, this type of local level analysis can help to inform the development of appropriate strategies that will encourage low participating groups to become more active.
- 34 The local demographics for age, gender, ethnicity and economic activity in all four wards closely match three market segments identified as unlikely to participate in sport and physical activity:
 - **Leanne** – as above

- **Paula** – female, aged 18-35, Mixed or Black ethnicity. Single mums with financial pressures, childcare issues and limited time. Unlikely to do sport and activity.
- **Brenda** – female, aged 26-35 or 46-55, Black or Asian ethnicity. Low skilled worker. May have children. Likely to walk to work but not to do other regular activity.

- 35 However the profile of these groups indicates that taking their children or losing weight might be reasons they would do choose to do sport or activity suggesting that use of positive messages around health and body image in the promotion of activities or the programming of adult activity sessions alongside those for children could be effective interventions.
- 36 The majority of sports and activities that may appeal to these segments are fitness activities that could take place in exercise studios, the gym or the home. In terms of factors that could encourage increased participation help with childcare was most significant having the highest index score across all three groups. Better playing facilities, longer opening hours and cheaper admission prices were other interventions identified.

Market segment	Activities likely to appeal	
Leanne	<ul style="list-style-type: none"> • Aquafit/Aquacise/Aqua aerobics • Dance exercise • Ice skating 	<ul style="list-style-type: none"> • Netball • Rounders
Paula	<ul style="list-style-type: none"> • Skipping • Ice skating • Trampolining 	<ul style="list-style-type: none"> • Step machine • Keep fit • Basketball
Brenda	<ul style="list-style-type: none"> • Netball • Horse riding • Skipping • Step machine 	<ul style="list-style-type: none"> • Dance-exercise • Aerobics • Health and fitness • Body combat/Cardio-kick

- 37 Market segmentation is a useful tool but the primary research (in street surveys and focus groups) undertaken as part of this study provides supplementary data sourced locally within the borough that can be used to test and refine the understanding of factors leading to low participation and appropriate solutions.

National good practice guidance

- 38 The majority of groups showing low levels of activity in the borough are recognised low participation groups. Industry research has been carried out to inform the development of effective strategies and interventions for encouraging participation by providing further evidence of the motivations, attitudes and barriers faced.

- 39 It is important that good practice guidance is used to guide delivery of sport and physical activity in Camden. Recommendations set out in published national guidance are summarised below to highlight good practice measures, which should be key considerations.

Women and girls

- 40 **Creating a Nation of Active Women: A Framework for Change (2008)** provides a framework to address the crisis detailed in It's Time (WSFF, 2007). It comprises three key imperatives for those who develop policy and design, and who deliver and promote sport and exercise to women and girls:

1. Give the customer what she wants
2. Create a society in which being active is attractive
3. Develop policies to improve leadership, investment and profiles

- 41 The vision is underpinned by six key practical recommendations:

Five-star facilities: From hair straighteners to clear signposting: sport needs to take a leaf out of the retail book to offer women facilities which are welcoming, easy to navigate, clean and of a high standard.

Picture this: 68% of women believe the media sets an unrealistic standard of beauty. A culture that celebrates active women needs to be created including the birth of aspirational role models who show women that being fit and healthy is realistic, beneficial and attractive.

Sports days: Only a quarter of girls believe it is cool to play sport or important to be good at it. Schools need to work hard in order to foster a positive experience of sport and activity within girls. Activity should be fun and interesting and stretch across the whole curriculum. A wider range of activities should be available in all schools – like dance and yoga – and girls should be able to wear what they feel comfortable in.

Team effort: 61% of women would exercise more if there were more opportunities for families to exercise together. Giving women the chance to exercise alongside their family will motivate more to take part themselves, whilst becoming a positive role model for a future generation of budding athletes.

Home grown enthusiasm: From dancing in the living room, having a kick about in the garden, working out with Wii Fit, an active lifestyle needs to be fostered at home.

Sister act: 64% of women would exercise more if they had a friend to be active with. Activities and facilities should be designed to create and encourage friends to exercise together, whilst promoted as an opportunity to meet and make friends.

Winning at work: 77% of working mothers would like to fit exercise in with more flexible hours at work. With the provision of flexible working hours, childcare, changing facilities and facilitation of organised sport, the workplace can act as a strong sports 'provider' for women.

Older people

- 42 Sport England commissioned research to explore the underlying factors that determine attitudes and propensity to take up sport and physical activity amongst older people and, in particular, amongst those who have recently retired.
- 43 Understanding participation in sport: What determines sports participation among recently retired people? (February 2006) summarises this research and sets out key recommendations for encouraging older people into involvement in sport and physical activity, which were:

Communicate a need	<ul style="list-style-type: none"> convey a clear message that exercise is different and better than being generally active reinforce safety to overcome fear of injury and the need for recovery time from exercise
Provide an opportunity	<ul style="list-style-type: none"> 'taster sessions' of activities likely to appeal, e.g. yoga, bowling, dancing, swimming, keep fit exercises, bend and stretch sessions, tai chi, badminton
Present relevant hooks	<ul style="list-style-type: none"> position it as fun and enjoyable, and highlight the social aspect general well being
Address barriers	<ul style="list-style-type: none"> avoid using the word 'sport' make opportunities inexpensive and good value for money stress that there are exercises suitable for their age group and for people who haven't exercised for some time
Make it easy	<ul style="list-style-type: none"> make opportunities as local as possible (especially for women who think very narrowly in terms of their local area). organise activities specifically for them (over 55s)
Make it a possibility for ethnic minority women	<ul style="list-style-type: none"> use their own community halls and centres single sex – with assurance of privacy and not in sight of men instructors to speak their language exercise that can be done in usual (modest) clothes
Reach them	<ul style="list-style-type: none"> promote the fact that opportunities are available to this age group promote through local free press, libraries, GP surgeries, community centres.

Lone parents

- 44 Sport England commissioned research to understand better the issues and barriers faced by lone parents and to explore practical ideas that would encourage participation. Understanding participation in sport: What determines sports participation among lone parents? (July 2006) summarises this research outlines key recommendations from this work, which were:
- **improve communication of existing initiatives and facilities** – to overcome low levels of awareness of schemes that are already in place
 - **enhance existing facilities** e.g. repairing nets on tennis courts and improving hygiene at swimming pools – to encourage more lone parents to use them
 - **provide affordable childcare at gyms and leisure centres** – to enable more lone parents to participate in some type of physical activity
 - **utilise school facilities** – to offer an accessible and affordable location at which lone parents could take part
 - **recruit ‘local leaders’** – to provide additional motivation and support – someone was qualified but not intimidating and could relate to being a lone parent and understand the situations and obstacles they face.

People with learning disability

- 45 The London Sports Forum for Disabled People (LSF) undertook a project in late 2003, ‘**My Time, My Choice**’, to empower people with learning disability to obtain more choice and inclusion in sport and physical activity and improve their health and well-being.
- 46 A London wide consultation was carried out with people with learning disability, which highlighted six key barriers to inclusion in sport and physical activity and ways in which they should be overcome:
- **increased choice** – compared to mainstream sport, there was found to be a less range of sporting activities available to disabled groups
 - **enhanced access to information** – information on sports clubs commonly was found not to be accessible or available in easy words or pictures for people with learning difficulties
 - **improved and more welcoming reception** – people with learning difficulties were found to feel uncomfortable to join a non-disabled sports club
 - **improved accessibility of facilities** – a lack of accessible local facilities was found to be a common reason stopping people from participating
 - **increased inclusion** – out of an estimated 20,000 mainstream sports clubs in London less than 5% were found to include disabled people as members
 - **increased involvement in decision-making** – volunteers, rather than the disabled members, were found to make most coaching and management decisions in clubs for people with learning difficulties.

Consultation findings

- 47 Stakeholders, community providers and service users were consulted during Part 1 of the study using online surveys and interviews to help identify local needs and priorities, gaps in provision, barriers faced and areas considered priorities for development and improvement.
- 48 All of these organisations as well as others across the public, private and voluntary sectors were also asked to provide and verify details on sport and physical activities they provide to the local community to supplement data gathered through web research.
- 49 A full list of organisations contacted is provided as an appendix to the main report.

Online surveys

- 50 35 representatives from 18 stakeholder agencies (19 from London Borough of Camden), 30 community organisations and 15 sports clubs were asked to complete online questionnaires. Response rates achieved were as follows:
- Stakeholders: 9 responses (26%), 7 completed questionnaires and 2 providing headline information on key organisational objectives
 - Community organisations: 6 responses (20%)
 - Sports Clubs: 4 responses (27%)
- 51 The relatively low response rate achieved (23% overall) means that the results have been used to identify broad themes but that the sample due to its size is not considered wholly representative. However, the primary research and focus groups as well as presentations to Pro-Active Camden members and follow up consultation on the needs assessment findings provide opportunities to test and build on these identified themes.
- 52 30 providers (10 listed stakeholders) responded to provide or verify information on services they deliver. However, not all providers responded, most probably due to constraints on their time, which meant this approach has only been partially effective in testing the currency and accuracy of information listed.
- 53 The main points raised through online survey responses received were:

Stakeholders

Camden School Sport Partnership, Jubilee Hall Clubs, London Borough of Camden (Arts and Tourism, Active Health Team, Neighbourhood Sports Team, Libraries and Funding Management), University College London and The Royal Parks

- increasing participation in sport and physical activity amongst recognised priority groups is a common target objective for organisations over next three years
- 'financial/budget pressures' is considered to be the main challenge or threat that may prevent the achievement of organisational objectives
- access to pool water space together with a lack of indoor hall space and grass/synthetic turf pitches were issues raised in relation to facility provision

- groups believed to be most affected by current gaps in provision overall are girls and the over 60s closely followed by disabled people, lone parents and adult women
 - 'no-one to do it with', 'cultural reasons' and 'cost of taking part' are perceived to be barriers affecting all groups
 - 'lack of interest' and 'no-one to do it with' are believed to be the primary barriers preventing participation by girls
 - 'lack of time' (including family and work commitments) and 'lack of childcare' facilities are considered the main issues amongst adults.

Community groups/organisations

Highgate Newtown Community Centre, Holborn Community Development Project, Holly Lodge Community Centre, Primrose Hill Community Association, Somali Youth Development Resource Centre (SYDRC) and Somers Town Community Sports Centre

- 'lack of interest' is believed to be a factor affecting participation by all groups and lone parents are believed to face the greatest number of barriers to participation
- local needs identified included demand for dance for adults and children and personalised gym training for adults in the Highgate area and children and young people's play provision in the Holly Lodge area
- suggested areas for improvement included:
 - more year round health promotion services such as the Pitstop Health Checks at Highgate Newtown Community Centre
 - funding for exercise classes targeting those on low incomes
 - access to girls/women only swimming for the Muslim community.

Sports clubs

Belsize Park Rugby Club, Camden Basketball Club, Fleetwell Disabled Swimming Club and Hampstead Football Club

- the local rollout of the Rugby Football Union national 'Go Play Rugby' player recruitment campaign and Scrum in the Park events held in Regent's Park had been successful in increasing participation in rugby in the borough
- issues raised related to the quality, suitability and affordability of local facilities as well as lack of volunteers
- future priorities for clubs relate mainly around recruiting and developing volunteers and coaches.

Interviews/Discussion Groups

- 54 To get an early, indicative but empirical impression of the barriers to participation people in Camden may typically encounter and what could be done to overcome them, 15 women attending a local community centre, 8 young people and adults attending an event run by the Sudanese Women's Association and 6 adults with learning disability attending a day service were interviewed. The reason for choosing these particular groups is that women, Black and Minority Ethnic Groups and disabled people are nationally recognised for low participation. This was a necessary initial reality check.

Women

- 55 Women are a nationally recognised low participation group. 15 women attending a parent and toddler drop-in session at Abbey Community Centre were interviewed regarding their involvement in sport and physical activity. Three were child-minders, two of whom had children of their own.
- 56 An analysis of interview responses showed that:
- only one third of women were found to take part in sports mainly casual swimming and yoga on a once a week or once/twice a month basis
 - the primary reason given for not doing more physical activity was a lack of time due to looking after young children but other common reasons stated were 'childcare issues', 'not making time' and 'cost'
 - another issue faced related to the fact that mothers are limited in the activities they can take part in with their children since many of them are currently run at times in the day when toddlers are typically eating or sleeping
 - over two thirds of those interviewed stated that they would like to do more activity and the things that would enable/encourage them to do so were mainly:
 - more information on activities run, particularly those that offer childcare facilities
 - access to childcare or crèche facilities
 - activities/sessions (e.g. access within the learner pool programme) at more convenient times
 - lower prices (e.g. no gym joining fee, lower pilates/yoga class fees, changes to the times at which resident's card discounts apply)
 - activities in which interest was expressed were: swimming (5), yoga (3), pilates (3), aerobics (2), going to the gym (2) and dance (2).

Disabled people

- 7.1 The Choices Project is run by The Camden Society and is a day service for adults with learning disability aged 45 years and above. A group discussion with six of the day service users highlighted that they have the opportunity to take part in sports and activities both at 37 Greenwood Place and Talacre Community Sports Centre. These include basketball, dancing, snooker, table tennis and weekly walks to Hampstead Heath as well as chair-based activities for people with lower mobility.

7.2 However, two main issues were identified as barriers to members of the group taking part in other activities:

- lack of transport – the day service does not have access to a minibus and this limits the range of activities that users can take part in, for example, the group has expressed interest in 10-pin bowling but the nearest facilities are in East Finchley and Islington
- lack of information – members of the group had limited knowledge of other activities that might be available and it was mentioned that advertising by Talacre Community Sports Centre was much lower than when it had first opened.

Black and minority ethnic groups

7.3 Interviews were also conducted with young people and women from the Sudanese community attending a 'Celebrating Black History' event run by the Sudanese Women's Association. Four interviews were held with girls and boys aged 10 to 14 years and four with adult women.

7.4 One of the adult women visited the gym twice a week but activity levels amongst the other three were much lower due to a lack of time and cost in one case and health issues in the other two. Two of the women did no exercise at all and one did yoga at home and went walking during the summer months.

7.5 Three of the women stated that they would like to do more physical activity. Two mentioned that they would like to go swimming but firstly needed to learn to swim. One highlighted an interest in group walks and stated that information on activities should be better advertised. One showed an interest in dance and exercise having attended exercise classes previously at the Prince of Wales facility prior to its closing.

7.6 One of the young people interviewed was already taking part in sport regularly inside and outside of school and not looking to do more. Three were taking part in sport (e.g. PE, after-school clubs, swimming lessons) but were interested in doing more. The reasons currently stopping them from doing more activity included:

- lack of time due to school and other commitments
- parents lacking the time to take them
- not being back from school in time to make local sports sessions during the week
- too few people to do it with.

Audit of current services and activities

- 57 In order to assess the range of sport and physical activity services available for local residents, an audit was prepared, based on information gathered from comprehensive web research and supporting consultation.
- 58 Public, private and voluntary sector organisations were asked to provide and verify details on sport and physical activities they provide to the local community. A total of 30 responses were received. Since not all providers responded, most probably due to constraints on their time, this approach was only partially effective in testing the currency of information listed and its validity is dependent on the accuracy of the source data.
- 59 This centralised database nevertheless provides a more extensive resource than available previously and, if maintained, will develop over time.
- 60 Over 225 entries are listed, which shows there is a high volume of activity being delivered in different settings across the borough by public, private and voluntary sector providers. Current provision includes sessions that are run on a daily, weekly and monthly basis as well as seasonal provision, annual and one off events.
- 61 There appears to be a wide choice of different sports and physical activities catering for different interests, ability levels and age groups. A summary of provision available for specific target groups is presented below:

Children and young people

- 80 listings targeting children and young people across a broad spectrum of ages – 8 to 19 years as well as younger age groups
- participation opportunities (e.g. neighbourhood drop in sessions, club coaching sessions, after-school clubs, holiday play schemes) as well as progression and competitive opportunities (e.g. leagues/club competition, Schools Athletics Championships, London Youth Games, Mini marathon, etc)
- twice as many single sport (51) than multi-sport sessions (26)
- football the most commonly provided activity – featuring in roughly one third of entries listed
- wide range of individual activities available including badminton, gymnastics and tennis as well as boxing, fencing, martial arts, triathlon, dance, street dance, trapeze, trampolining and exercise classes (yoga, kick-boxing, fitness), watersports (canoeing, rowing) and abseiling
- girls only sessions in dance as well as in football and basketball
- programmes seeking to achieve wider outcomes through sport – social inclusion programmes (e.g. Camden United Football Project, Positive Futures) as well as healthy lifestyles/weight management programmes (e.g. MEND).

Older people

- 34 activities aimed specifically at the over 50s/60s age groups
- primarily held at community centres with exercise/keep fit classes (68%) by far the most commonly provided activity followed by dancing (32%) and yoga/Tai Chi (32%)
- range of other activities include Badminton, Gardening, Gym/Personal training, Indoor Bowls, Swimming, Table Tennis, Tennis, Gentle walks
- good geographical spread of provision – Camden Town & Primrose Hill, Gospel Oak, Kentish Town, Kings Cross, Hampstead, Haverstock, Highgate, Holborn & Covent Garden, St Pancras & Somers Town and Swiss Cottage.

Disabled people

- 27 activities for disabled people – 19 offering provision for young people and 11 for adults
- all activities for participants with disabilities rather than inclusive activities in a mainstream setting
- strong emphasis on football (wide choice of participative and competitive opportunities) followed by recreational multi-sport sessions.

Black and minority ethnic groups

- activities for Asian, African, Bangladeshi, Bengali, Chinese, Cypriot and Somali communities although many run at a single venue, which could result in accessibility issues for people living in other areas of the Borough
- primarily recreational activities with a focus on exercise and fitness sessions for women
- some youth sports activities but none targeting young people from Asian or Chinese communities.

Emerging issues

62 However, an analysis of current provision also shows that:

- many providers appear to be focussing on the same target groups e.g. older people and children and young people
- organised walks are predominantly targeted at older people
- there appears to be limited promotion and/or provision of opportunities for adult men to take part in team sports in the borough
- published information does not indicate whether mainstream sports/activities are accessible by disabled people
- advertised opportunities for disabled participants are typically sports/activities specifically for disabled people rather than inclusive sessions.

Indoor and outdoor facility assessment

- 63 An assessment of indoor and outdoor sports provision in the Borough was carried out to evaluate the adequacy of facilities for meeting present and future demand from the local community both in terms of quantitative capacity and accessibility.
- 64 It included a review of the findings and conclusions relating to swimming pool and sports hall provision from the Open Space, Sport and Recreation Study Update August 2008 (OSSRS Update) completed by WS Atkins on behalf of Camden Council. It also presented an analysis of health and fitness and all weather pitch provision. Consideration was given to facilities in Camden as well as those in close proximity to the Borough.
- 65 A desktop appraisal of sports facility proposals at BSF sites formed part of the supply and demand analysis to help inform the facility planning process.
- 66 Conclusions drawn from the facility assessment are presented below:

Facility type	Summary of key findings
Swimming pools	<ul style="list-style-type: none">• there are six publicly accessible swimming pools in the borough, three lidos and a further 24 private facilities, which is an appropriate level of provision to cater for local demand particularly as capacity will be expanded further through the re-opening of Kentish Town Sports Centre and new facility development in the Kings Cross area• however, some Camden residents do not live within easy reach (15 minute walk) of a publicly accessible swimming pool including those in the North West of the borough and in the Regents Park ward• swimming pool provision not eligible for funding through the BSF programme.
Sports halls	<ul style="list-style-type: none">• 11 sports halls in Camden and seven situated just outside the boundary with generally good geographical distribution across the borough, which will be improved further following the development of a new facility as part of the Kings Cross regeneration project• however residents in some areas do not live within a 15 minute walk of this type of facility (Fortune Green, Frognals and Fitzjohns, West Hampstead, Kilburn in the North West and Regents Park, Bloomsbury, Holborn and Kings Cross in the South)• a further 13 badminton courts required to meet local demand, which can be addressed as part of the BSF programme through development of four court sports halls at five school sites• a new sports hall facility at Hampstead School would serve a distinct catchment in the north west of the borough although facilities at La Sainte Union, Parliament Hill and William Ellis schools would serve the same local user catchment as well as being in close proximity to Acland Burghley School• user catchments for sports hall facilities at Camden School for Girls and Maria Fidelis School have a high degree of overlap with existing public and dual use provision but do extend into current areas of geographical deficiency in the wards of Cantelowes and Regents Park and Bloomsbury respectively.

Facility type	Summary of key findings
Health & fitness	<ul style="list-style-type: none"> there are 42 health and fitness facilities located within the Borough (a further 52 within a 20 minute walk time of the boundary) although only 25% of facilities in Camden offer 'pay and play' access the level of provision is considered close to meeting local demand particularly with Jubilee Waterside Centre and Kentish Town Sports Centre due to re-open and planned new facilities within the Kings Cross regeneration scheme two facilities are in the process of gaining Inclusive Fitness Initiative accreditation to offer adapted equipment to disabled users (YMCA Central and Swiss Cottage Leisure Centre). potential for community fitness facilities at BSF sites such as South Camden Community School (SCCS) and Swiss Cottage School to provide an inclusive, affordable and friendly gym environment for local users, particularly young people, disabled people and women.
Grass pitches	<ul style="list-style-type: none"> the level of grass pitch provision in Camden is well below the national average (grass pitches per person) for football, cricket and rugby (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008), which highlights the importance of retaining existing provision and ensuring it is of high quality relatively limited scope to develop existing or new provision due to the urban nature of the borough although there are potential opportunities that should be maximised, which include the Kings Cross and Euston regeneration schemes, Chase Lodge project and Parliament Hill School BSF development out of school hours access arrangements and pitch specification of proposed grass playing field at Parliament Hill are key considerations to enable effective weekend community use.
All weather pitches	<ul style="list-style-type: none"> generally good provision of smaller all weather sports pitches in Camden with nine facilities, tarmac and sand-based surfaces, as well as Multi-Use Games Areas, and three sites that are floodlit however existing all weather pitches are clustered mainly in the Haverstock, Kentish Town and Cantelowes wards, which means that accessibility in the West and North West could be improved through facility development at selected BSF school sites (Hampstead School and Jack Taylor School) in terms of full-size synthetic turf pitch (STP) provision for hockey and football there are facilities in neighbouring areas but in Camden these are in short supply – industry standard suggests four are required (one per 60,000 people) opportunities to develop full size STPs at BSF school sites limited by site constraints since all weather pitch provision sits within the overall 'hard play area' footprint the specification (floodlighting, surface type, markings, etc) and out of hours access requirements are key considerations to enable community use to be optimised at these sites the development of floodlit MUGAs is a priority objective within the FA National Facilities Plan, which includes guidance on a range of pitch requirements including Futsal.

PART 2 – OVERVIEW OF FINDINGS

In street residents survey

- 67 In street surveys were undertaken in the four identified focus wards for this study – Kentish Town, Kilburn, Kings Cross and St Pancras & Somers Town. The aim of this primary research was to establish a profile of the residents in these wards with low levels of participation in moderate intensity sport and physical activity. It also explored the causal factors as well as the possible solutions that might encourage more active lifestyles.
- 68 A total of four hundred and three surveys were carried out, which included 308 conducted by English speaking interviewers and 95 conducted by native speakers in Bangladeshi (60 surveys) and Somali (35 surveys).
- 69 A sample size of this magnitude (400) provides results that are accurate to around $\pm 5.0\%$ at the 95% confidence interval. So for example, in our survey where 400 people were interviewed, if 50% of respondents said that they had used a swimming pool in the last six months, we can be 95% confident that, had we interviewed the entire population, the result would have been between 45% and 55%.

Current levels of participation in sport and physical activity

- 70 Overall 44% of respondents stated that they had not taken part in moderate intensity physical activity for at least 30 minutes in the last three months. Significantly, of those respondents, 84% had not taken part in moderate intensity physical activity for less than 30 minutes and 60% had not taken part in any type of sport or physical activity at all.
- 71 A detailed analysis of responses showed variances by age, ethnic origin and ward:
- 43% of male respondents and 45% of female respondents were found not to have participated in moderate intensity physical activity of at least 30 minutes duration over the last three months
 - over 60% of respondents aged 60+ years stated that they had not participated in at least 30 minutes moderate intensity physical activity in the last three months compared to 20% of those aged 16 to 19 years. This was true of roughly half the respondents aged 30 to 39 (53.1%), 40 to 49 (45.9%) and 50 to 59 (50.8%) and one third aged 20 to 29 (30.8%)
 - frequency of participation in at least 30 minutes moderate intensity physical activity is lower amongst Asian and Black ethnic groups than White. Around two thirds of Asian respondents (65.2%) and half of Black respondents (51.5%) had not participated in the last three months compared to one third of White respondents (32.4%)
 - non-participation in moderate intensity physical activity is more prevalent in the St Pancras & Somers Town and Kentish Town wards. Over half of the respondents in these areas were found not to have participated in at least 30 minutes moderate intensity activity in the last three months compared to 38.6% in Kings Cross and 26.3% in Kilburn.

Potential to increase levels of participation

Interest in becoming more active

- 72 Roughly half of the survey respondents (51.6%) commented that they would like to do more sport or physical activity than they do currently. Similarly, of those who had not participated in moderate intensity activity for at least 30 minutes in the last three months, 50.3% expressed an interest in becoming more active.
- 73 Of the respondents not interested in increasing their current level of activity 45% were people who had not taken part in moderate intensity physical activity for at least 30 minutes duration in the three months preceding the interview ("0 x 30") whilst 38% were people currently doing at least 30 minutes moderate intensity physical activity once (16%) or twice (22%) a week.

Barriers to increasing participation

- 7.7 Respondents stating that they would like to do more sport and physical activity were asked to identify the reasons currently stopping them.
- 7.8 The most commonly referenced barriers were:
- Too busy working (40.9%)
 - Cost involved (35.1%)
 - Lack of motivation (21.6%)
 - Too busy doing other things in my spare time (19.7%)
 - Too busy looking after the home / family / children (15.4%)
 - Not sure where I can go / what activities I can do (14.9%).

Personal motivations for becoming more active

- 74 Overall the two main reasons respondents stated that they wished to become more active were 'To improve my health' (59.6%) and 'To improve my body tone/shape' (40.4%) followed by 'Because I enjoy it' (32.2%) and 'To lose weight' (22.6%).

Sports and physical activities people would like to do

- 75 The types of sport or physical activities that people were interested in doing were:
- Swimming (44.2%)
 - Going to the gym (42.8%)
 - Fitness classes (24.5%)
 - Jogging/running (23.1%)
 - Walking (22.1%).

76 Although both male and female respondents showed strong interest in Swimming and Going to the gym an analysis of results highlighted certain gender differences:

- one third of female respondents stated that they would like to do Fitness classes compared to 15% of males
- interest in walking was higher amongst women (26.7%) than men (17.8%)
- 21% of females showed interest in Dance compared to 4% of males
- 20% of male respondents stated that they would like to do Team sports compared to 7% of females.

Venues people would like to use

77 In addition to the types of sports and physical activities they would like to do, respondents were asked where they would like to take part in them.

78 Overall the most popular choice of venue was Leisure/Sports centre (79.8%) followed by Streets/park (25.5%), Community Centre (20.2%) and Sports club (17.3%).

Conclusions and recommendations

Borough wide

Popular sports and physical activities in Camden

79 Analysis of Active People survey results, Sport England Market Segmentation data and in street survey findings consistently show that amongst Camden residents, both those who do and do not currently take part in moderate intensity activity of at least 30 minutes, there is a strong interest in two particular activities:

- Going to the gym
- Swimming.

80 In addition a number of other sports emerged as those popular with different participant groups:

- Jogging/Running – both men and women and 30-39 years age group
- Fitness classes – women and 40 to 59 years age group
- Walking – both men and women, the Asian ethnic group, 50+ age group
- Team sports – men and 20 to 29 years age group
- Dance – women.

81 These findings have clear implications in provision and policy terms for the borough.

Low participating groups

82 Improving the health and wellbeing of Camden residents, reducing health inequalities and promoting and encouraging healthy and active lifestyles are key strategic priorities for the borough.

83 A detailed assessment of the borough profile, which included analysis of local demographic, health and sports participation data, has highlighted that a number of groups exhibiting low levels of participation in sport and physical activity are those that have or are at the greatest risk of poor health.

84 In light of this and the recognised health gains associated with regular participation, it is recommended that steps to encourage participation amongst these groups are included within the Pro-Active Camden strategy action plan.

Table A Identified target groups

Key target group	Supporting justification
Males aged between 35 and 65 years	<ul style="list-style-type: none">• male life expectancy in Camden is worse than the England average and further accentuated by local health inequalities with men from the most deprived areas of the borough having a life expectancy of almost 7 years less than those from the least deprived

Key target group	Supporting justification
Males aged between 35 and 65 years (cont'd)	<ul style="list-style-type: none"> • '9) – Pub league team mates' is a dominant market segment in Camden, which typically comprises males, aged 46-65 of Black or Asian ethnicity, who are unlikely to be participating in sport or physical activity • one in five men (18.9%) aged 35 to 54 years in the borough do not take part in 30 minutes of moderate intensity activity, which equates to almost 5,000 male residents • 13.9% of men aged 55+ years do not take part in 30 minutes of moderate intensity activity, which equates to 3,780 male residents.
Black and minority ethnic groups	<ul style="list-style-type: none"> • health inequalities in the borough related to ethnicity • 6.4% of the Borough population are Asian Bangladeshi and Bangladeshi men and women typically have the highest levels of inactivity, being twice as unlikely as the general population to be classified as sedentary • 6% of the Borough population are Black African and typically 86% of African and Caribbean women do no regular activity, compared with 81% of white or mixed race groups • Active People 2005/06 findings showed that 49% of people from black and minority ethnic groups in Camden (26,000 people), had not taken part in any moderate intensity activity of 30 minutes duration in the 4 weeks preceding the survey.
Disabled people	<ul style="list-style-type: none"> • participation rates are lower amongst people with a limiting long term illness or disability – 78.4% do not take part in moderate intensity activity of 30 minutes duration (Active People 2005/06) • people with learning disability have one of the highest rates of obesity and inactivity amongst all disadvantaged groups and also suffer high levels of exclusion from sport, physical activity and their community • club membership in Camden is lowest amongst people with a limiting long term illness or disability (12.4%) • participation in organised competitive sport is particularly low amongst people with a limiting long term illness and disability (2.8%) as well as those aged 55+ years (3.9%).
Lone parents	<ul style="list-style-type: none"> • there are over 6,000 lone parent households with dependent children in the Borough - 11% are households with a 'male lone parent in part-time employment', which is twice the London and England average. • lone parents are a nationally recognised low participating group

Key target group	Supporting justification
Lone parents (cont'd)	<ul style="list-style-type: none"> stakeholder and community group consultation reinforced that lone parents within the borough are perceived to face significant issues and barriers that prevent their participation in sport and physical activity stakeholder consultation, interviews with parents and focused research undertaken all highlighted 'lack of childcare' as a barrier to participation.

85

86 In terms of addressing the needs of these groups a number of relevant issues have been highlighted through the review of current services and activities:

- there appears to be limited promotion and/or provision of opportunities for adult men to take part in team sports in the borough
the 'Pub League team mates' market segment is prevalent within the borough and favours more informal, recreationally based participation and competitive opportunities such as indoor/outdoor football if provided in a 'relaxed' setting
- only two activities specifically promoted the availability of crèche facilities
stakeholder consultation, interviews with parents and focused research undertaken all identified 'responsibility for home/family' and 'lack of childcare' as barriers to participation
- published information does not indicate whether mainstream sports/activities are accessible by disabled people
- advertised opportunities for disabled participants are typically sports/activities specifically for disabled people rather than inclusive sessions
limited choice of activities, limited provision of inclusive activities and lack of information are all identified barriers to participation by disabled people.

Facility provision

87 Key points identified through the facility assessment are follows:

Sports halls

- a further 13 badminton courts required to meet local demand
- residents in certain areas living more than a 15 minute walk from a public sports hall facility including a number of wards with high levels of deprivation (Fortune Green, West Hampstead and Kilburn in the North West and Regents Park, Holborn and Kings Cross in the South)
- opportunities to expand the capacity and accessibility of local provision through the BSF programme but a number of proposed facilities in the estate that will serve similar geographical catchments.

Swimming provision

- a strong level of interest in swimming amongst local residents keen to become more active shown through primary research highlighting the importance of optimising the capacity of existing public provision through programming and exploring opportunities to widen access to private membership facilities
- some residents in the North West quadrant and in the wards of Regents Park and St Pancras & Somers Town unable to walk to a public swimming facility within 15 minutes including an estimated 34,000 people who live in areas of the borough classed amongst the 20% most deprived in England
- opportunity to improve access to provision by residents in St Pancras & Somers Town through development of new swimming provision as part of the Kings Cross regeneration, which is particularly important in light of primary research findings and levels of deprivation.

Health and fitness provision

- significant number of existing public and private facilities but some residents unable to reach a public health and fitness facility on foot within 15 minutes including those living in areas of high deprivation, particularly Cantelowes and West Hampstead
- two local facilities in the process of gaining Inclusive Fitness Initiative (IFI) accreditation, which will offer adapted equipment and enhance provision for disabled users (YMCA Central and Swiss Cottage Sports Centre)
- proposals to develop additional 'pay and play' facilities through the re-opening of Jubilee Waterside Centre and Kentish Town Sports Centre and new facility development in Kings Cross
- primary research showing a high proportion of residents to be interested in becoming more active, a strong level of interest in going to the gym and sports centres and open spaces as two of the popular settings where people would like to take part in their chosen activity – findings that support the introduction of outdoor gyms within the borough and suggest that there may be a rationale for reviewing the scale of planned re-provision at Jubilee Waterside Centre and/or Kentish Town Sports Centre
- potential for fitness facilities at Camden School for Girls, Acland Burghley School and Hampstead School to improve access to public provision in geographical areas of need
- further investigation required to test the potential for community fitness facilities at BSF sites such as South Camden Community School (SCCS) and Swiss Cottage School to provide an inclusive, affordable and friendly gym environment for local users.

Grass pitch provision

- level of existing grass pitch provision well below the national average (grass pitches per person) for football, cricket and rugby (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008), which highlights the importance of retaining existing provision and ensuring it is of high quality
- opportunities to enhance local provision in the pipeline, which should be maximised including Kings Cross and Euston regeneration schemes, Chase Lodge project and Parliament Hill School BSF development
- out of school hours access arrangements and pitch specification of proposed grass playing field at Parliament Hill key to optimising weekend community use.

All weather pitch provision

- scope to expand the existing network of smaller all weather sports pitches in Camden through facility development at selected BSF school sites (Hampstead School and Jack Taylor School)
- facility specification (floodlighting, surface type, markings, etc) and out of hours access requirements essential considerations in the development of BSF facilities to enable community use to be optimised
- opportunities to develop full size STPs at BSF school sites to be investigated.

- 88 It is recommended that further work be undertaken to build on the above findings and consider both the detailed feasibility of the relevant sports facilities at the two BSF sample schools, South Camden Community School and Swiss Cottage Special School, as well as the overall strategy for delivery across the whole school estate.

Priority wards

General interventions

- 89 Primary research undertaken as part of this study suggests that a significant proportion of residents in Kentish Town, Kilburn, Kings Cross and St Pancras and Somers Town are interested in increasing their involvement in sport and physical activity, both those who are currently participating and those who are not.
- 90 The survey findings highlighted a number of common themes with respect to barriers to participation, motivations for becoming more active and activities of interest irrespective of age, gender or ethnicity. These key themes were as follows:
- 'Too busy working' and 'Cost involved' (primarily the cost of the activity) are significant barriers preventing those who are interested in increasing their current level of activity from doing so
 - amongst those interested in becoming more active, 'Swimming' and 'Going to the Gym' are the two activities in which strongest interest was expressed in all groups followed by 'Walking', 'Jogging' and 'Fitness classes'
 - people predominantly would like to take part in these activities in a 'leisure centre' setting
 - 'To improve my health' and 'To improve body tone/shape' were the primary motivations for people wanting to be more active.

- 91 This is considered to have positive implications for the targeting of available resources in that it supports the development of key interventions that will have a wide reaching impact.
- 92 Suggested actions and interventions for addressing the above factors are:

Action	Intervention
Overcome barriers to participation	<p><i>'Too busy working':</i></p> <ul style="list-style-type: none"> engage local employers: <ul style="list-style-type: none"> raise awareness of the commercial benefits associated with a more active workforce e.g. increased productivity, reduced sickness, etc support the development of workplace activity programmes (focusing on swimming, going to the gym, fitness classes, walking and jogging) – on- and off-site activities, different times in the working day, partnerships with local providers change attitudes/perceptions and workplace culture so that people value and feel they can make time for activity within their working day (before/during/ after work) <p><i>'Cost of the activity':</i></p> <ul style="list-style-type: none"> review and benchmark activity charges to check they are comparable with other London Boroughs (standard and concessionary pricing) change attitudes/perceptions by comparing the cost of sport/activities against other areas of personal 'discretionary' spend promote Free Swimming and investigate opportunities to expand the reach of this initiative <ul style="list-style-type: none"> implement special promotions and programmes e.g. WSFF 'Sweat in the City' in Borough's leisure centres.
Use identified triggers to encourage participation	<ul style="list-style-type: none"> design local marketing campaigns that: <ul style="list-style-type: none"> emphasise the health benefits of regular participation in sport and physical activity and to promote positive messages around improved body image highlight little time it takes to integrate sport/activity into every day life e.g. going for swim, a short jog, cycling to work, etc raise awareness of concessionary pricing schemes/ eligibility and leisure cards
Widen access to local facilities	<ul style="list-style-type: none"> expand the overall capacity and accessibility of local provision by exploring the potential to increase access to private sector facilities and school facilities.

Targeted interventions

- 93 In addition to the common themes referenced above specific differences related to gender, age and ethnic group were also identified, which can be used to develop targeted interventions. For example, gender differences to emerge from the research were as follows:
- twice as many women (28.7%) than men (16.8%) identified 'To lose weight' as a reason they were interested in becoming more active
 - although 'Too busy working' and 'Cost involved' were the two main barriers affecting men and women, these were identified as issues by a lower proportion of female respondents than male
 - alongside cost 'Too busy looking after home/children/family' was a factor affecting one quarter of female respondents (25.7%) in contrast to only 5.6% of males
 - 20% of male respondents stated that they would like to do Team sports compared to only 7% of female respondents whilst 21% of females showed interest in Dance/dancing compared to 4% of males
 - roughly one third of female respondents stated that they would like to do Fitness classes compared to 15% of males and interest in walking was slightly higher amongst women (26.7%) than men (17.8%).
- 94 Furthermore there is good practice guidance published recently by the Women's Sport and Fitness Foundation that should be used to guide local delivery for women and girls.
- 95 The in street survey findings indicated that 44% of residents do not take part in at least 30 minutes of moderate intensity physical activity. These findings are broadly in line with those of the 2005/06 Active People Survey for Camden as a whole (40.5%).
- 96 Although targeted actions based on the survey findings will serve to encourage participation by those who are currently participating as well as those who are not, low participation could be one of the factors used to direct the allocation of resources. As outlined earlier it is likely that low participation and poor health are closely linked.
- 97 Figure D below illustrates the groups and areas where there is a high correlation between current non-participation and interest in becoming more active. Table B then examines the comparative impact by quantifying the potential target audience from the population and percentage not currently participating in the identified groups.

Figure D Correlation between non-participation and interest in becoming active

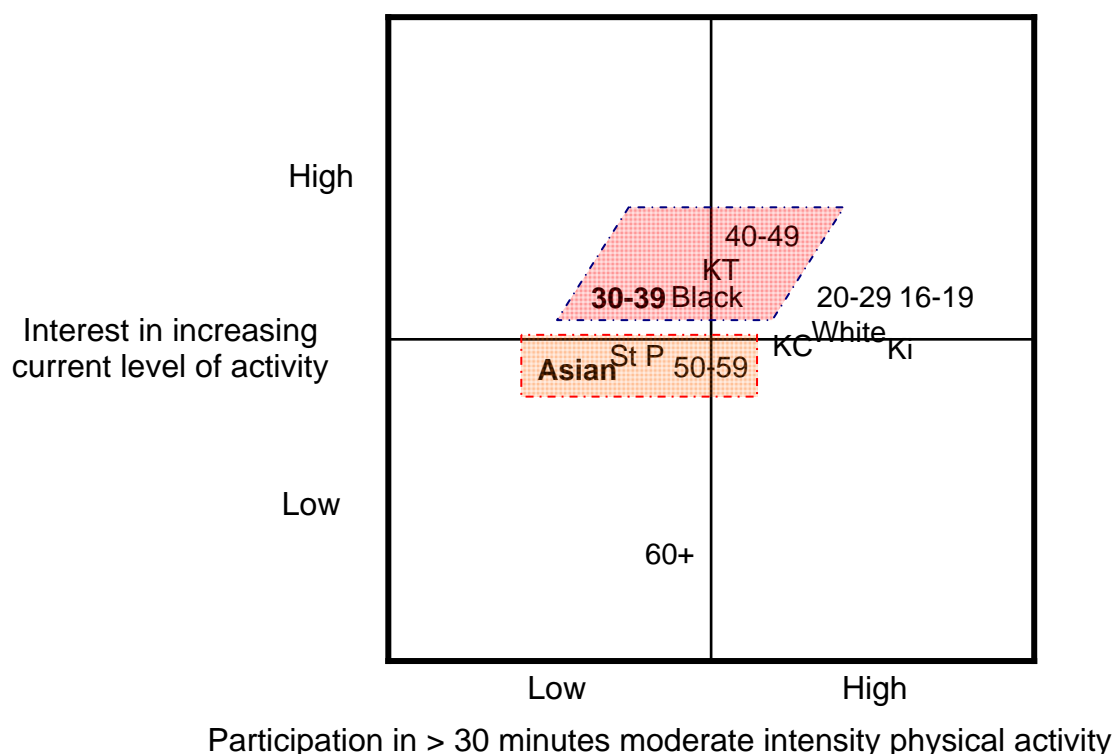


Table B Comparison of potential target audience

Group	Total population (in the four wards)	% not participating	Potential target population
Ethnic groups:			
Asian	6,506	65.2	4,242
Black	5,273	51.5	2,716
Age groups:			
30-39	8,773	53.1	4,658
40-49	5,463	45.9	2,508
50-59	4,077	50.8	2,071

98 In order to encourage participation actions taken will need to:

- signpost residents to existing activities and/or develop new activities catering for identified interests
- enable involvement by addressing identified barriers to participation
- “sell” the activity by using suitable role models and marketing messages linked to identified personal motivations.

99 For example:

30 to 39 year age group:

- interested in Swimming and Going to the gym
- motivated to be more active by the health benefits of sport and exercise
- affected by not having enough time (due to work as well as home/family commitments) as well as the cost of taking part.

Possible intervention:

Special offer swimming promotion – children's swimming lessons running alongside adult's lane swimming with a combined family discount ticket price.

Asian ethnic group:

- interested particularly in Walking as well as in Going to the gym and Swimming
- motivated to be more active by the health benefits of sport and exercise
- affected by not having enough time (due to work and home/family commitments as well as from doing other things in their spare time) and the cost involved.

Possible action:

Enhanced promotion of existing provision (e.g. The Hub free walks) as well as increased provision of healthy walking activities aimed at younger people * from Asian ethnic groups (e.g. lunchtime walks in workplace, buggy walks, walks run in parallel with activities for other dependents e.g. elderly relatives)

* existing 'local walks' / 'organised walks' are primarily gentle activities aimed at older people

SECTION 1

INTRODUCTION

1. Introduction

Background

- 1.1 PMP was appointed in September 2008 to carry out a sport and physical activity needs assessment for the London Borough of Camden (the Borough) on behalf of Camden Primary Care Trust and the Community Sport and Physical Activity Network (CSPAN), Pro-Active Camden.
- 1.2 The aim of the study was to inform development of an action plan to support delivery of the Pro-Active Camden Sport & Physical Activity Strategy (2008-2012) by providing a clear understanding of the extent of current provision and identifying interventions that would increase participation amongst local residents.
- 1.3 The needs assessment covered the Borough as a whole but had a particular focus on the wards of Kentish Town, Kilburn, Kings Cross and St Pancras and Somers Town. Residents living in these wards suffer the worst life expectancy and are amongst those with the lowest levels of regular participation in sport and physical activity.
- 1.4 Key areas explored as part of the study included:
 - relevant policy, research and guidelines at a local, regional and national level
 - demographic, health and participation profile of the local population
 - barriers to participation
 - current service provision and future needs
 - adequacy of current indoor and outdoor facility provision and scope for deficiencies to be addressed through the Building Schools for the Future (BSF) programme.

Methodology

- 1.5 The study methodology and timeline are outlined in Figure 1.1 and Figure 1.2 on the following pages. The process model illustrates that stakeholder consultation was included at both Part 1 and Part 2. Stakeholder consultation 'A' (Part 1) comprised surveys of strategic partners, youth and community organisations and sports clubs. In addition interviews/discussion sessions were carried out with members of the community via established groups (Focused research 'A').
- 1.6 Stakeholder consultation 'B' (Part 2) involved circulation of the draft sport and physical activity database to strategic partners and local providers to check the accuracy of the information listed.
- 1.7 In addition, 400 in street surveys (Focused research 'B') were undertaken in the identified target wards to explore the causal factors resulting in low levels of participation as well as possible solutions that might encourage people to lead more active lifestyles.

- 1.8 The inclusion of in street surveys was a revision to the original methodology and resulted in an extension to the study timetable to allow for survey development, piloting, translation and fieldwork. Scoping discussions with the project steering group highlighted the importance of a proportion of the surveys being carried out with Somali and Bangladeshi speakers.
- 1.9 An age quota was used when undertaking the survey fieldwork since the results of the pilot exercise indicated that age was a factor influencing levels of participation and it is also known that some age groups can be more inclined to take part in interviews than others.
- 1.10 Six focus groups, three geographically based and three theme based, were held to explore issues raised through the in street survey in more detail. The format and arrangements of the focus group sessions were finalised following a presentation and discussion of survey findings with the Pro-Active Camden group.
- 1.11 Some of the limiting factors that could impact on the study methodology include:
- low response to stakeholder surveys
 - inaccuracies or omissions in source data used to compile the sport and physical activity database
 - lack of willingness of survey respondents to take part in focus group sessions.

Key deliverables

- 1.12 Key outputs from the study are:
- a report outlining study findings and conclusions with respect to the sport and physical activity needs of Camden residents, with a particular focus on four identified priority wards
 - an Excel database of current activities and services relating to sport and physical activity based on web research and consultation undertaken
 - an appraisal of current and future facility requirements and opportunities to meet community needs through the Building Schools for the Future (BSF) programme.

Figure 1.1 Study methodology

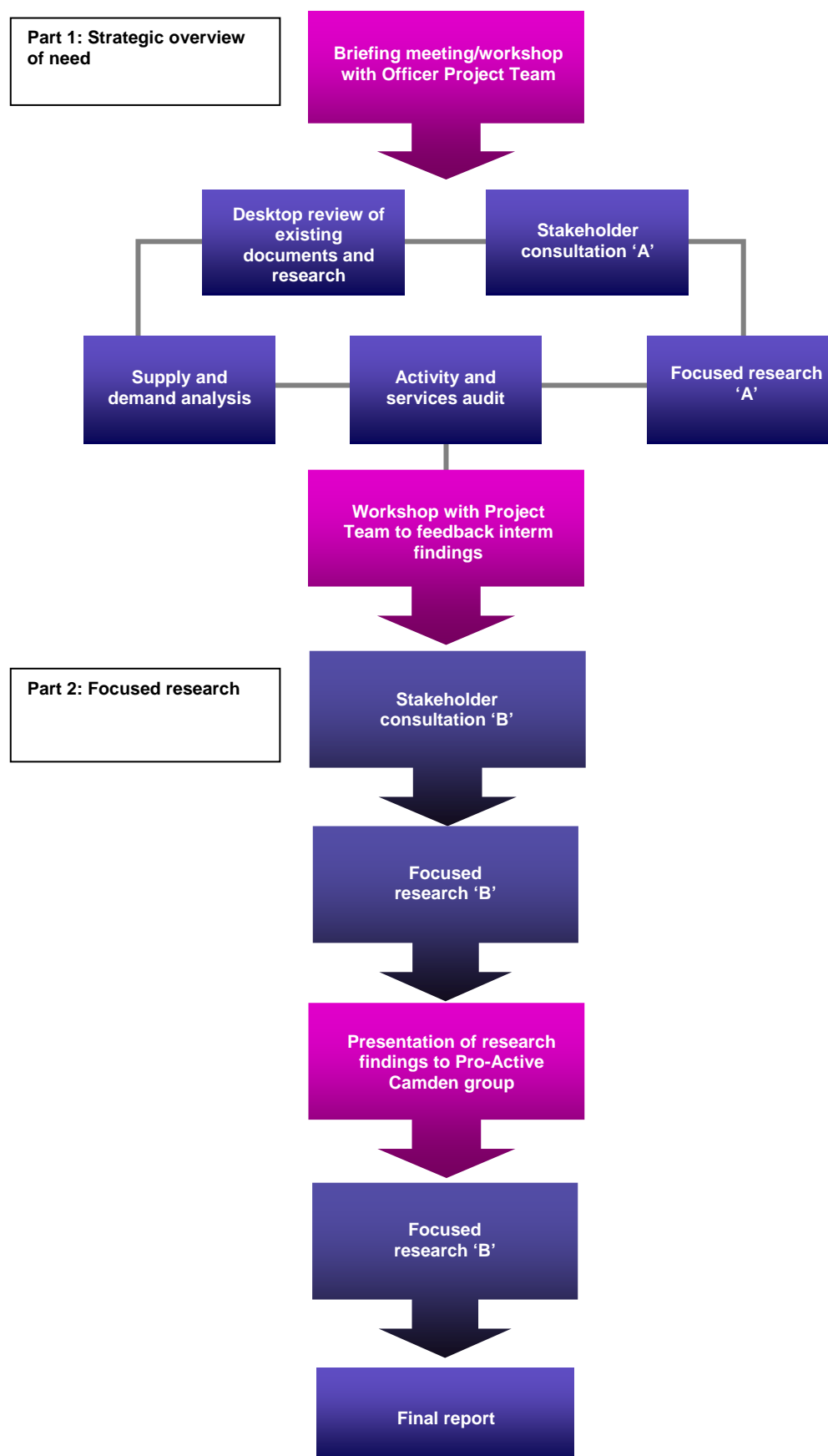
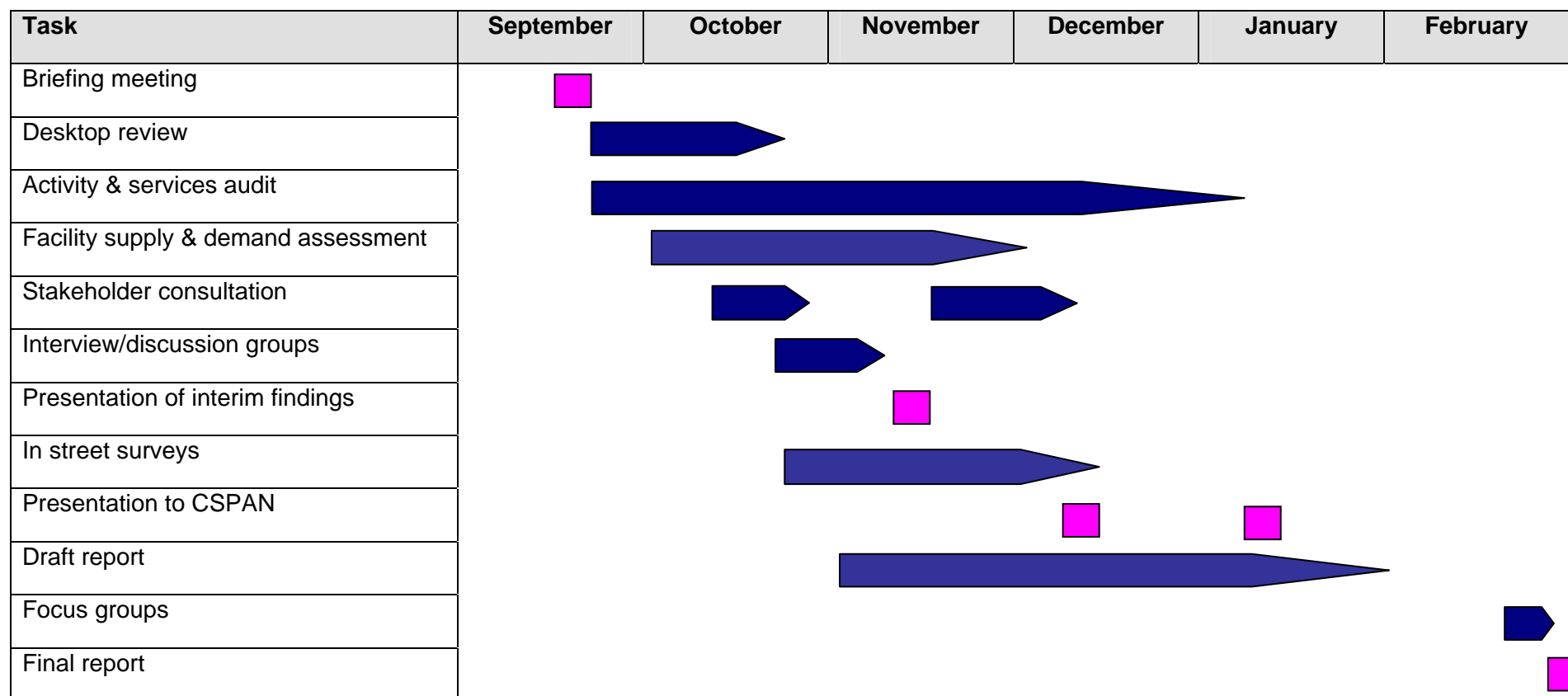


Figure 1.2 Project timeline



Report structure

1.13 The structure of this report is as follows:

Section 2 presents key points from relevant national, regional and local documents linked to sport and leisure, health and youth and communities to establish the strategic context for the Camden needs assessment.

Section 3 explores the primary characteristics of the Borough population through an assessment of demographic profile, health profile and sports participation profile.

Section 4 examines the needs of different audiences through a review of national good practice guidance and local application of Sport England Market Segmentation data.

Section 5 sets out emerging findings from preliminary consultation work undertaken with stakeholders, community providers and service users.

Section 6 presents a detailed analysis of in street survey findings.

Section 7 reviews the range of sport and physical activity services available for local residents based on an audit that has been prepared using information gathered from comprehensive web research and supporting consultation.

Section 8 considers indoor and outdoor sports provision across the Borough and evaluates the adequacy of facilities for meeting present and future demand from the local community both in terms of quantitative capacity and accessibility.

Section 9 presents key conclusions and recommendations based on study findings.

SECTION 2

STRATEGIC REVIEW

2. Strategic review

Introduction

- 2.1 The themes of physical activity, health and well-being are embedded within policies, strategies and guidance publications across a wide range of sectors and service areas.
- 2.2 This section presents key points from relevant national, regional and local documents linked to sport and leisure, health and youth and communities to establish the strategic context for the Camden needs assessment.

Facts and figures

- 2.3 It is estimated that physical inactivity costs the NHS £1.7 billion per year. The estimated cost of physical inactivity in England is £8.2 billion annually, which does not include the contribution of inactivity to obesity, which in itself has been estimated at £2.5 billion annually (DoH, 2004).
- 2.4 Obesity levels having trebled in the UK since the 1980s placing a heavy financial burden on the NHS and the economy. In 2002, obesity cost the UK £7 billion. It is estimated that 24 million adults (over half of all adults) and 3 million children in the UK are overweight or obese. The Millennium Cohort Study 2007 reported that:
- almost a quarter of 3 year olds are overweight or obese (23.7%)
 - almost a third (31%) of all children between the ages of 2 and 10 are overweight or obese
 - more than a third of children aged 11-15 years (35.1%) are overweight or obese.
- 2.5 Experts predict that, left unchecked, overweight and obesity will cost the UK economy £46 billion a year by 2050 – with devastating social and health consequences (Foresight Report, 2007).
- 2.6 20 years from now it is predicted that seven out of every ten women will be overweight. The Foresight Report predicted that – without action – two thirds of children will be overweight or obese by 2050. The report stated that we are facing a public health problem, comparable with climate change in scale and complexity.
- 2.7 Government targets on child obesity since September 2007 are, by 2020, to have reduced the proportion of overweight and obese children to 2000 levels.
- 2.8 In addition an ageing UK population accentuates the need to promote greater health and well-being, as with increased longevity comes increased ill-health. The incidence of osteoporosis, for example – for which women are a high-risk group – is considerably reduced by physical activity. Alone, it currently costs the state some £1 billion every year.

2.9 Research by Sport England highlighted that potential health savings that would accrue if 70% of the population became more active. It was concluded that overall annual savings of £2.39 billion could be achieved if government spending on the NHS was 9.4% of GDP, which would include savings of:

- £1.26 million to the NHS each year
- £0.63 billion in savings in reduced absenteeism from work
- £0.5 billion savings from reduced premature deaths due to inactivity.

Critical importance of sport and physical activity

2.10 Over the course of the last decade the role of sport and physical activity in being able to help deliver wider quality of life benefits has been increasingly recognised at national level.

2.11 The Shaping places through sport series (Sport England, November 2008) comprises five papers that detail how local authorities and their partners can use sport to build stronger, healthier, sustainable and more prosperous communities.

2.12 The Healthier Communities report shows how people and partnerships that plan and prioritise the health needs of local communities can use the power of sport as a positive tool to help realise their places' potential and to deliver their goals and health outcomes in:

- Local Area Agreements (LAAs)
- Sustainable Community Strategies
- Strategic Commissioning Strategies
- Primary Care Trust Local Delivery Plans
- Health and Well-being Strategies
- Public Service Agreements (PSAs).

2.13 In terms of these outcomes it presents evidence that regular involvement in sport and physical activity helps to:

- reduce the specific risk factors that contribute to poor health e.g. obesity, diabetes, cardio-vascular disease and some types of cancer – helping reduce the health costs to local communities
- increase life expectancy and reduce health inequalities
- improve quality of life and increase independence, including among older people and people with health conditions – helping reduce social services costs to the local community
- create a healthier workforce, with less absenteeism – helping to improve productivity and economic output.

- 2.14 Sport and physical activity services can make a significant contribution to delivery of the policy objectives of the Every Child Matters: Change for Children agenda as well as PSA Targets including:
- PSA 12 – improve the health and well-being of children and young
 - PSA 18 – promote better health and well-being for all
 - PSA 21 – build more cohesive, empowered and active communities
 - PSA 22 – deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people
- 2.15 Camden Local Strategic Partnership is responsible agreeing, overseeing and monitoring the implementation of the Local Area Agreement (LAA) and Local Public Service Agreements for Camden (LPSA). Camden's LPSA, based on the theme of improving outcomes for children and young people, was agreed with Government to cover a period 1 April 2006 to 31 March 2009.
- 2.16 Sport and physical activity services have the potential to help local partners in Camden to achieve the following LAA Improvement Targets:

LAA Indicator	Partners who have signed up to the LAA Improvement Target
NI 6 Participation in regular volunteering	LB Camden, Camden PCT, Metropolitan Police Service
NI 8 Adult participation in sport and active recreation	LB Camden, Camden PCT, Sport England
NI 56 Obesity in primary school age children in Year 6	Camden PCT, LB Camden
NI 91 Participation of 17 year olds in education or training	LB Camden, Learning and Skills Council
Local J: Young peoples participation in positive activities	LB Camden, Museums, Libraries and Archives London, Arts Council

- 2.17 The consequences of low levels of physical activity are well known. The World Health Organisation estimates that up to 8% of all deaths could be avoided through higher levels of exercise, with 37% of deaths from coronary heart disease (CHD) specifically attributed to a lack of exercise.
- 2.18 Physically active adults in England have a 20-30% reduced risk of premature death and are up to 50% less likely to be at risk of major chronic disease such as CHD, stroke, diabetes and cancer (Department of Health (DoH), 2004). As levels of mental illness rise, there is mounting evidence that structured exercise programmes can be used effectively in treating mild or moderate depression and that exercise has a positive effect on a person's mental health (Up and Running? Mental Health Foundation, 2005).

- 2.19 There is a strong case for the need to increase physical activity as an important component of preventative healthcare, which is supported by a robust base of evidence showing the significant impact physical activity has on a range of chronic diseases including:
- At Least Five A Week: Evidence on the Impact of Physical Activity and its Relationship to Health (Chief Medical Officer's report, DoH, 2004)
 - Exercise Referral Schemes: A National Quality Assurance Framework (DoH, 2001)
 - DoH National Service Frameworks for Long Term Conditions (2005), Older People (2001), CHD (2000), Diabetes (1999) and Mental Health (1999).
- 2.20 In addition there is clinical evidence to show that the MEND Programme, which is aligned with National Institute for Clinical Excellence (NICE) Guidance on obesity, helps children lose weight (specifically body fat), increases their physical activity levels and self esteem and reduces their sedentary behaviours. This community-based child weight management service teaches children and their families about healthier eating and leading a more active lifestyle and is being delivered in Camden.
- 2.21 The current minimum level of activity recommended for adults is 30 minutes of moderate level activity on five different days of each week (DoH, 1996). This is sometimes summarised as 5 x 30. The 30 minutes need not be taken in one go - you could reach the moderate level for 15 minutes on 2 occasions, or 10 minutes on 3 occasions, as long as you reach 30 minutes overall.
- 2.22 In the UK and in Camden health improvement and addressing health inequalities are therefore key priorities. Camden PCT has identified key priorities for reducing health inequalities, focusing on reducing deaths from cardiovascular disease (CVD), increasing screening uptake and key lifestyle factors such as smoking and alcohol consumption.
- 2.23 The growing recognition of the need to invest in preventative health is also shown through:
- The NHS Improvement Plan: Putting people at the heart of services (DoH, 2004) identifying a move towards a focus on the whole of health and well-being rather than treatment based
 - The Government published Choosing Activity: a physical activity action plan (DoH, 2005) in support of the Public Health White Paper Choosing Health, placing an emphasis on the need to increase physical activity levels across the whole population as a preventative health measure
 - One of the five areas of change for NHS services, as identified in the White Paper, Our Health, Our Care, Our Say: a new direction for community services (DoH, 2006) focusing on prevention as much as cure.
- 2.24 The strategic policy implication is clear – a greater emphasis to be placed on encouragement to take part in physical activity as an important component of preventative health care. This is highlighted in more detail below.

Health

- 2.25 **Choosing health: Making healthy choices easier** was produced by the government in 2004 in order to highlight the emerging key challenges to the health of the nation, namely, the proportion of deaths from cancer, CHD and stroke and inequalities in health between affluent and deprived communities.
- 2.26 There is a recognised need to offer children and young people more affordable, stimulating and accessible things to do outside the school day, at weekends and during school holiday's that develop skills and extend healthy choices.
- 2.27 It is also recognised that an extension to opportunities that schools, working with local partners in public and voluntary sectors provide through formal and informal opportunities for sport, play and active travel is needed.
- 2.28 A fundamental aim is to create a society where more people, particularly those in disadvantaged groups or areas, are encouraged and enabled to make healthier choices. In order to close the gap, the most marginalised and excluded groups and areas in society see much faster improvements in health.
- 2.29 Choosing health recognises that people who are disabled or suffer from mental ill health, those stretched for money, out of work, poorly qualified, or who live in inadequate or temporary accommodation or in an area of high crime, are likely to experience less control over their lives than others and are often are pressed to cope with immediate priorities. They are often less likely to think about the consequences of everyday choices about diet, exercise, smoking and sexual behaviour on their long-term health.
- 2.30 Choosing health also recognises that interventions to improve health and reduce inequalities need to take account of the realities of people's lives, particularly those who are relatively disadvantaged. With a focus on key deprived wards in Camden, this study should help Camden PCT understand those realities and enable appropriate interventions to be developed which will improve health of deprived communities.
- 2.31 Halting the growth in child obesity is a key priority with a national target to halt the year on year increase in obesity among children under 11 by 2010, an objective shared by government departments responsible for health, education and sport.
- 2.32 **Choosing activity: A physical activity action plan** outlines the key steps government will take to deliver against Choosing Health, with relevance to physical activity. It is a summary of how government will deliver the physical activity commitments within Choosing Health.
- 2.33 The strategy recognises that physical activity as part of our everyday lives has been in overall decline, not least as a result of changes in the level and the nature of manual work and active travel and that any strategy to increase the levels of physical activity undertaken needs to link with broader work to tackle inequalities.
- 2.34 Choosing activity dictates that a 'culture shift' needs to be developed in order to increase physical activity levels in England and that choice of opportunities and a range of options need to be provided so that people can be active on a daily basis.
- 2.35 By identifying gaps in provision the needs assessment findings will enable Pro-Active Camden to expand provision appropriately and widen access through ensuring that a broad range of options and choices are accessible across the borough.

- 2.36 In relation to obesity, healthy eating and physical activity, **Healthy weight, healthy lives: A cross government strategy for England** highlights governments key aims to ensure that children grow up with a healthy weight through eating well and enjoying being active.
- 2.37 There is a commitment to reviewing the approach to physical activity to ensure there is a clear legacy of increase in participation pre and post 2012 and to ensuring all individuals and families are able to exercise regularly and stay healthy throughout their lives.
- 2.38 **Lightening the load: tackling overweight and obesity** places further emphasis on government action to tackling the rising obesity problem which is highlighted as a particularly high priority.
- 2.39 The strategy highlights that strategic health authorities will need to have a strong focus on designing and developing services for increasing physical activity.
- 2.40 In order to tackle obesity it states that there should be a focus on increasing the uptake of physical activity and sports with sports sessions built into the curriculum and after school as well as on physical activity and fitness campaigns targeting 'at risk' groups.
- 2.41 This again has strategic relevance for this study. Levels of childhood overweight and obesity are rising and the percentage of obese children in the Borough is in line with the national average. Although the percentage of obese adults appears significantly better than England figures, health inequalities linked to deprivation are likely to mean that obesity levels are higher in the four identified priority wards.
- 2.42 **National Institute for Health and Clinical Excellence (NICE) Public Health Guidance 13** relates to workplace health promotion and provides formal guidance on how employers can encourage employees to be physically active. It emphasises that, efforts made in the workplace, alongside wider strategies to increase physical activity levels, can help improve people's health significantly and highlights that investing in the health of employees can also bring business benefits such as reduced sickness absence, increased loyalty and better staff retention.
- 2.43 NICE has also produced guidance on four commonly used methods to increase physical activity: brief interventions in primary care, exercise referral schemes, pedometers and community-based exercise programmes for walking and cycling.
- 2.44 One key recommendation is that local policy makers, commissioners and managers, together with primary care practitioners, should pay particular attention to the needs of hard to reach and disadvantaged communities, including minority ethnic groups, when developing service infrastructures to promote physical activity. The borough profile means that it will be important to use this guidance to provide a focus for future action for enhance physical activity in the Borough.
- 2.45 Importantly, the NICE guidance identifies that Bangladeshi men and women were the most inactive, being twice as likely as the general population to be classified as sedentary¹.

¹ Health survey for England: health of minority ethnic groups, Joint Health Surveys Unit (1999)

- 2.46 In view of the fact that 6% of the Camden population is Bangladeshi, it is important to ensure that sport and physical activity provision is appropriate to the needs of these communities in order to narrow the participation gap between different ethnic groups.
- 2.47 The **Independent Inquiry into Inequalities in Health (Acheson, 1998)** highlighted the gap that exists between those with the best and worst health, which is evident in the Camden health profile. This reinforces the importance of tackling health inequalities according to local need with a particular emphasis on disadvantaged groups and areas.
- 2.48 The **Audit of Physical Activity Provision by Primary Care Trusts in London** was undertaken in order to understand the provision of physical activity services in order to plan and develop enhanced physical activity services across the capital. Research aimed to establish the current baseline regarding the delivery of physical activity services, physical activity policy and resources allocated to the physical activity agenda within NHS Trusts in London.
- 2.49 Results highlighted a great deal on physical activity by PCTs but a somewhat piecemeal approach without clear direction towards a number of public health objectives. Physical activity is generally treated as a low priority in PCTs commissioning strategy plans.
- 2.50 The key driver for provision of physical activity services across London PCTs is in order to reduce obesity followed by the prevention of cardiovascular disease.
- 2.51 It is important that there is a co-ordinated approach to delivery and Figure 2.1 below summarises the key strategically relevant themes and issues emerging from a review of key strategy documents across the Health sector.

Figure 2.1 Key strategic themes - health



Sport and physical activity

- 2.52 Sport England has developed a new **Strategy for Community Sport in England** (2008-11). The overarching aim is to build the foundations of sporting success through creation of a world class community sport system, which will ensure that:
- a substantial – and growing – number across the community play sport
 - talented people from all backgrounds are identified early, nurtured and have the opportunity to progress to the elite level
 - everyone who plays sport has a quality experience and is able to fulfil their potential.
- 2.53 The strategy is based on the delivery of three outcomes which, when combined, will form the basis of a world-leading community sports system:
- **Grow** – approximately 15% of Sport England's investment will be focused on increasing regular participation in sport by 200,000 adults per annum.
 - **Sustain** – approximately 60% of investment will focus on sustaining current participants in sport by ensuring that people have a high quality experience and reducing the drop-off in participation between 16 and 18
 - **Excel** – approximately 25% of investment will focus on developing and accelerating talent.
- 2.54 The strategy aims to maximise English sporting success in all its forms by increasing participation in sport at a local level to increase the overall talent pool available.
- 2.55 National Governing Bodies (NGBs) are identified as a primary delivery partner and the strategy recognises that coaches and coaching play a critical role in the achievement of developing talent, improving satisfaction and encouraging participation. Sport England is committed to working with sports coach UK to focus investment on frontline coaching through NGBs.
- 2.56 In designing and implementing the new strategy Sport England is committed to 'creating opportunity for all' through:
- developing a culture that enables and values the full involvement of all, embedding and promoting the principles of equality through the delivery of inclusive, high quality sport
 - creating an environment in which all have equal opportunities to engage in high quality sport, whether as participants, competitors, volunteers, officials or administrators
 - responding to the diverse needs, capabilities and preferences of all, by ensuring appropriate levels of challenge, and
 - overcoming potential barriers to those individuals and groups currently under-represented as participants.
- 2.57 The strategy calls for innovative thinking in developing a range of opportunities for young people, women and girls, disabled people and diverse communities.

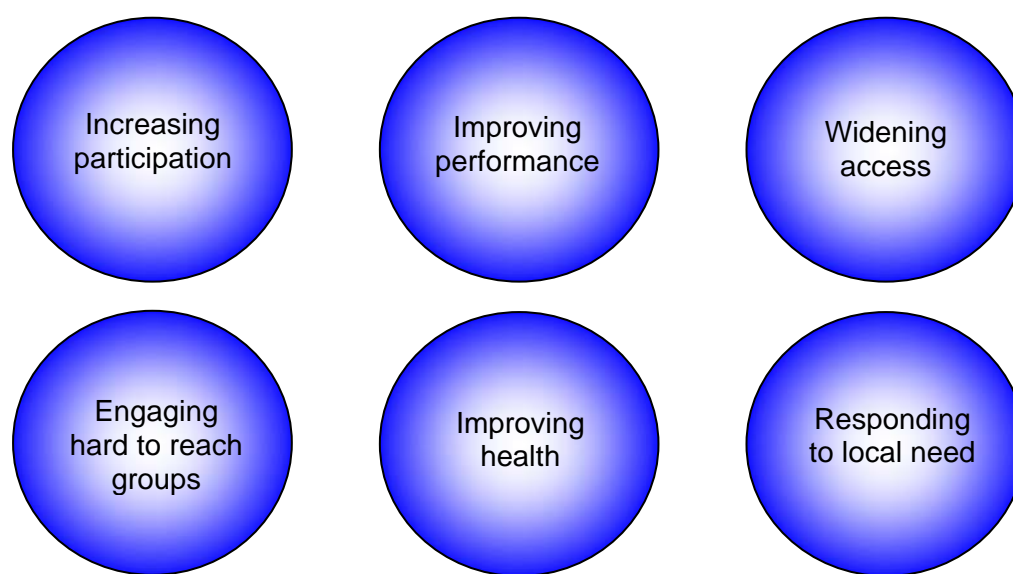
- 2.58 There is also a commitment from the Department for Children, Schools and Families (DCSF) and Department for Culture, Media and Sport (DCMS) to increase the number of children and young people aged 5 to 19 years participating in PE and sport.
- 2.59 The **PE & Sport Strategy for Young People Strategy** leads on from the Physical Education, School Sport and Club Links Strategy (DfES, 2003) with the objective of enhancing the take-up of sporting opportunities by 5 to 16 year olds.
- 2.60 The Public Service Agreement (PSA) target to get at least 85% of children doing two hours of high quality PE and sport within and beyond the school day by 2008 was achieved a year early. On 13th July 2008 the Prime Minister announced the investment of a further £100m for the National School Sport Strategy to increase the number of children and young people aged 5 to 19 years participating in PE and sport.
- 2.61 This additional funding includes provision to support:
- completion of the roll out of competition managers linked to School Sport Partnerships
 - top up grants to School Sport Partnerships to pay for coaching
 - multi sport clubs for children with special needs linked to School Sport Partnerships.
- 2.62 The ambition is now for every child between 5 and 16 years to access two hours of high quality curriculum physical education and three hours of sport beyond the curriculum delivered through a range of school, community and club providers – the “Five Hour Offer”.
- 2.63 The assumption is that as children grow older they will increasingly be directed towards club/community provision, which will get them used to doing sport outside of a school setting and hopefully slow and reverse the drop in sports participation which currently occurs at 16.
- 2.64 This emphasises the importance of improving community sports provision for children as well as strengthening links between school and community sport, which will help ensure children and young people to continue their participation in sport into adulthood.
- 2.65 This is particularly important for young people with learning disabilities. Research has shown that their main experience is gained through physical education in a school setting with one in five disabled young people not taking part in any community sports opportunities and their frequency and rate of participation being approximately half that of young people in general².
- 2.66 On a regional level, the **London Plan for Sport and Physical Activity** aims to connect sport and physical activity with a broader policy agenda in London. There is again a focus on increasing participation and on widening access and improving performance.

² Disability Survey 2000: Survey of young people with a disability and sport, Social Policy Research Unit, The University of York (2001)

- 2.67 Within these themes, it shows how sport can improve the health, well-being, educational attainment and prosperity of the City and shows how sport can make a major contribution to a range of socio-economic issues, while underlining the need for effective partnerships between sectors to make the City active and successful.
- 2.68 There are specific ambitions to encourage the delivery of sport to hard-to-reach and at-risk groups by local community and special interest organisations and working with the Strategic Health Authorities in London. This gives added relevance to the needs analysis work in identifying particular requirements of specific hard to reach groups in Camden.
- 2.69 The sub-regional sport and physical activity partnership, Pro-Active Central London, in its **Sport and Physical Activity Strategy (2007-2016)** aims to increase regular participation in sport and physical activity across all sectors of the population and all communities within Central London.
- 2.70 A key success measure for the partnership with relevance to this study is in narrowing the gap between participation for the population as a whole and low participation groups. Since this study has a focus on those not participating in sport and physical activity, the needs analysis will help identify potential interventions that will encourage participation amongst low participating groups and help to narrow the participation gap.
- 2.71 The **Pro Active Camden Sport and Physical Activity Strategy (2008-2012)** is driven by Camden's Community Strategy and Plan for the 2012 Olympic and Paralympic Games and includes a commitment to increasing physical activity in the borough, expanding volunteering and maximising sport's contribution generally to the 'borough of opportunity'.
- 2.72 The strategy identifies a number of key aims for Camden to achieve by 2012 in line with the Boroughs Communities Strategy and the themes within, namely a sustainable Camden, a strong economy, a connected Camden and a safe Camden.
- 2.73 ProActive Camden's role is to ensure that in the future facilities meet the need of local populations and this study will be used to inform actions for years two onwards since the strategy includes concrete actions for year one only at present.
- 2.74 **Camden's Plan for the Olympic and Paralympic Games** builds on the vision established in the community strategy of people benefitting from the cultural and leisure opportunities that will be on their doorstep.
- 2.75 There is a focus on children and young people getting more active and healthy, making use of the cultural and leisure opportunities around the opening of the Channel Tunnel Rail Link at St Pancras in 2007 and closer to the Games to inspire people and bring communities closer together, increase volunteering, maximise the economic benefits of the Games and improve streets, parks and open spaces.
- 2.76 This study can help contribute to a number of specific actions within this plan including:
- improving access for children and young people to high quality sports provision
 - creating opportunities for people with physical and learning disabilities and those with mental health issues
 - raise the level of volunteering closer to the London average

- 2.77 Again, there is a focus on key areas of need (namely neighbourhood renewal areas) and deprived communities. The findings of this study can therefore be used to inform interventions and future plans for delivery against the Borough's Plan for the Olympic and Paralympic Games.
- 2.78 Figure 2.2 below summarises the key strategically relevant themes and issues emerging from a review of key strategy documents across the Sport and Leisure sector.

Figure 2.2 Key strategic themes – sport and physical activity



Children and young people and communities

- 2.79 Developed by Camden Council, the PCT, Voluntary Action Camden and the Police, **'Achieving their full potential' Our strategy for creating a better life for Camden's children and young people** sets out ways in which these agencies can work together to ensure children and young people enjoy their childhood years.
- 2.80 The strategy identifies that all children and young people in Camden should be as healthy as possible, both physically and mentally. Children and young people who eat well and who are fit and active have a better quality of life and are able to take advantage of all the opportunities available to them. They are also likely to have fewer health problems as they get older.
- 2.81 There are a number of priority actions identified within the strategy which focus on ensuring children and young people are healthy, safe, enjoy and achieve, make a positive contribution and enjoy a good standard of well-being and quality of life. These actions include:
- to promote healthy behaviour
 - to develop specialised multi-agency services for children and young people with complex needs

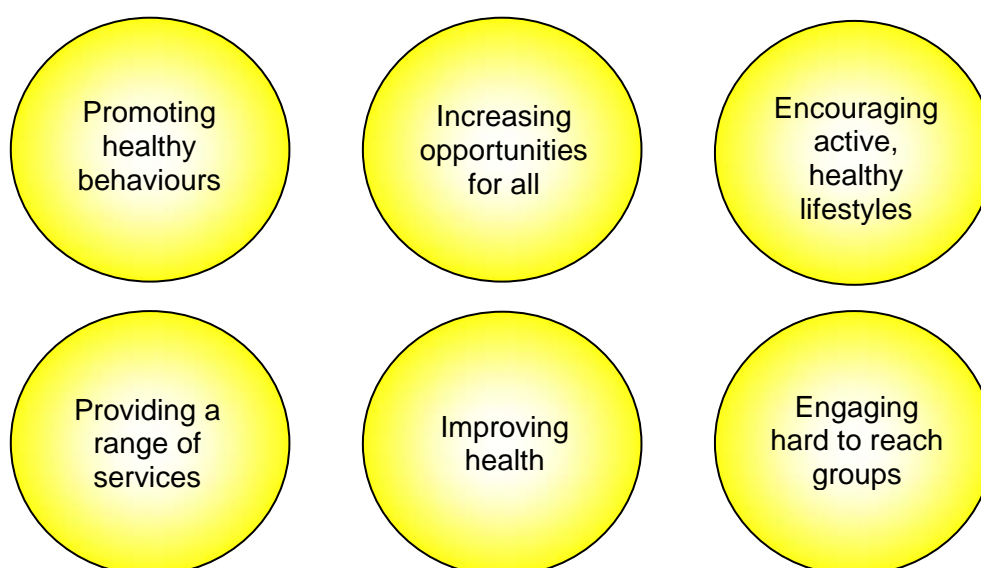
- to develop activities and services for children that will enable them to have fun whilst fulfilling their social potential
 - to develop initiatives that reduce the number of children and young people who are at risk of offending or taking part in anti-social behaviour and to help and support those who have offended.
- 2.82 'Camden in 2012 will be a Borough of opportunity' is the statement made in **Camden Together - Camden's Sustainable Community Strategy 2007-2012**, which has a strong focus on bringing together economic, environmental and social issues in order for sustainable community development to be achieved.
- 2.83 Within this overarching vision, there are four key objectives:
- a sustainable Camden that adapts to a growing population
 - a strong Camden economy that includes everyone
 - a connected Camden community where people lead active, healthy lives
 - a safe Camden that is a vibrant part of our world city.
- 2.84 A number of commitments are made to which the Council and its partners will adhere including
- to increase volunteering in Camden to above the national average
 - to improve access to public and community buildings to facilitate greater interaction between diverse communities
 - to reduce the incidence of diseases like cancer and CHD
 - to ensure a range of services and accommodations are available to meet the needs and aspirations of an ageing population
 - to promote healthy behaviour including healthy eating and physical activity
 - to provide opportunities for everyone to stay healthy.
- 2.85 The work of this study in assessing the Boroughs existing opportunities to lead an active healthy life can help identify gaps in provision which are affecting the delivery of a sustainable, strong, connected and safe Camden community. It will also help align the key future actions of the Boroughs Sport and Physical Activity Strategy to ensure that they are strategically relevant to children and young people, and the diverse Camden communities.
- 2.86 The Headline findings from the **Child Survey** highlight that virtually all children (95%) had taken part in at least one form of cultural or sporting opportunity during the past 12 months³.

³ Taking Part: England's survey of Culture, Leisure and Sport. Headline findings from the child survey 2007 (DCMS, 2007)

- 2.87 One fifth (23%) of children surveyed cited sports activities as the most enjoyable activity participated in with the most common type of active sport participated in being football (59%) followed by swimming or diving (39%) and basketball (30%).
- 2.88 Interestingly, of those that had participated in active sport, 94% had done so outside of school lessons (equating to 89% of all children surveyed). Furthermore, 20% had done so for at least an hour on five or more days.
- 2.89 The headline findings indicate that boys are more likely than girls to have participated in an active sport during the past four weeks. This has implications for potential physical activity provision in the Borough, suggesting a specific approach towards engaging girls may be required in order to increase their likelihood of participation.
- 2.90 The Camden **Core Strategy** will be the central part of the Local Development Framework which will replace the Borough's Unitary Development Plan (UDP) and sets out current planning policies.
- 2.91 The Core Strategy contributes to achieving the vision and objectives of Camden's Community Strategy and help the Council's partners and other organisations deliver relevant parts of their programmes. It helps shape the kind of place Camden will be in the future, balancing the needs of residents, businesses and future generations.
- 2.92 The Core Strategy is aligned to the vision and objectives of the Community Strategy and Core Strategy objectives have been developed to guide the delivery of the community strategy vision. These objectives include:
- to improve and protect Camden's parks and open spaces and promote the diversity of plant and animal species in the Borough
 - to strengthen Camden's nationally-important economy while seeking to reduce inequalities within the borough, with jobs, skills, training and education opportunities available to everyone
 - to promote the high levels of amenity and quality of life that make Camden such a popular place to live
 - to secure mixed, balanced areas with a sense of community, avoid polarisation in the borough and promote equality of opportunity
 - to support improvements to the health and wellbeing of Camden's population
 - to reduce congestion and pollution in the borough by encouraging more walking and cycling and less motor traffic.
- 2.93 All of the above objectives from the Core Strategy have relevance to this study in terms of the provision of physical activity opportunities, particularly those surrounding promoting high levels of amenity and quality of life, supporting improvements to health and wellbeing and encouraging more walking and cycling.

- 2.94 Figure 2.3 below summarises the key strategically relevant themes and issues emerging from a review of key strategy documents across Youth and Community services.

Figure 2.3 Key strategic themes – youth and community



Summary of key findings

- 2.95 The above findings demonstrate that sport and physical activity has a critical role to play in improving health and tackling health inequalities as well as in ensuring that adults and children enjoy a good standard of well-being and quality of life and are able to take advantage of the opportunities available to them.
- 2.96 There is a significant degree of overlap in the strategic themes across the health, sport and youth and community sectors. In particular, shared priorities can be summarised as follows:



SECTION 3

LOCAL CONTEXT

3. Local context

Introduction

- 3.1 This section examines the primary characteristics of the Borough and its population through an assessment of:
- geographic profile
 - demographic profile
 - health profile
 - sports participation profile.
- 3.2 The analysis has been carried out at a Borough and ward level to provide the overall context as well as a separate review of the four priority areas – Kentish Town, Kilburn, Kings Cross and St Pancras and Somers Town.
- 3.3 Sport England Active People data has been used to benchmark levels of sports participation, club membership and volunteering in the Borough and to provide an understanding of behaviours and attitudes towards sport and physical activity.

The Borough profile

Geography

- 3.4 Camden covers an area of 2,172 hectares in the heart of London comprising 'Business Centres' such as Holborn, Tottenham Court Road and Euston, large open spaces such as Parliament Hill and Hampstead Heath and residential areas such as Hampstead and Highgate as well as wards that fall amongst the most deprived fifth of areas in England.
- 3.5 Camden is the 2nd most densely populated of the London boroughs with a total population of 198,020 (Census 2001) and is therefore subject to intense urban pressures that directly impact on sport and leisure provision. The population is predicted to rise to 218,500 (GLA 2006 Round Projections), which will intensify demand for open space as well as indoor and outdoor sports facilities.
- 3.6 The Council's Sustainable Communities Strategy recognises the pressures on the public realm, a situation further exacerbated by the growing population. This places an added emphasis on the importance of using indoor and outdoor space flexibly to support formal and informal active recreation.
- 3.7 There are clear differences in the provision of open space across the Borough with St Pancras & Somers Town containing the least publicly accessible open space (5.2ha) in contrast to other areas such as Highgate and Hampstead (289.7ha), Regents Park (39.2ha) and Primrose Hill (27.2ha) where single large open spaces (major parks) are located (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008).
- 3.8 Whilst Camden generally performs well against the highest end of the GLA parks hierarchy with two Metropolitan Parks and one District Park within the borough this is not the case at the lower end of the scale. Camden has few Local Parks of a reasonable size, which means residents have limited access to this type of multi-functional provision.

- 3.9 However Camden is considered to have a reasonable number of Small Local Parks, which play a valuable amenity role, as well as providing children's play and small all weather playing pitches. In addition there are a number of amenity green spaces, housing estates open spaces, civic squares and natural green spaces that although small play an important role in meeting people's need for public open space.
- 3.10 The limited amount of smaller public open space means that those living or working in Camden are more likely to use a large open spaces on a regular basis than they might in other Boroughs. It is recommended within the Open Space, Sport and Recreation Study Update (WS Atkins, 2008) that all residents should be within 400m of a public open space from their home.

Demographics

- 3.11 Camden's demographic profile is similar to that of a typical metropolitan city with a University presence. It has a large proportion of students and younger adults with relatively fewer children and older people.
- 3.12 Table 3.1 below identifies some of the key demographic characteristics of the Borough and related implications for the delivery of sport and physical activity.

Table 3.1 Key characteristics of the Borough population

Characteristics	Implications
Age % of the population in the 0-4 years age group is lower than London overall but slightly higher than the national average % of people aged 18-19 years is slightly above the London and national average and the % of 20-24 year olds is above the London average and one third higher than nationally. % of 25-29 year olds almost double the national average.	 Almost one quarter of 3 year olds and one third of those aged 2 to 10 years are overweight or obese ¹ Young women aged 16 to 24 years are nearly half as active as their male counterparts and even less so in the cases of low income and black and minority ethnic (BME) women ² Levels of participation decline gradually between the ages of 25 and 45 years
Gender 52% of the Borough population is female in line with London and national levels. 48% of the Borough are male.	 Participation rates are typically lower and drop-out rates higher amongst women ² Male life expectancy in Camden is worse than the England average ³

¹ Millennium Cohort Study 2007

² It's time, Women's Sport and Fitness Foundation, 2007

³ Health Profile, APHO, 2008

Characteristics	Implications
<p>Ethnicity</p> <p>26.8% (53,124 people) of the overall borough population are from black and minority ethnic (BME) groups</p> <p>6.4% of residents (12,569 people) are Asian Bangladeshi compared to 2% in London and 0.6% nationally</p> <p>6% of the Borough population are Black African, which is higher than the London average (5%) and significantly higher than the national average (1%)</p>	<p>Health inequalities in the Borough are related to ethnicity³</p> <p>Research shows that Bangladeshi men and women are least likely to participate in physical activity⁴</p> <p>87% of Asian women and 86% of African and Caribbean women do no regular activity, compared with 81% of white or mixed race groups²</p>
<p>Economic</p> <p>35% of the local population live in parts of the Borough that are amongst the 20% most deprived areas of England.</p> <p>41% of children live in poverty with their families receiving means-tested benefits compared to 22% nationally</p> <p>Over 6,000 lone parent households with dependent children in the Borough - 11% are households with a 'male lone parent in part-time employment', which is twice the London and England average.</p>	<p>Health inequalities in the Borough are related to location and deprivation³</p> <p>Affordability and accessibility must be key considerations</p> <p>The demands of being a lone parent, particularly on time and money, mean it is extremely difficult for this group to take part in sport or activity⁵</p>
<p>11% of women are in routine and semi-routine occupations.</p>	<p>85% of women in routine and semi-routine jobs (e.g. care assistants, shop assistants and cleaners) do not take part in regular activity²</p>
<p>Disability and limiting illness</p> <p>15.8% of the Camden population are affected by a limiting long term illness compared with 17.5% of the national population.</p> <p>Mencap estimates that 2% of the population have a learning disability, which would mean circa 4,500 people in Camden.</p>	<p>Participation rates are lower amongst people with a limiting long term illness or disability⁶</p> <p>People with learning disability have one of the highest rates of obesity and inactivity amongst all disadvantaged groups. They also suffer high levels of exclusion from sport, physical activity and their community⁷</p>

⁴ Ethnic Minorities, Refugees & Migrant Communities Physical activity & health. Sporting Equals 2007

⁵ Understanding participation in sport: What determines sports participation among lone parents? Sport England. July 2006.

⁶ Active People Survey. Sport England/Ipsos Mori. 2005/6.

⁷ My Time, My Choice. London Sports Forum. 2004.

Where is Camden now?

Health profile

- 3.13 Health profile data produced by the Association of Public Health Observatories in 2008 shows that generally the health of people in Camden is worse than the England average and that there are health inequalities in the Borough by location, gender, deprivation and ethnicity. In particular it should be noted that:
- new cases of tuberculosis, deaths from smoking and early deaths from heart disease and stroke are significantly worse than the national average although the rates of deaths from all causes, cancer and heart disease and stroke have fallen over the last 10 years
 - male life expectancy (76 years) is lower generally than the England average (77 years) but further accentuated by local health inequalities – men from the most deprived areas of Camden have a life expectancy of almost seven years less than those from the least deprived, 72.5 years compared to 79.5 years
 - female life expectancy is not significantly different from the national average – levels of participation begin to fall significantly from 45 years and by the age of 85 only 6% of women do any activity at all
 - estimates of the percentage of obese adults and physically active adults appear better than the England average although the converse is true for the percentage of physically active children
 - 14.7% of under 15s, which equates to circa 4,700 young people, are 'not in good health', which is significantly worse than the England average (11.6%) – while boys retain a level of activity throughout their school life (70% of boys achieve at least 60 minutes of activity a day from age 8 to 16), girls' activity rates begin to fall from the age of 10 and by age 15 only half of girls achieve the target activity rate (At least five a week report, Chief Medical Officer, 2004. It's Time report, WSFF, 2007).
- 3.14 Camden PCT has identified key priorities for reducing health inequalities, focusing on reducing deaths from CVD, increasing screening uptake and key lifestyle factors such as smoking and alcohol consumption.

Sport and activity participation profile

- 3.15 The Active People Survey conducted by Ipsos Mori on behalf of Sport England is the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey was conducted between October 2005 and October 2006, and was a telephone survey of 363,724 adults in England (aged 16 plus). A minimum of 1,000 interviews were completed in all 354 local authorities in England with headline results published in December 2006. In light of its success, Active People now runs as a continuous annual survey of 500 interviews per local authority.
- 3.16 The main objective of the survey is to measure levels of participation in sport and active recreation and also the contribution this has on improving the health of the nation – 3 x 30 as part of the recommended 5 x 30.

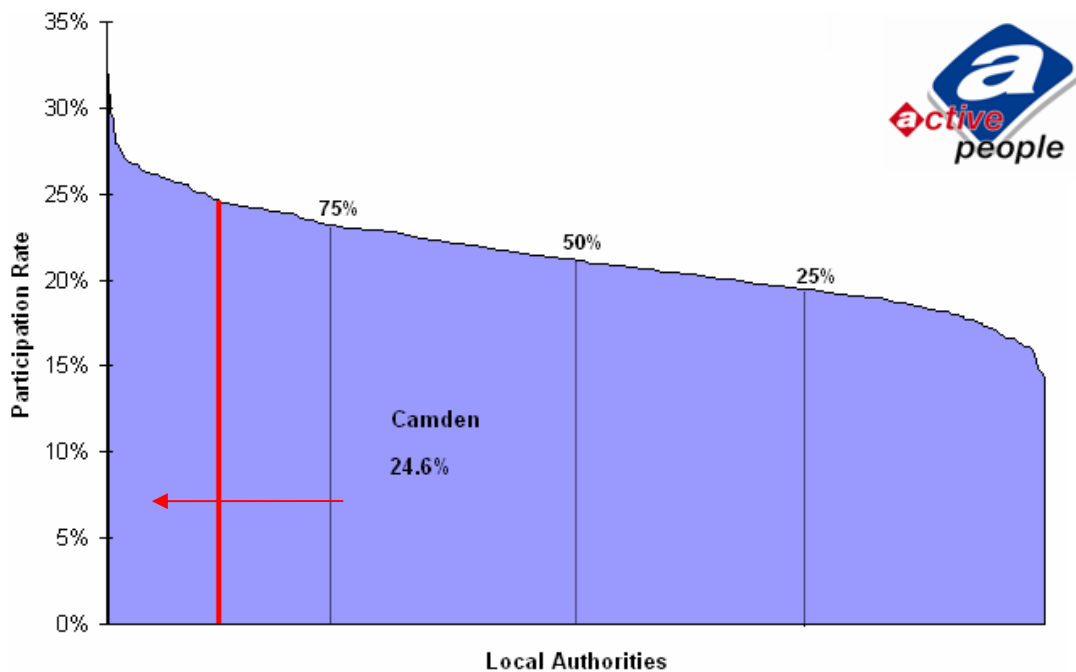
- 3.17 The survey assesses participation across a number of categories and identifies how rates vary from place to place and between different groups:
- participation in at least 3 x 30 minutes moderate physical activity per week (KPI 1)
 - sports club membership (KPI 3)
 - participation in organised competitive sport in past 12 months (KPI 5).
- 3.18 It also measures receipt of tuition or coaching and overall satisfaction with levels of sporting provision in the local community as well as the proportion of the adult population volunteering in sport on a weekly basis.
- 3.19 Active People provides data on six key performance indicators (KPIs) and operates a simple traffic light system to show immediately whether that level of performance is in the top 25% (green), middle 50% (amber) or bottom 25% (red) quartile nationally. Camden's profile is shown in Table 3.2 below against the London and national picture.

Table 3.2 Active People Survey 2005/6 – KPIs for Camden

Key Performance Indicators	Camden	London average	National average
KPI 1 – participation at least three days a week at moderate intensity for 30 minutes	24.6%	21.3%	21%
KPI 2 – at least one hour a week volunteering to support sport	2.5%	3.5%	4.7%
KPI 3 – member of sports club	27.8%	26.2%	25.1%
KPI 4 – received tuition from instructor or coach in the past 12 months	24.7%	19.2%	18%
KPI 5 – taken part in organised competitive sport in past 12 months	13.6%	13.1%	15%
KPI 6 – satisfaction with local sports provision	64.0%	66.1%	69.5%

- 3.20 These 2005/0 findings revealed that one in four Camden residents aged 16 years and over (circa 40,100 people) were participating in at least 3 x 30 minutes of moderate intensity exercise per week, which is consistent with health profile data. This was the 8th highest rate of participation in London and in the top quartile nationally as shown in Figure 3.1 below.
- 3.21 Although headline results from the 2007/8 survey indicate that participation levels have fallen slightly in Camden to 23.9% (↓0.7%) this change is not as significant as in other boroughs such as Westminster (↓3.5%) or Islington (↓3.1%).

Figure 3.1 Overall adult participation



Source: Ipsos MORI 'Active People Survey'

3.22 One third of people (32.6%, 62,050) participate in 30 minutes of moderate intensity physical activity two or three times a week. Amongst this group the three most popular activities are 'Gym' followed by swimming then football. This is a similar picture to the results of the in street surveys of residents of the target wards, which is discussed in Section 6.

3.23 A more detailed breakdown of this information is as follows:

- 24.60% of the borough population take part in **3 x 30**, which equates to roughly 46,800 people. Of those, 36.48% like going to the Gym (c 17,070 people), 21.31% like going Swimming (c 9,970 people) and 6.97% like playing Outdoor Football (c 3,260 people).
- 8.03% of the borough population take part in **2 x 30**, which equates to around 15,250 people. Of those, 31.25% like going to the Gym (c 4,760 people), 12.50% like playing Outdoor Football (c 1,900 people) and 10% like going Swimming (c 1,525 people).

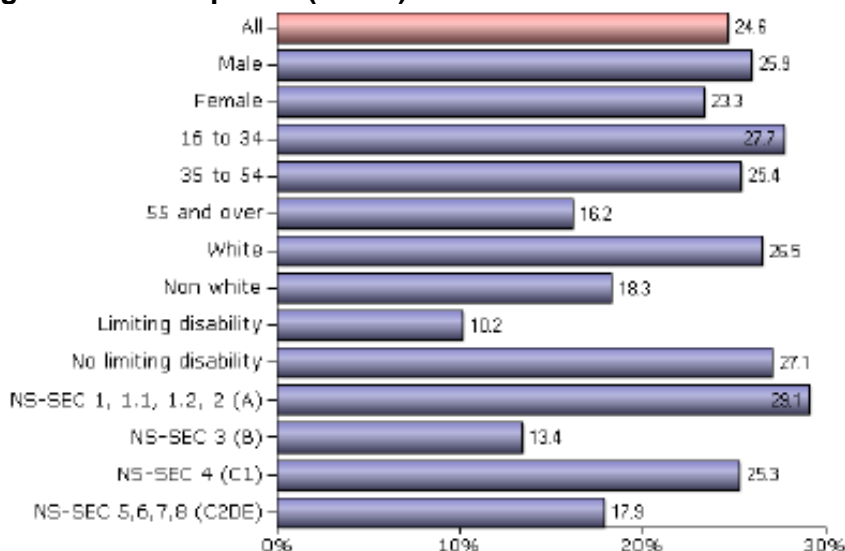
Differences in participation

3.24 It is important to interrogate this data in more detail to identify the groups and areas within the borough in which participation rates are lowest. Figure 2.2 below shows those aged 16 to 24 years are the most active group (29.0%) but people drop out of exercise and do less as they get older. In line with trends nationally, participation in least 3 x 30 minutes of moderate intensity exercise per week is far lower amongst:

- older people – 65-74 years (11.1%), 75-84 years (5.7%) and 85+ years (6.3%)
- people with a limiting illness or disability (10.2%)
- BME groups (18.3%)

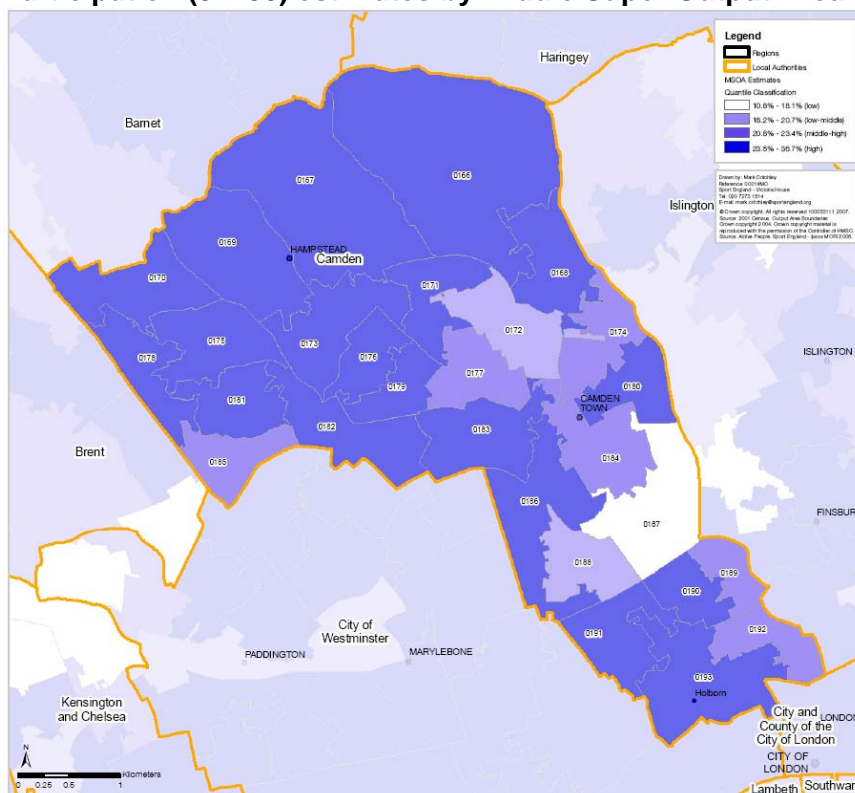
- 3.25 The proportion of females taking part in moderate intensity activity for 30 minutes three times a week is actually higher than the England average at 23.3% compared with 18.5% nationally, which means that female participation is only 2.6% lower than male participation in the Borough compared to 5.2% in England as a whole.

Figure 3.2 Participation (3 x 30)



- 3.26 Sport England has also undertaken subsequent analysis of the Active People survey data to model participation rates at middle layer super output area (MSOA – ie smaller areas within a local authority). The information from this analysis for Camden is shown in Map 3.1 below. The higher rates of participation are shown by darker shading and the low rates of participation in white and lighter shading.

Map 3.1 Participation (3 x 30) estimates by Middle Super Output Area (MSOA)



3.27 The map clearly shows how levels of participation vary across the Borough, with lower levels of participation, and hence priority target areas in St Pancras and Somers Town Gospel Oak and Regents Park particularly as well as Haverstock, Kentish Town, Kilburn, Kings Cross and Holborn. This reinforces that there is a strong correlation between rates of participation and levels of deprivation (Health Profile, APHO, 2008).

Low participation

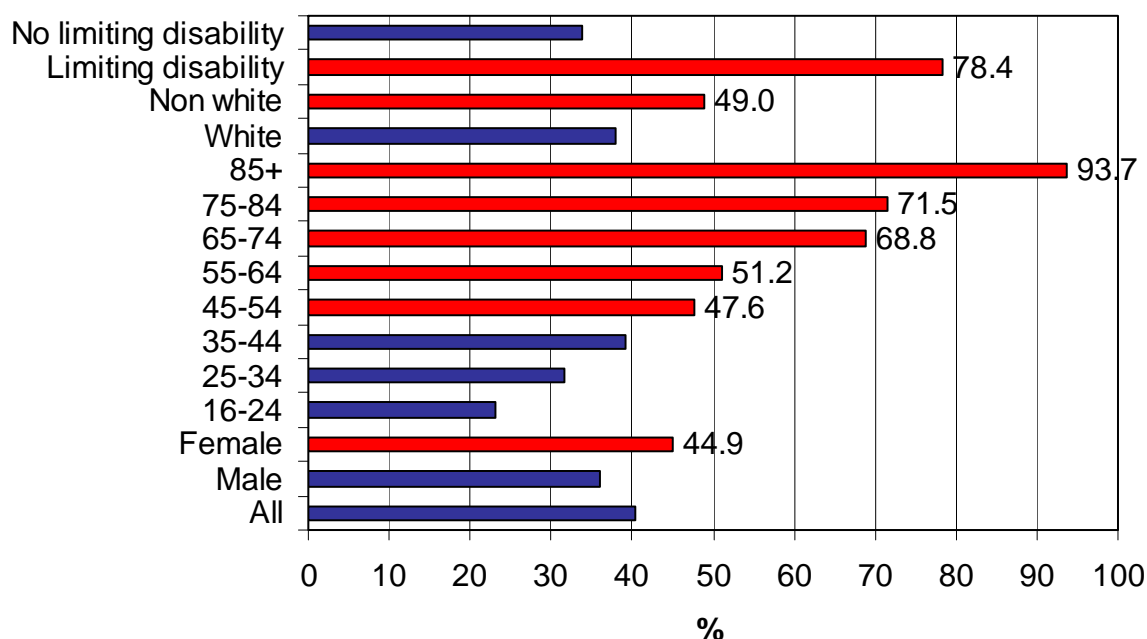
3.28 The Active People Survey ranks Camden as the 43rd most active local authority area in England out of 354. However, the data also indicates that three out of four people in the Borough are not doing enough physical activity to benefit their health.

3.29 15% of people in Camden only do 30 minutes of moderate intensity exercise once a week. Amongst this group the three most popular activities are Gym (25.5%), Swimming (21.6%) and Football (13%).

3.30 Figure 3.3 illustrates that 40.5% of residents (16+ years) had not taken part in any moderate intensity activity of 30 minutes duration in the last 4 weeks when surveyed compared to 49.5% in London and 50.6% nationally, which includes:

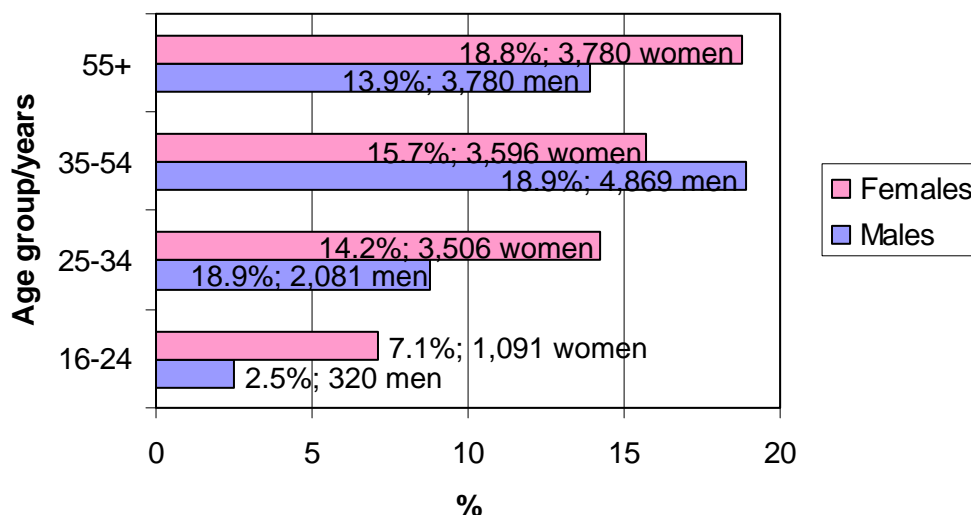
- 93.7% of those aged 85+ years (c 2,500 people), over two thirds of those aged 74 to 84 years (c 5,200 people) and around half of those aged 45 to 64 years (c 18,000 people)
- 78.4% of those with a limiting long term illness or disability (c 20,200 people)
- 49% of people from BME groups (c 21,400 people)
- 44.9% of women (c 38,800 people)

Figure 3.3 Non-participation (0 x 30)



- 3.31 In addition, Figure 3.4 shows a breakdown of this data by age and gender. This analysis shows that non-participation in 30 minutes of moderate intensity activity is highest amongst males aged 35 to 54 years (18.9%) and females aged 55+ years (18.8%) at around one in every five people within these age bands.

Figure 3.4 Non-participation (0 x 30) by age and gender



- 3.32 However, although the percentage of non-participating women in the 35 to 54 years and 25 to 24 years age groups is lower than in the 55+ age group, it should be noted that since a higher proportion of the population falls into the younger age categories the actual number of non-participating women in these bands is broadly the same.

Club membership, participation in organised sport and volunteering

- 3.33 Analysis of the Active People data for the remaining KPIs highlights a number of interesting participation patterns:

- compared to the overall borough average of 27.8%, club membership is lowest amongst people with a limiting disability (12.4%) and those in lower (NE-SEC 5,6,7,8, C2DE) socio-economic groups (19.7%), which may indicate that there are barriers that are preventing these groups from joining or that they prefer to take part in a different type of setting
- compared to the overall borough average of 13.6%, participation in organised competitive sport is particularly low amongst people in the NS-SEC 4 (C1) socio-economic group (1.8%), people with a limiting disability (2.8%) and those aged 55+ years (3.9%), which highlights the importance of ensuring that these groups are able to access non-competitive opportunities
- only 2.5% of population volunteer in sport for at least one hour per week, which places Camden in the bottom 25% of local authorities in the country
 - highest amongst lower (NE-SEC 5,6,7,8, C2DE) socio-economic groups (4.6%) and 16 to 34 year olds (3.6%)
 - lowest amongst people in higher (NS-SEC 3, B) socio-economic groups (0%), people aged 55+ years (0.7%) and people with a limiting disability (1.7%)

Summary of key findings

- 3.34 Key findings emerging from an analysis of the geographic, demographic, health and sports participation profile of the Borough can be summarised as follows:

Demographic profile

- Camden is the 2nd most densely populated of the London boroughs covering an area of 2,172 hectares and with a total population of 198,020 (Census 2001). The population is predicted to rise to 218,500 (GLA 2006 Round Projections), which will intensify demand for open space as well as indoor and outdoor sports provision
- there are clear differences in the provision of open space across the Borough with St Pancras & Somers Town containing the least publicly accessible open space (5.2ha) in contrast to other areas such as Highgate and Hampstead (289.7ha), Regents Park (39.2ha) and Primrose Hill (27.2ha) where single large open spaces (major parks) are located (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008)
- 26.8% (53,124 people) of the overall borough population are from black and minority ethnic (BME) groups and 6.4% of residents (12,569 people) are Asian Bangladeshi compared to 2% in London and 0.6% nationally – health inequalities are related to ethnicity and research shows that Bangladeshi men and women are least likely to participate in physical activity (Ethnic Minorities, Refugees and Migrant Communities: physical activity and health, Sporting Equals, 2007).

Health profile

- 14.7% of under 15s, which equates to circa 4,700 young people, are 'not in good health' (Health Profile, Association of Public Health Observatories (APHO), 2008), which is significantly worse than the England average (11.6%) – while boys retain a level of activity throughout their school life (70% of boys achieve at least 60 minutes of activity a day from age 8 to 16), girls' activity rates begin to fall from the age of 10 and by age 15 only half of girls achieve the target activity rate (At least five a week report, Chief Medical Officer, 2004. It's Time report, WSFF, 2007)
- more than one third (35%) of the local population live in parts of the borough that are amongst the 20% most deprived areas of England – health inequalities are related to location and deprivation (Health Profile, APHO, 2008)
- male life expectancy (76 years) is lower generally than the England average (77 years) but further accentuated by local health inequalities – men from the most deprived areas of Camden have a life expectancy of almost seven years less than those from the least deprived, 72.5 years compared to 79.5 years (Health Profile, APHO, 2008).

Sports participation profile (Active People Survey 2005/6)

- the minimum level of activity recommended for adults to gain general health benefit is at least 30 minutes of moderate level activity on five different days of each week - '5 x 30' (DoH, 1996) – participation in sport and active recreation on three days a week – '3 x 30' – can therefore make a key contribution towards achieving '5 x 30' overall
- in 2005/6 24.6% of Camden residents aged 16 years and over (circa 40,100 people) were taking part in '3 x 30', which was the 8th highest rate of participation in London and in the top quartile nationally – although headline results from the 2007/8 survey indicate that participation levels have fallen slightly in Camden to 23.9% (↓0.7%) this change is not as significant as in other boroughs such as Westminster (↓3.5%) or Islington (↓3.1%)
- the most popular sport amongst people who participate in 30 minutes of moderate intensity exercise at least once a week is 'Gym' followed by 'Swimming'
- participation levels do vary across the Borough with lower levels of participation in '3 x 30' in St Pancras and Somers Town Gospel Oak and Regents Park in particular as well as Haverstock, Kentish Town, Kilburn, Kings Cross and Holborn – which reinforces the strong correlation between rates of participation and levels of deprivation (Health Profile, APHO, 2008)
- 40.5% of residents (circa 66,000 people) do not take part in any moderate intensity activity of 30 minutes duration, which includes:
 - 93.7% of those aged 85+ years (c 2,500 people), over two thirds of those aged 74 to 84 years (c 5,200 people) and around half of those aged 45 to 64 years (c 18,000 people)
 - 78.4% of those with a limiting long term illness or disability (c 20,200 people)
 - 49% of people from BME groups (c 21,400 people)
 - 44.9% of women (c 38,800 people)
- compared to the overall borough average of 27.8%, club membership is lowest amongst people with a limiting disability (12.4%) and those in lower socio-economic groups (19.7%), which may indicate that there are barriers that are preventing these groups from joining or that they prefer to take part in a different type of setting
- compared to the overall borough average of 13.6%, participation in organised competitive sport is particularly low amongst people in the C1 socio-economic group (1.8%), people with a limiting disability (2.8%) and those aged 55+ years (3.9%), which highlights the importance of ensuring that these groups are able to access non-competitive opportunities.

SECTION 4

UNDERSTANDING AND ENGAGING PARTICIPANTS

4. Understanding and engaging participants

Introduction

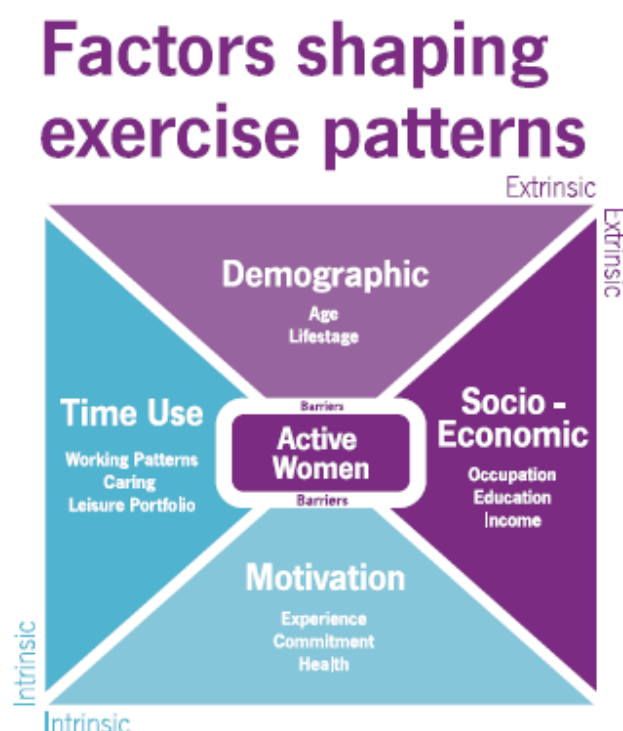
- 4.1 It is important to give consideration to the needs of different types of participants by exploring behaviours and attitudes towards sport as well as motivations for and barriers to taking part.
- 4.2 This section presents a summary of industry good practice as well as conclusions drawn from analysis of Sport England Market Segmentation data.
- 4.3 National research provides evidence of the motivations, attitudes and barriers faced by recognised low participation groups. Since these groups mirror those showing low levels of activity in Camden this good practice guidance can be used to inform the development of effective strategies and interventions for raising participation in the borough.
- 4.4 Sport England Market Segmentation data also models behaviours and attitudes of different groups towards sport as well as motivations for and barriers to taking part. A review of local data mapped to the borough profile has been used to help determine which of the prevalent market segments in Camden are those less likely to participate in activity and how they might be encouraged to lead a more active lifestyle.

National good practice guidance

Women and girls

- 4.5 With only 19% of women shown to be taking part in regular exercise for 30 minutes three times a week and therefore four out of every five women (81%) not doing enough exercise to benefit their health the Women's Sport & Fitness Foundation (WSFF) commissioned the **It's time** report in 2007. The purpose of the report was to:
- highlight the critically low levels of women's participation in sport and exercise
 - understand and explain the reasons for this, detailing in particular the complex motivations that are specific to women
 - predict the likely levels of women's future participation in 2017, taking into account a range of social, cultural and economic factors
 - propose potential strategies to address the considerable challenges of increasing participation.
- 4.6 The **It's time** report presents a comprehensive base of evidence drawn from existing research and a wide range of published studies both UK and international including the Active People Survey, Taking Part Survey and ICM omnibus research. It highlights that a complex mix of factors shape women's activity patterns, which can be broadly divided into four areas as shown in Figure 4.1 overleaf.

Figure 4.1 Factors shaping exercise patterns



Source: It's time report, WSFF, 2007

- 4.7 While age and life stage appear to be the most powerful predictor of activity levels overall this can be strongly influenced by the other three areas. For example, with growing pressures on women's time from more work commitments, caring responsibilities and increased leisure options the ability or motivation to 'find time' to exercise is critical.
- 4.8 Key issues highlighted in the report were that:
- three out of five women believe that they do enough exercise to be healthy, whilst in reality only one in five are actually doing enough
 - the situation is most pronounced for women over 65 – those that do the least activity – of which three-quarters believe they do sufficient to benefit their health
 - six in 10 women prefer 'exercising' than taking part in sport and participation in team and competitive sports is exceptionally low. The top three most popular sports are Walking (19%), Swimming (17%) and Gym (10%).
 - team sports are more popular amongst younger women with 17% of 16 to 24 year olds playing team sports compared to the average across all women of 2.8%

- sport is still seen by some as unfeminine, and girls' earliest experiences of sport are off-putting:
 - nearly a quarter of women say that PE at school put them off sport
 - two in five girls feel self-conscious about their bodies in PE lessons
 - nearly half of all adults think that girls aren't given as much encouragement to play sport as boys
 - almost two in five women believe there is too much emphasis on sport in society today
 - girls are raised to think it is more important to be attractive than active, and many women are inhibited from exercising because of low body confidence
 - nine out of ten women believe there is too much pressure to be thin
 - a quarter of women agree that 'I hate the way I look when I exercise or play sport'
 - a third of 18-24 year olds and nearly half of 25-34 year olds feel under greater pressure to be thin than to be healthy.
- 4.9 One of the recommendations from the It's time report was the need for a national, joined up strategy for increasing women's participation. **Creating a nation of active women: A framework for change** was published in September 2008.
- 3.1 **Creating a Nation of Active Women: A Framework for Change (2008)** provides a framework to address the crisis detailed in It's time. It comprises three key imperatives for those who develop policy and design, and who deliver and promote sport and exercise to women and girls:
- (1) Give the customer what she wants
 - (2) Create a society in which being active is attractive
 - (3) Develop policies to improve leadership, investment and profiles
- 4.10 The vision is underpinned by six key practical recommendations:
- Five-star facilities:** From hair straighteners to clear signposting: sport needs to take a leaf out of the retail book to offer women facilities which are welcoming, easy to navigate, clean and of a high standard.
- Picture this:** 68% of women believe the media sets an unrealistic standard of beauty. A culture that celebrates active women needs to be created including the birth of aspirational role models who show women that being fit and healthy is realistic, beneficial and attractive.
- Sports days:** Only a quarter of girls believe it is cool to play sport or important to be good at it. Schools need to work hard in order to foster a positive experience of sport and activity within girls. Activity should be fun and interesting and stretch across the whole curriculum. A wider range of activities should be available in all schools – like dance and yoga – and girls should be able to wear what they feel comfortable in.

Team effort: 61% of women would exercise more if there were more opportunities for families to exercise together. Giving women the chance to exercise alongside their family will motivate more to take part themselves, whilst becoming a positive role model for a future generation of budding athletes.

Home grown enthusiasm: From dancing in the living room, having a kick about in the garden, working out with Wii Fit, an active lifestyle needs to be fostered at home.

Sister act: 64% of women would exercise more if they had a friend to be active with. Activities and facilities should be designed to create and encourage friends to exercise together, whilst promoted as an opportunity to meet and make friends.

Winning at work: 77% of working mothers would like to fit exercise in with more flexible hours at work. With the provision of flexible working hours, childcare, changing facilities and facilitation of organised sport, the workplace can act as a strong sports 'provider' for women.

Sweat in the City: WSFF recently announced the launch of an innovative research project designed to gain a better understanding of how to motivate women to become more active. Run in partnership with the Fitness Industry Association (FIA), Sweat in the City, is offering 3,000 16-24 year old women who live in London and currently do no exercise, a unique package of free and mentored gym membership.

Older people

- 4.11 Considerable inequities exist in participation in sport by different groups in the population, and one important dimension is age. Participation in sport and physical activity declines with age. Almost half the UK population will be over 50 years old by 2020 and if this trend continues it will have a significant negative affect on overall levels of participation.
- 4.12 Sport England commissioned research to explore the underlying factors that determine attitudes and propensity to take up sport and physical activity amongst older people and, in particular, amongst those who have recently retired.
- 4.13 Understanding participation in sport: What determines sports participation among recently retired people? (February 2006) summarises this research and sets out key recommendations for encouraging older people into involvement in sport and physical activity, which were:

Communicate a need	<ul style="list-style-type: none"> convey a clear message that exercise is different and better than being generally active reinforce safety to overcome fear of injury and the need for recovery time from exercise
Provide an opportunity	<ul style="list-style-type: none"> 'taster sessions' of activities likely to appeal, e.g. yoga, bowling, dancing, swimming, keep fit exercises, bend and stretch sessions, tai chi, badminton

Present relevant hooks	<ul style="list-style-type: none"> • position it as fun and enjoyable, and highlight the social aspect • general well being
Address barriers	<ul style="list-style-type: none"> • avoid using the word 'sport' • make opportunities inexpensive and good value for money • stress that there are exercises suitable for their age group and for people who haven't exercised for some time
Make it easy	<ul style="list-style-type: none"> • make opportunities as local as possible (especially for women who think very narrowly in terms of their local area). • organise activities specifically for them (over 55s)
Make it a possibility for ethnic minority women	<ul style="list-style-type: none"> • use their own community halls and centres • single sex – with assurance of privacy and not in sight of men • instructors to speak their language • exercise that can be done in usual (modest) clothes
Reach them	<ul style="list-style-type: none"> • promote the fact that opportunities are available to this age group • promote through local free press, libraries, GP surgeries, community centres.

Disabled people

4.14 The London Sports Forum for Disabled People (LSF) undertook a project in late 2003, **'My Time, My Choice'**, to empower people with learning disability to obtain more choice and inclusion in sport and physical activity and improve their health and well-being.

1.1 A London wide consultation was carried out with people with learning disability, which highlighted six key barriers to inclusion in sport and physical activity and ways in which they should be overcome:

- **increased choice** – compared to mainstream sport, there was found to be a less range of sporting activities available to disabled groups
- **enhanced access to information** – information on sports clubs commonly was found not to be accessible or available in easy words or pictures for people with learning difficulties

- **improved and more welcoming reception** – people with learning difficulties were found to feel uncomfortable to join a non-disabled sports club
- **improved accessibility of facilities** – a lack of accessible local facilities was found to be a common reason stopping people from participating
- **increased inclusion** – out of an estimated 20,000 mainstream sports clubs in London less than 5% were found to include disabled people as members
- **increased involvement in decision-making** – volunteers, rather than the disabled members, were found to make most coaching and management decisions in clubs for people with learning difficulties.

Lone parents

- 4.15 Sport England commissioned research to understand better the issues and barriers faced by lone parents and to explore practical ideas that would encourage participation. Understanding participation in sport: What determines sports participation among lone parents? (July 2006) summarises this research and key findings and recommendations from this report are presented below.

The impact of being a lone parent

- 4.16 Lone parents have daily struggles with having to fit in their household tasks and possibly work along with looking after their children with very little assistance. All lone parents put their own needs second to those of their child's and the majority of their time and money was spent on their children.
- 4.17 The demands of being a lone parent meant that including physical activity into their routine was considerably difficult and this made it increasingly harder when other barriers came into play such as lack of transport and facilities.
- 4.18 Whilst sport and physical activity is a key part of all of their children's lives, doing something for themselves was less common and not thought to be as much of a priority.

External and internal barriers

- 4.19 The primary external barriers were:
- cost of participating
 - cost and provision of suitable childcare
 - availability of good quality facilities accessible by public transport (if they did not have their own means of transport).
- 4.20 The main internal barriers were:
- low levels of confidence including feeling out of place in a sporting environment and “not the sporty type”, too overweight or unfit to participate
 - general lack of motivation
 - low level of enjoyment and interest in sport or physical activity.

Conclusions

4.21 Key conclusions were:

- it is important to improve communication of existing initiatives and facilities, as there was a low level of awareness of schemes that were already in place
- an overall improvement of facilities would encourage more people to use them and this could include simple measures such as repairing nets on tennis courts and improved hygiene at swimming pools
- the provision of affordable childcare at gyms and leisure centres would enable more lone parents to participate in some type of physical activity.
- utilising school facilities would allow a significant number of parents to participate, as this would be an accessible location and would be affordable for them to take part in
- a 'local leader' would benefit a number of lone parents, particularly the 'Sometimes' respondents who need the additional motivation that this person could provide. It would need to be someone who was qualified but not necessarily a personal trainer, more at an informal level so as not to be intimidating. It would also have to be a person who could relate to being a lone parent and who would understand the situations and obstacles they face.

Market segmentation data

- 4.22 Sport England market segmentation data models particular groups and provides information on sporting behaviours and attitudes as well as motivations for and barriers to for taking part in sport. This research builds upon the Active People Survey, the Department for Culture Media and Sport's Taking Part Survey and the Mosaic tool from Experian.
- 4.23 19 market segments have been created from an analysis of the English population (18+ years). Each segment exhibits distinct characteristics with information covering specific sports people take part in and reasons why people do sport together with the level of interest in and barriers to doing more sport.
- 4.24 By applying this information to population data for Camden this shows which segments are likely to be common within the borough and gives a reasonably reliable indication of what could be done to stimulate greater participation by Camden residents.
- 4.25 Each segment has been assigned a name to bring it to life but these can be misleading so it is important to focus on the characteristics of the group as opposed to its title.

Borough-wide

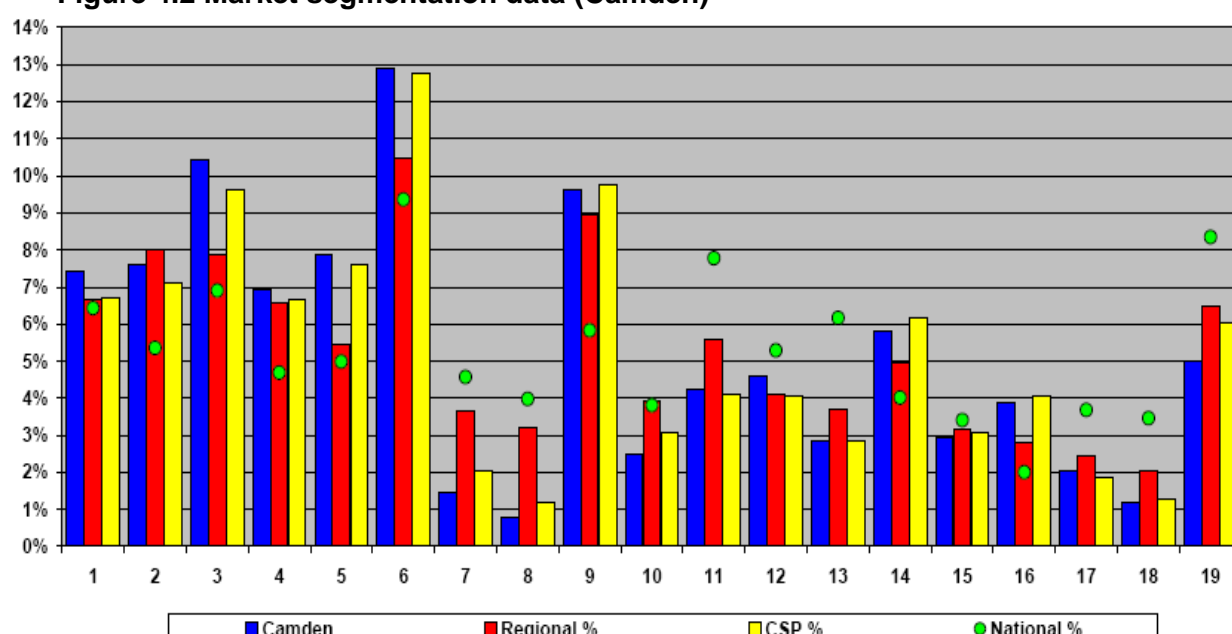
- 4.26 Figure 4.2 compares the proportion of each of the 19 market segments in Camden with sub-regional, regional and national levels. There are six market segments that are more common in Camden than in Central London (Camden, Islington, Kensington & Chelsea, Lambeth, Southwark, Wandsworth and the City of Westminster), London generally and nationally, some of which are active types and some which are not.

4.27 The segment most above the national average in Camden is **'9 - Pub league team mates'** or **'Kev'**. It also illustrates that the Borough has higher than average proportions of the following classifications compared to the Central London, London and England percentages:

- 1 – Competitive male urbanites (Ben)
- 3 – Fitness class friends (Chloe)
- 4 – Supportive singles (Leanne)
- 5 – Career focussed females (Helena)
- 6 – Settling down males (Tim)

4.28 The proportion of '12 – Empty nest career ladies' or 'Elaine' in Camden is higher than the London and Central London averages but not national levels.

Figure 4.2 Market segmentation data (Camden)



Source: Sport England

4.29 In order to develop a detailed understanding of this market segment, key characteristics, behaviours and attitudes have been reviewed and compared using Sport England Index Tables.

4.30 Segments have been clustered into 'Peer Groups' according to age since this has a significant effect on participation patterns and sports participated in. The Index Tables show over or under representation of particular variables with an index of 100 showing average representation in the 'Peer Group', above 100 showing over representation and below 100 showing under representation.

4.31 Analysis of 'Peer Group' indices allows greater accuracy in that it enables 'like for like' comparisons rather comparisons between segments containing 18 year old males and 80 year old females whose behaviours and attitudes towards sport are inherently different.

- 4.32 A summary description of these segments (most significantly different from the national average first) is outlined below.

Kev

- Male aged 46-65 years. Likely to be of Black or Asian ethnicity. Not particularly active in comparison to others in their 'Peer Group' but more likely to be a member of a social club where some physical recreation takes place. **Interest in team sports, especially football, and also combat sports or low intensity social activities such as darts or pool. Better playing facilities, and cheaper entry, would encourage more participation.**

The above attributes suggest that this group favours more informal, recreationally based participation and that competitive opportunities may appeal if provided in a 'relaxed' setting. This is supported further by lower than average levels of health and fitness club membership amongst this segment.

Tim

- Professional male, 26 to 35 years. Very active and enjoys high intensity exercise. Enjoys technical sports such as skiing and water sports. Keen interest in team games and individual activities as well as personal fitness activities. Likely to have private gym membership, and compete in some sports. Time is the main barrier to doing more.

Chloe

- Graduate professional female, 18 to 25 years. An active type that primarily enjoys exercise classes over individual activities or team games. Swimming is popular, as is going to the gym, but combat sports do not appeal. Likely to be a member of a gym or fitness club, but for the classes and for socialising than the gym. **Would exercise more if they had more free time, people to go with, or facilities were open longer.**

Leanne

- Female aged 18 to 34 with children. Mixed or Asian ethnicity. Not likely to be particularly active. **Swimming and keep fit classes appeal. Motivations include losing weight and to take children. Would exercise more if there was help with childcare, longer opening hours and cheaper admission.**

Helena

- Single professional female aged 26 to 35. Very active, particularly enjoys keep fit and gym related activities. Swimming and skiing are also popular. Likely to have private gym membership and receive tuition for sport. **Longer opening hours, having people to go with or being less busy would lead to increased activity.**

Ben

- Young male professional aged 18 to 25. Recent graduate. Very active. Keen interest in team sports and high intensity activities such as lifting weights at the gym or competitive court games. Also enjoys skiing, climbing and rowing. **Being less busy, having people to go with and better playing facilities would encourage greater participation.**

Priority wards

- 4.33 Census 2001 demographics have been cross-referenced against the key characteristics of each of the 19 segments to give an indication of the predominant market segments within each of the four priority wards.
- 4.34 This local level analysis enables segments with a lower propensity to take part in sport and activity to be identified and, by providing a clearer understanding of their attitudes towards sport, issues faced, motivations and interests, will help guide the development of appropriate strategies to encourage them to become more active.
- 4.35 An analysis of the demographics and key market segments for each of the priority wards is presented below.

Table 4.1 Key demographics (wards)

	St Pancras and Somers Town	Kentish Town	Kilburn	Kings Cross
Age	Significantly higher incidence of those aged 20-39 (over one third local population)	Significantly higher incidence of those aged 20-39 making up over 40% of the local population	Significantly higher incidence of those aged 20-39 (almost 45% of the population)	Significantly higher incidence of those aged 16-29. Those aged 20-29 make up over 30% of the population
Ethnic minorities	All Asian residents make up the largest minority group followed by All Black residents	All Black residents contribute the largest minority ethnic group followed by those of Mixed origin	The largest ethnic minority group in the ward are All Black making up just over 13% of the local population followed by those of Asian origin.	Those of Asian ethnicity make up over 21% of the local area followed by Black residents at just under 10%.
Economic activity	Largest portion of the population are in full time employment although significantly higher than average incidence of unemployment and those looking after home/family	Those classified 'Other inactive'* have the highest index difference from the national average followed closely by those who are unemployed	Just under 63% in full time employment. Those classified 'Other inactive' have the highest index difference from the national average, closely followed by unemployed persons who make up almost 10% of the local population.	52.6% are in full time employment but over 10% are unemployed. 10.6% are also classified as 'Other inactive'

* 'Other inactive' those not working for reasons other than being retired, a student, looking after home/family or being permanently sick or disabled

Key market segments

4.36 Based on the demographics for age, gender, ethnicity and economic activity and cross referencing these key demographics against those for each of the 19 segments, the key markets for the priority wards identified in Table 4.1 above have been identified. These comprise:

- 2 – Sports team drinkers (Jamie)
- 4 – Supportive singles (Leanne)
- 10 – Stretched single mums (Paula)
- 11 – Comfortable mid-life males (Philip)
- 14 – Older working women (Brenda).

4.37 Those matching the 'Philip' profile are likely to be regular participants in sport or physical activity but to lack the time to be more active.

Philip

- Mid-life professional, sporty males aged 46 to 55 years with older children and more time for themselves. Most active type within their Peer Group. **Enjoy participating in a number of activities, including team sports (e.g. football and cricket), racquet games (e.g. badminton) and technical sports (e.g. sailing, cycling and golf).** Member of fitness or sports clubs and takes part in competitions. Motivations include meeting friends, improving performance and enjoyment. **Most simply find their lives too busy to participate more. Those who don't participate find it difficult to find time. Cost is not an issue.**

4.38 In contrast the other four segments exhibit lower levels of participation. A description of these four key groups is outlined in Table 4.2 overleaf including details of their participation habits, motivations for doing sport and physical activity and interventions which may encourage them to participate.

SECTION 4 – UNDERSTANDING AND ENGAGING PARTICIPANTS

Table 4.2 Key market segments (priority wards)

	Jamie	Leanne	Paula	Brenda
Key demographics	Male, aged 26-35, Black or Asian ethnicity	Female, aged 18-24 or 25-34, Mixed or Black ethnicity	Female, aged 18-35, Mixed or Black ethnicity	Female, aged 26-35 or 46-55, Black or Asian ethnicity
Living conditions	No bias towards either single or married but particularly likely to live in Council or housing authority rented accommodation	Single, living in Council or housing authority rented or private rented accommodation	Single, living in Council or housing authority rented or private rented accommodation	Single, living in Council or housing authority rented or private rented accommodation
Economic activity	Either retired or unemployed	Employed part time / housewife	Unemployed or employed part time / housewife	Employed part time / housewife or in full time employment
Participation habits	Likely to participate but equally unlikely to participate	Most unlikely of the Peer Group to participate in any sport or physical activity	Most unlikely of the Peer Group to participate in any sport or physical activity	Unlikely to participate in any sport or physical activity
Club membership	Likely to be member of a social club that does physical recreation	Significant lack of affinity towards sporting groups or clubs, index scores all below average for the Peer Group	Significant lack of affinity towards sporting groups or clubs, index scores all below average for the Peer Group	Significant lack of affinity towards sporting groups or clubs, index scores all below average for the Peer Group
Reason(s) for doing sport	To help with injury/disability To improve performance	In order to take children In order to lose weight	In order to take children In order to lose weight	In order to lose weight In order to take children
Interventions to help segment do more sport	Better playing facilities People to go with Better facilities (eg café)	Help with childcare Longer opening hours Cheaper admission	Help with childcare Cheaper admission Better playing facilities	Help with childcare Longer opening hours Cheaper admission prices
Key sports/activities	Fishing, bowls (outdoor), snooker, pool, darts, martial arts, football, basketball, weight training	Aquafit/Aquacise/Aqua aerobics, dance exercise, ice skating, netball, rounders	Skiping, ice skating, trampolining, step machine, keep fit, basketball	Netball, horse riding, skipping, step machine, dance-exercise, aerobics, health and fitness, body combat/cardio-kick

4.39 Analysis of the female segments shows many similarities:

- club-based activities or opportunities are unlikely to appeal given index scores below 100 for all types of club membership but **interest in health and fitness/keep fit activities** (e.g. aerobics, aquafit, body combat, dance exercise, step machine) is common across these groups
- motivations to participate in sport include taking their children and losing weight, which suggests that **use of positive marketing messages and provision of weight management classes and activity sessions for adults alongside those for children might encourage participation**
- **improvements in childcare provision** has the highest index score across all of these groups in the four wards and as such is **the most significant factor that could help to increase participation**
- **better playing facilities, longer opening hours and cheaper admission prices** are other interventions that could encourage greater involvement in sport and physical activity.

4.40 Industry research together with local application of Sport England Market Segmentation data gives a reasonably reliable indication of what could be done to stimulate greater participation by Camden residents (especially low and non-participating groups), in the context of existing provision and the emerging sports and physical activity action plan.

4.41 A programme of consultation and focussed primary research was undertaken as part of the study to test these assumptions and create an even more robust understanding of the factors which contribute to low levels of participation in particular parts of the borough. Key findings are presented in Sections 5 and 6.

SECTION 5

CONSULTATION FINDINGS

5. Consultation findings

Introduction

- 5.1 This section sets out emerging findings from preliminary consultation work undertaken. Stakeholders, community providers and service users were consulted during Part 1 of the study using online surveys and interviews to help identify local needs and priorities, gaps in provision, barriers faced and areas considered priorities for development and improvement.

	Online survey	Interview/Focus group
Stakeholders	✓	
Youth & Community Groups	✓	
Sports Clubs	✓	
Local residents		✓

- 5.2 All of these organisations as well as others across the public, private and voluntary sectors were also asked to provide and verify details on sport and physical activities they provide to the local community to supplement data gathered through web research.
- 5.3 Details of organisations consulted together with copies of the online surveys are shown at Appendix A and Appendix B.

Online surveys

- 5.4 36 representatives from 19 stakeholder agencies (19 from London Borough of Camden), 29 community organisations and 15 sports clubs were asked to complete online questionnaires. Response rates achieved were as follows:
- Stakeholders: 10 responses (28%), 8 completed questionnaires and 2 providing headline information on key organisational objectives
 - Community organisations: 6 responses (21%)
 - Sports Clubs: 4 responses (27%)
- 5.5 The relatively low response rate achieved (25% overall) means that the results have been used to identify broad themes but that the sample due to its size is not considered wholly representative. However, the primary research and focus groups as well as presentations to Pro-Active Camden members and follow up consultation on the needs assessment findings provide opportunities to test and build on these identified themes.
- 5.6 30 providers (10 listed stakeholders) responded to provide or verify information on services they deliver. However, not all providers responded, most probably due to constraints on their time, which meant this approach has only been partially effective in testing the currency and accuracy of information listed.

Online Stakeholder Survey

- 5.7 Ten responses were received, two of which provided headline information on the key organisational objectives. A further 6 contacts provided details of the services they provide to inform the activity audit but did not complete the online survey.

Priority objectives

- 5.8 A key objective relating to the provision of sport and physical activity over the next three years that was shared across seven of the responding organisations was to increase participation amongst one or more priority groups:
- women and girls
 - groups with the most prevalent health issues
 - unemployed/low income
 - black and minority ethnic groups
 - disabled people
 - older people
 - young people.
- 5.9 In terms of the main challenges or threats that may prevent the achievement of organisational objectives 'financial/budget pressures' was the overriding factor identified by stakeholders (6 responses). 'Changing attitudes and behaviours' and 'lack of joined up working between different agencies' were two of the other points raised.
- 5.10 Identified priorities for service delivery over the next 12 months support this objective:
- to respond to member need and increase participation in sports and physical activity and volunteering and increase the robustness of the club and society infrastructure
 - to increase community outreach work as well as other 'charitable' work
 - to sustain current levels and improve participation in target groups
 - to diversify the user base further and increase the integration of disabled performers and participants into mainstream
 - to deliver the new 'Give it a Go' project in the four most deprived wards funded by Camden PCT
 - to increase the number of volunteers generally and Young Leaders from Key Stage 4 working with Key Stage 1 and 2 specifically as well as developing more specific school-club links
 - to develop sports clubs in schools not yet signed up to the neighbourhood sports programme.

Issues/problems

- 5.11 In terms of significant issues faced in the promotion and/or provision of physical activity services a range of problems were identified but themes to emerge were:
- lack of funding/funding pressures (4 responses)
 - lack of coaches (3 responses)
 - low levels of awareness (3 responses).

SECTION 5 – CONSULTATION FINDINGS

5.12 Three respondents highlighted that specific 'skills gaps' amongst paid staff were limiting current service delivery. These were:

- appropriately trained staff across the full breadth of activities
- female coaches/staff
- Register of Exercise Professionals Level 3 instructors
- British Association of Cardiac Rehabilitation instructors
- Postural Stability instructors.

Concerns regarding facility provision

5.13 Some stakeholders expressed concerns with regard to the quality, quantity and accessibility of local facilities. Both stakeholders from the education sector (school and university) highlighted issues with access to pool water space. A lack of indoor hall space and sports pitches (grass and full size synthetic turf) was also raised.

Barriers to participation

5.14 Six out of the eight stakeholder agencies to respond in detail identified barriers preventing certain groups from accessing their services.

	Girls	Lone parents	Adult men	Adult women	Over 60s	Disabled people
Lack of interest	✓✓✓✓	✓	✓✓	✓✓	✓	
Lack of time		✓✓	✓✓✓	✓✓✓✓		
Poor health					✓	✓
Lack of childcare facilities		✓✓✓	✓	✓✓		✓
Cultural reasons	✓✓	✓	✓✓	✓✓	✓✓	✓
Family commitments	✓✓	✓	✓	✓		
Work commitments		✓	✓✓	✓✓✓	✓	
Cost of taking part	✓	✓	✓✓	✓✓	✓	✓
Distance to travel	✓		✓	✓	✓✓	✓✓
Transport difficulties			✓	✓	✓✓	✓✓
No-one to do it with	✓✓✓	✓	✓	✓✓	✓	✓
Fear factor					✓	
Lack of information						✓
Attitude of others						✓
Lack of translation/support services e.g. signing						✓

SECTION 5 – CONSULTATION FINDINGS

5.15 These findings highlight that:

- ‘no-one to do it with’, ‘cultural reasons’ and ‘cost of taking part’ are perceived to be barriers affecting all groups
- ‘lack of interest’ and ‘no-one to do it with’ are believed to be the most significant barriers preventing participation by girls
- ‘lack of time’ (including family and work commitments) and ‘lack of childcare’ facilities are considered the most prevalent issues amongst adults.

Identified gaps

- 5.16 All seven stakeholder agencies responding in detail highlighted that through their work they had identified significant gaps where there was a need to improve provision of sport and physical activity in the Borough. The groups believed to be most affected by current gaps in provision overall are girls and the over 60s closely followed by disabled people, lone parents and adult women.
- 5.17 As illustrated in Table 5.1 below, there is considered to be a need to improve Borough-wide provision of sport and activity for all priority groups but particularly girls and disabled people.
- 5.18 In terms of localised deficiencies there are considered to be gaps in provision for all target groups in St Pancras and Somers Town as well as for specific groups in the wards of Belsize and Kilburn.

Table 5.1 Identified gaps in provision

Priority group	Borough-wide	Belsize	Kilburn	St Pancras & Somers Town
Girls	✓✓✓✓	✓		✓✓
Over 60s	✓✓✓			✓✓✓
Disabled people	✓✓✓	✓		✓
Lone parents	✓✓			✓✓
Adult women	✓		✓	✓✓
Adult men	✓		✓	✓
BME groups	✓			✓
Obese families		✓		
New communities e.g. Somali Congelese	✓			

Examples of good practice and innovation

- 5.19 Stakeholders were asked to provide details of recent 'success stories' describing what has worked well and why. Examples given were as follows:

Jubilee Hall Clubs	<ul style="list-style-type: none"> Seniors class programme - frequently very well attended GP Referral programme – provision of unique one-to-one service MEND programme (Carlton School) - excellent example of successful partnership working between schools, Camden PCT and Jubilee Hall Clubs
Somers Town Community Sports Centre	<ul style="list-style-type: none"> Trampolining class with a well trained coach – resulting in a considerable increase in participation by girls
LB Camden Arts & Tourism	<ul style="list-style-type: none"> Public dance sessions at The Place – completely over-subscribed Integration of dance - working with Akademi during Arrivals for the public event ETA
LB Camden Active Health Team	<ul style="list-style-type: none"> Shape up Weight Management Courses Exercise on Referral Scheme
Camden School Sport Partnership	<ul style="list-style-type: none"> Young Ambassadors – spreading the Olympic and Paralympic message SSCo addressing inclusion in PE and Sport across all Borough schools, not just special schools – leading to a 4% increase in annual PESSCL results
The Royal Parks	<ul style="list-style-type: none"> Class for people with learning disabilities at The Hub through partnership working and promotion by Westminster, Camden PCT and The Royal Parks – providing an opportunity for people with learning disabilities to exercise in green spaces

Areas for improvement

- 5.20 Additional comments regarding improvements to current provision related to the need to increase political support for the sport physical activity and volunteering agenda and to challenge cultural beliefs.
- increased political support with an associated capital and revenue commitment to developing facilities (sports halls and swimming pools above fitness suites) and opportunities – including the 'professionalisation' of sports volunteering, development of coaching and service delivery – with an appropriate focus on health, inclusivity, Black and Minority Ethnic groups, women, children and the over 60s

SECTION 5 – CONSULTATION FINDINGS

- greater emphasis on changing the cultural belief that sport and physical activity should be free and educating low income groups and Black and Minority Ethnic groups ethnic minorities to view this spend as an investment in their own well being.

Online Youth & Community Group Survey

5.21 A total of 29 Youth and Community Groups were approached in relation to completing the online survey. Five voluntary and charitable organisations responded:

- Highgate Newtown Community Centre
- Holborn Community Development Project
- Holly Lodge Community Centre
- Primrose Hill Community Association
- Somali Youth Development Resource Centre.

5.22 All of the above organisations are involved in running or organising sport, exercise or activity sessions and details of these programmes were assessed as part of the review of current activities set out in Section 7.

Barriers to participation

5.23 Three organisations stated that they are aware of barriers preventing certain groups from taking part in the sport and activity sessions they run. The below results show that lack of interest is believed to be a factor affecting participation by all groups and that lone parents are believed to face the greatest number of issues.

	Girls	Lone parents	Adult men	Adult women	Over 60s	Disabled people	Low income
Lack of interest	✓	✓	✓	✓	✓	✓	✓
Lack of time		✓					
Poor health					✓		
Lack of childcare facilities		✓✓					
Cultural reasons	✓✓	✓					
Family commitments		✓					
Work commitments		✓	✓	✓			
Cost of taking part							✓
Access to facilities						✓	

5.24 In addition to the above, childcare funding was raised as an issue by the Highgate Newtown Community Centre.

Identified community needs

- 5.25 Only one out of the five organisations, Highgate Newtown Community Centre, stated that its members or people using its services have expressed an interest in sports or activities that the Centre does not or is unable to provide, which are:
- dance for adults
 - dance for children
 - personal gym training for adults.
- 5.26 However, Holly Lodge Community Centre outlined its plans to expand the sport and activity programme over the next 12 months, which is likely to have been driven by local need. An intergenerational gardening project is due to be introduced and the Centre is keen to develop the site to enable them to provide more sports, activities and group sessions for the under 16 years group. It is currently awaiting consultation with Camden Council.

Suggested improvements

- 5.27 Several comments were made in relation to how the provision of sport and physical activity in the Borough could be improved. These were as follows:
- better health promotion as an all year service e.g. HNCC Pitstop Health Checks
 - funding for exercise classes targeting those on low incomes
 - access to girls/women only swimming for the Muslim community
 - development of a children and young people's play/sport area at Holly Lodge Community Centre due to:
 - the current lack of designated play provision on the Estate
 - resident objections to children and young people using the grassed communal areas
 - the Estate being situated on a steep hill making it difficult for some age and ability groups to access facilities in the surrounding neighbourhood.

Online Sports Club Survey

- 5.28 15 Sports Clubs were contacted and asked to complete an online survey to provide feedback on current issues affecting the club, future aspirations and ways in which current services or facilities could be improved. Responses were received from the following four clubs:
- Belsize Park Rugby Football Club
 - Camden Basketball Club
 - Fleetwell Disabled Swim Club
 - Hampstead Football Club.

SECTION 5 – CONSULTATION FINDINGS

- 5.29 Three of these clubs are national governing body accredited or working towards accreditation. Two clubs have a written development plan and one is in the process of producing one.

Recent membership trends

- 5.30 Club membership numbers range from 22 to 450. Almost 85% of the members of these sports clubs are male, which is likely to be a consequence of the sports represented. A breakdown of membership is set out in Table 5.2 below.

Table 5.2 Breakdown of club members

Club	Membership Profile			
	Adult male	Junior male	Adult female	Junior female
Belsize Park RFC	100%	0%	0%	0%
Camden Basketball Club	20%	45%	22%	13%
Fleetwell Disabled SC	14%	14%	45%	27%
Hampstead FC	0%	78%	0%	22%
Overall	45.4%	39.4%	3.4%	11.8%

- 5.31 Two of the clubs stated that membership numbers had increased over the last 3 years with Belsize Park RFC benefiting particularly from the Rugby Football Union 'Go Play Rugby' player recruitment campaign and Scrum in the Park events held in Regent's Park. This confirms that there is latent interest in sport and physical activity amongst local residents in the borough and provides evidence that targeted marketing campaigns can be effective in stimulating participation.
- 5.32 However, at Fleetwell Disabled Swim Club membership numbers have decreased over this period as a result of the Kentish Town pool re-development programme and a change in the weekly training night.
- 5.33 All clubs recruit members via word of mouth. Other routes used include various websites, local schools, clubs and activities and Occupational Therapists. None of the clubs cited membership recruitment as an issue although none have a waiting list.
- 5.34 The number of volunteers involved at these clubs ranges from four to 40. Two clubs stated that numbers had increased over the last three years. Hampstead FC has grown to satisfy local demand and increased member numbers has meant a need for more volunteers. Of the other two clubs, one indicated that levels had remained static and one that they had decreased.
- 5.35 In terms of coaches involved numbers ranged from one to 40. Once again numbers had increased at two clubs, remained static at one club and decreased at one club.

Current issues

- 5.36 Issues currently affecting responding clubs include:
- cost of facility hire
 - lack of training facilities in the borough
 - quality/suitability of training facilities in the borough
 - availability of training facilities in the borough
 - lack of volunteers
 - lack of external funding.
- 5.37 Belsize Park Rugby Club identified a need for more floodlit facilities in the borough and Hampstead FC highlighted the need to address the lack of suitable and high quality facilities in the borough and to look at affordability.

Future aims

- 5.38 Identified priorities for the future relate mainly to developing volunteers and coaches:
- recruiting additional volunteers
 - supporting more club coaches in gaining qualifications
 - recruiting additional coaches
- 5.39 Other aims focused on increasing membership (male and female), gaining league promotion and strengthening links with local schools.
- 5.40 There is considered potential for local sports clubs to work more closely in conjunction with Volunteer Centre Camden, which aims to:
- offer a brokerage service that empowers people who are looking to volunteer to find a role that interests them, and to help promote organisations volunteering opportunities.
 - excite and inform people in Camden about the potential of volunteering to benefit both themselves and their communities.
 - promote the development of good practice in relation to the involvement of volunteers among volunteer involving organisations
 - create new volunteering opportunities in Camden
 - comment and campaign on national and local issues that affect volunteering or volunteers
 - take an active role in the strategic development of volunteering.

Suggested improvements

- 5.41 One club provided specific comments on how current services or facilities could be improved. The absence of a coordinated approach to raising standards of sport from providers and too heavy an onus on volunteers was highlighted. The club called for national governing bodies and local authorities to provide greater support to those delivering successful high quality programmes to enable them to sustain and develop this activity.

Interviews and discussion groups

- 5.42 To get an early, indicative but empirical impression of the barriers to participation people in Camden may typically encounter and what could be done to overcome them 15 women attending a local community centre, 6 adults with learning disability attending a day service and 8 young people and adults attending an event run by the Sudanese Women's Association were interviewed. The reason for choosing these particular groups is that women, Black and Minority Ethnic Groups and disabled people are nationally recognised for low participation.
- 5.43 A summary of the information captured from this exercise is outlined below.

Parent and toddler group

- 5.44 15 women attending a parent and toddler drop-in session at Abbey Community Centre were interviewed regarding their participation in sport and physical activity. Three were child-minders, two of whom had children of their own.
- 5.45 Key points arising from the interviews can be summarised as follows:
- walking was by far the most popular activity with 12 women walking on a regular basis (3+ times per week) and the vast majority 'going for walks' or 'walking to the park/on the heath' as well as walking as part of daily life
 - only one third of women were found to take part in sports mainly casual swimming and yoga on a once a week or once/twice a month basis
 - swimming and walking were activities women could do with their children
 - the primary reason given for not doing more physical activity was a lack of time due to looking after young children but other reasons stated were:
 - childcare issues
 - not making time
 - cost
 - another issue faced related to the fact that mothers are limited in the activities they can take part in with their children since many of them are currently run at times in the day when toddlers are typically eating or sleeping

- 11 of those interviewed stated that they would like to do more activity and the things that would enable/encourage them to do so were mainly:
 - more information on activities run, particularly those that offer childcare facilities
 - access to childcare or crèche facilities
 - activities/sessions (e.g. access within the learner pool programme) at more convenient times
 - lower prices (e.g. no gym joining fee, lower pilates/yoga class fees, changes to the times at which resident's card discounts apply)
 - activities in which interest was expressed were: swimming (5), yoga (3), pilates (3), aerobics (2), going to the gym (2) and dance (2)
- 5.46 The interviews showed that awareness of available opportunities for taking part in sport and activity in the borough was generally low. Since members of the group attend parent and toddler sessions in the borough and receive regular publications via the Sure Start programme these were seen as two potential advertising channels through which information could be made more readily accessible.

Choices Project

- 5.47 The Choices Project is run by The Camden Society and is a day service for adults with learning disability aged 45 years and above.
- 5.48 A group discussion with six of the day service users highlighted that they have the opportunity to take part in sports and activities both at 37 Greenwood Place and Talacre Community Sports Centre. These include basketball, dancing, snooker, table tennis and weekly walks to Hampstead Heath as well as chair-based activities for people with lower mobility.
- 5.49 However, two main issues were identified as barriers to members of the group taking part in other activities:
- lack of transport – the day service does not have access to a minibus and this limits the range of activities that users can take part in, for example, the group has expressed interest in 10-pin bowling but the nearest facilities are in East Finchley and Islington
 - lack of information – members of the group had limited knowledge of other activities that might be available and it was mentioned that advertising by Talacre Community Sports Centre was much lower than when it had first opened.

The Sudanese Women's Association

- 5.50 Interviews were also conducted with young people and women from the Sudanese community attending a 'Celebrating Black History' event run by the Sudanese Women's Association. Four interviews were held with girls and boys aged 10 to 14 years and four with adult women.

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- 5.51 One of the young people interviewed was already taking part in sport regularly inside and outside of school and not looking to do more. Three were taking part in sport (e.g. PE, after-school clubs, swimming lessons) but were interested in doing more. The reasons currently stopping them from doing more activity included:
- lack of time due to school and other commitments
 - parents lacking the time to take them
 - not being back from school in time to make local sports sessions during the week
 - too few people to do it with.
- 5.52 One of the adult women visited the gym twice a week but activity levels amongst the other three were much lower due to a lack of time and cost in one case and health issues in the other two. Two of the women did no exercise at all and one did yoga at home and went walking during the summer months.
- 5.53 Three of the women stated that they would like to do more physical activity. Two mentioned that they would like to go swimming but firstly needed to learn to swim. One highlighted an interest in group walks and stated that information on activities should be better advertised. One showed an interest in dance and exercise having attended exercise classes previously at the Prince of Wales facility prior to its closing.

Summary of key findings

- 5.54 The main findings to emerge from preliminary consultation with stakeholders, service providers and service users were as follows:
- commitment to increasing participation is a shared priority amongst stakeholders in the borough
 - financial and budgetary pressures is considered to be the main threat to achievement of organisational objectives relating to sport and physical activity
 - there is perceived to be a need to improve borough-wide provision of sport and activity for all priority groups but particularly girls and disabled people
 - feedback from stakeholders and local residents suggests that the main barriers to participation by adults are 'lack of time' (including family and work commitments) or 'not making time' as well as 'lack of childcare' facilities and 'cost of taking part'
 - 'lack of awareness / information' was raised as an issue in interviews with three recognised low participating groups (women, disabled people and people from BME communities)
 - stakeholders consider 'lack of interest' and 'no-one to do it with' to be the primary barriers affecting participation amongst girls

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- successful player recruitment through the RFU 'Go Play Rugby' campaign and Scrum in the Park events shows that there is latent interest in sport and physical activity amongst local residents in the borough and provides evidence that targeted marketing campaigns can be effective in stimulating participation
- feedback from stakeholders and local sports clubs indicated that there is scope to improve grass and synthetic pitch provision in the borough
- recruiting and developing volunteers/coaches is a key future priority for local sports clubs.

5.55 These emerging findings were used to inform the design of the in street residents survey.

5.56 The focused primary research and focus groups undertaken during Part 2 of the study as well as presentations to Pro-Active Camden representatives ensured that there was an opportunity to probe and build on these identified themes.

5.57 Future consultation on the study findings and Pro-Active Camden Strategy Action Plan will also ensure that identified needs and priorities are validated further.

SECTION 6

IN STREET SURVEY FINDINGS

6. In Street Survey findings

Introduction

- 6.1 In street surveys were undertaken in the four identified focus wards for this study – Kentish Town, Kilburn, Kings Cross and St Pancras & Somers Town. The aim of this primary research was to establish a profile of the residents in these wards with low levels of participation in moderate intensity sport and physical activity. It also explored the causal factors as well as the possible solutions that might encourage more active lifestyles.
- 6.2 A total of four hundred and three surveys were carried out, which included 308 conducted by English speaking interviewers and 95 conducted by native speakers in Bangladeshi (60 surveys) and Somali (35 surveys).
- 6.3 In terms of the spread of surveys carried out across the four target wards, the base for each area is as follows:

Table 6.1 Total number of surveys conducted by ward

Ward	Base (Total no. surveys)
Kentish Town	108
Kilburn	80
Kings Cross	101
St Pancras & Somers Town	114

- 6.4 This section presents key findings from the analysis of the survey results. A copy of the questionnaire, summary profile of respondents and full data tables are shown at Appendix C to E.

Key definitions

- 6.5 For the purposes of this study the definition of “moderate intensity” and “low participation” were aligned with the Sport England Active People survey:
- “Moderate intensity” = having walked at a brisk pace or for a sport/activity having got out of breath
 - “Low participation” = participation in moderate intensity sport and/or physical activity for at least 30 minutes twice a week or less.
- 6.6 All respondents interviewed were resident in one of the four specified wards and were low participants in line with the above definition.

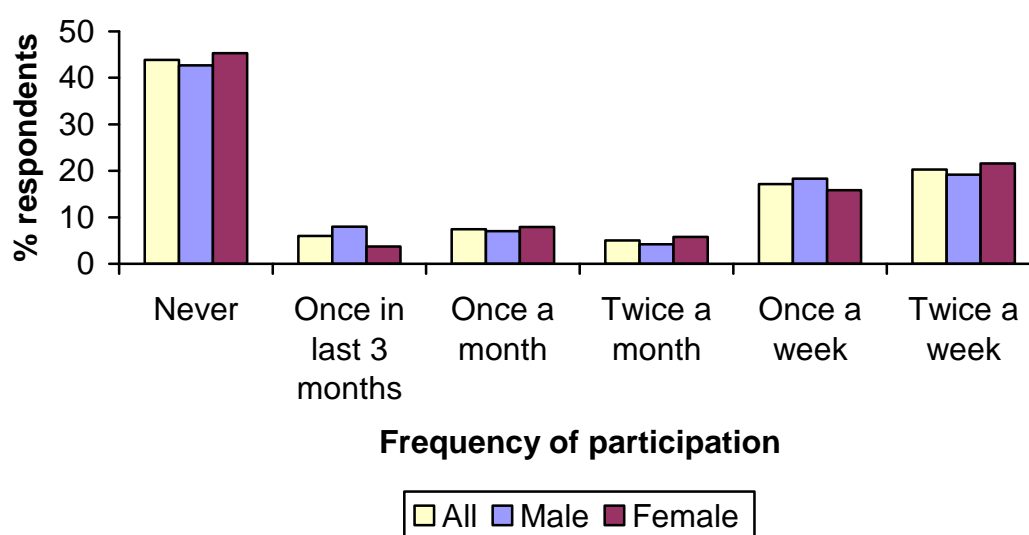
Current levels of participation in sport and physical activity

- 6.7 Overall 44% of respondents stated that they had not taken part in moderate intensity physical activity for at least 30 minutes in the last three months. Significantly, of those respondents, 84% had not taken part in moderate intensity physical activity for less than 30 minutes and 60% had not taken part in any type of sport or physical activity at all.

Participation in at least 30 minutes moderate intensity physical activity

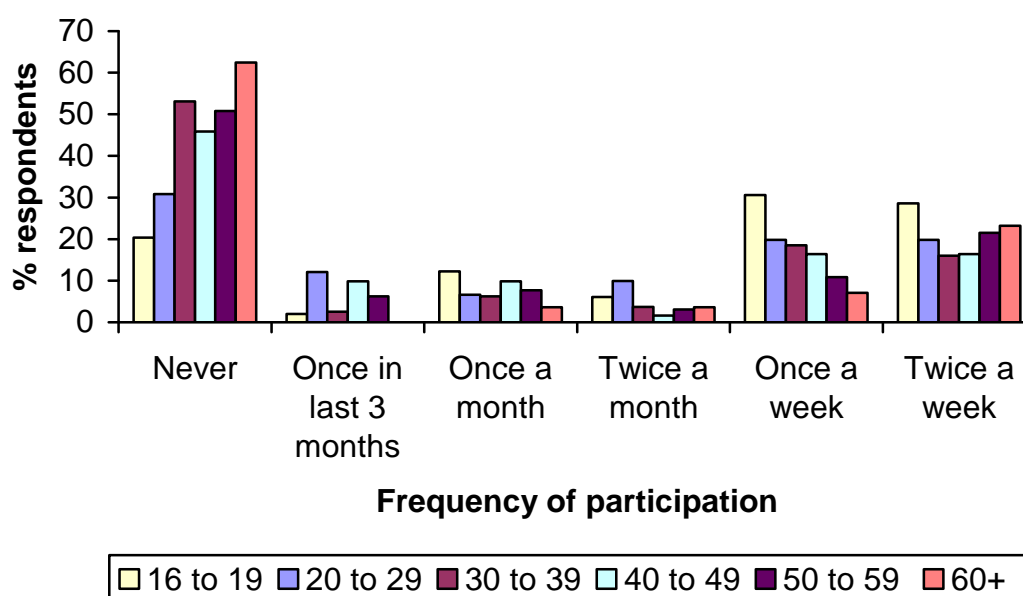
- 6.8 A detailed breakdown of responses showing participation in at least 30 minutes of moderate intensity physical activity by gender, age, ethnic origin and ward is presented in Figures 6.1 to 6.4 below.

Figure 6.1 Current participation > 30 minutes by gender



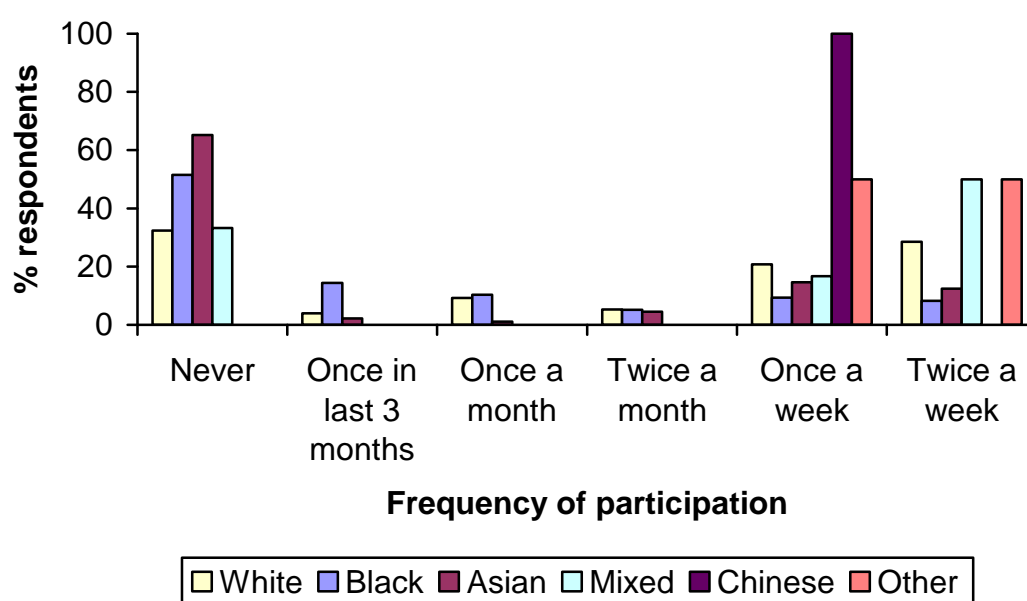
- 6.9 Figure 6.1 illustrates that the profile of participation amongst male and female respondents is broadly similar. 43% of male respondents and 45% of female respondents were found not to have participated in moderate intensity physical activity of at least 30 minutes duration over the last three months. Conversely over one third of both male (37.5%) and female (37.4%) respondents participate in at least 30 minutes moderate intensity physical activity once or twice a week.

Figure 6.2 Current participation > 30 minutes by age



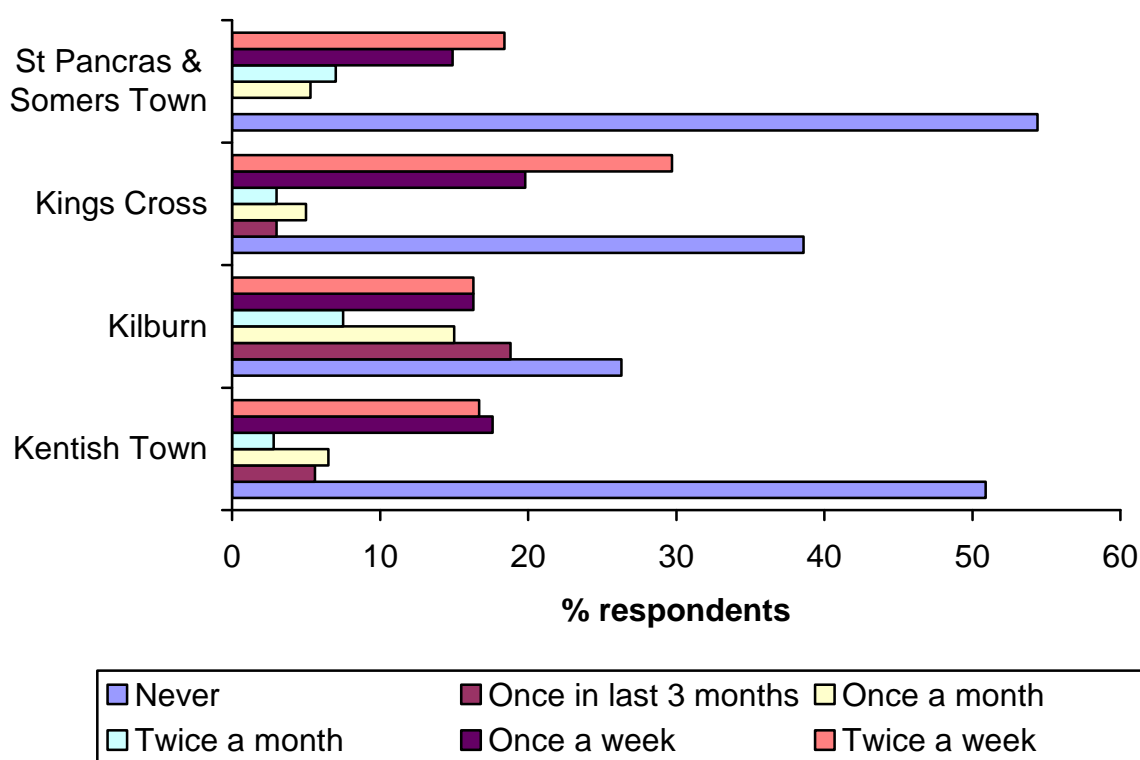
- 6.10 It can be seen in Figure 6.2 that participation in moderate intensity physical activity of at least 30 minutes declines with age with 59% of respondents aged 16 to 19 years participating once or twice a week compared to 40% aged 20 to 29 years and one third of respondents aged 30 to 39 (34.5%), 40 to 49 (32.8%), 50 to 59 (32.3%) and 60+ years (30.3%).
- 6.11 Over 60% of respondents aged 60+ years stated that they had not participated in at least 30 minutes moderate intensity physical activity in the last three months compared to 20% of those aged 16 to 19 years. This was true of roughly half the respondents aged 30 to 39 (53.1%), 40 to 49 (45.9%) and 50 to 59 (50.8%) and one third aged 20 to 29 (30.8%).

Figure 6.3 Current participation > 30 minutes by ethnic origin



- 6.12 Figure 6.3 shows that frequency of participation in at least 30 minutes moderate intensity physical activity is lower amongst Asian and Black ethnic groups than White. Around two thirds of Asian respondents (65.2%) and half of Black respondents (51.5%) had not participated in the last three months compared to one third of White respondents (32.4%).
- 6.13 49% of White respondents had participated in at least 30 minutes moderate intensity physical activity once or twice a week in contrast to 27% of Asian respondents and only 17.5% of Black respondents. It should be highlighted that there was a low sample size for Mixed (6 responses), Chinese (2 responses) and Other (2 responses) ethnic groups.
- 6.14 Figure 6.4 overleaf shows that non-participation in moderate intensity physical activity was more prevalent in the St Pancras & Somers Town and Kentish Town wards. Over half of the respondents in these areas were found not to have participated in at least 30 minutes moderate intensity activity in the last three months compared to 38.6% in Kings Cross and 26.3% in Kilburn.
- 6.15 Regular participation was highest in the Kings Cross ward. Half of respondents stated that they took part once or twice a week compared to one third of respondents in the other three wards – Kentish Town (34.3%), Kilburn (32.6%) and St Pancras & Somers Town (33.3%).

Figure 6.4 Current participation > 30 minutes by ward



Popular sports and physical activities

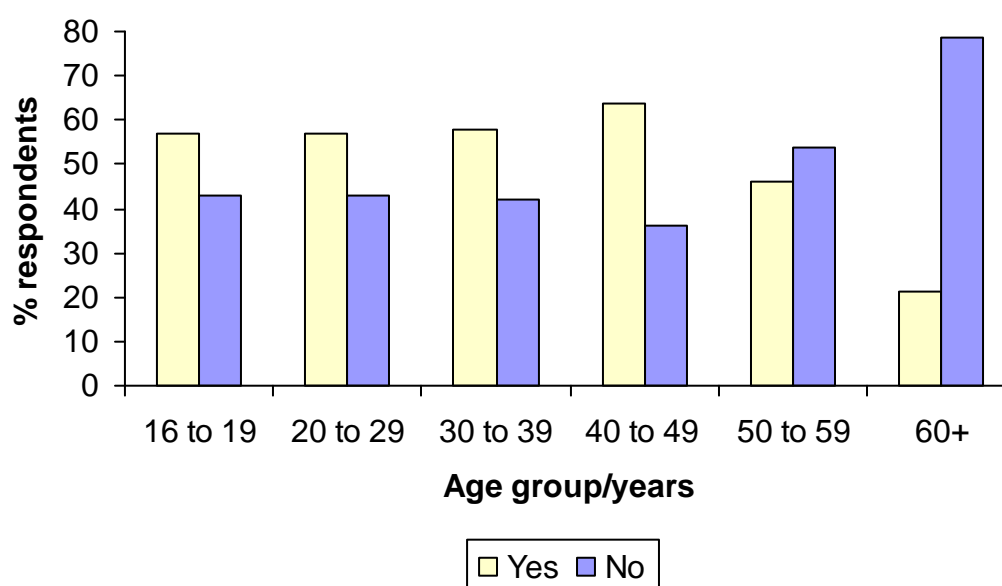
- 6.16 Respondents currently taking part in moderate and/or low intensity exercise were asked to identify the sports and physical activities they take part in.
- 6.17 The most popular activities identified were going for walks (49.1%), walking to the shops (40.5%), walking to work (20.1%), jogging/running (20.1%), going to the gym (16.8%) and swimming (15.1%).

Potential to increase levels of participation

Interest in becoming more active

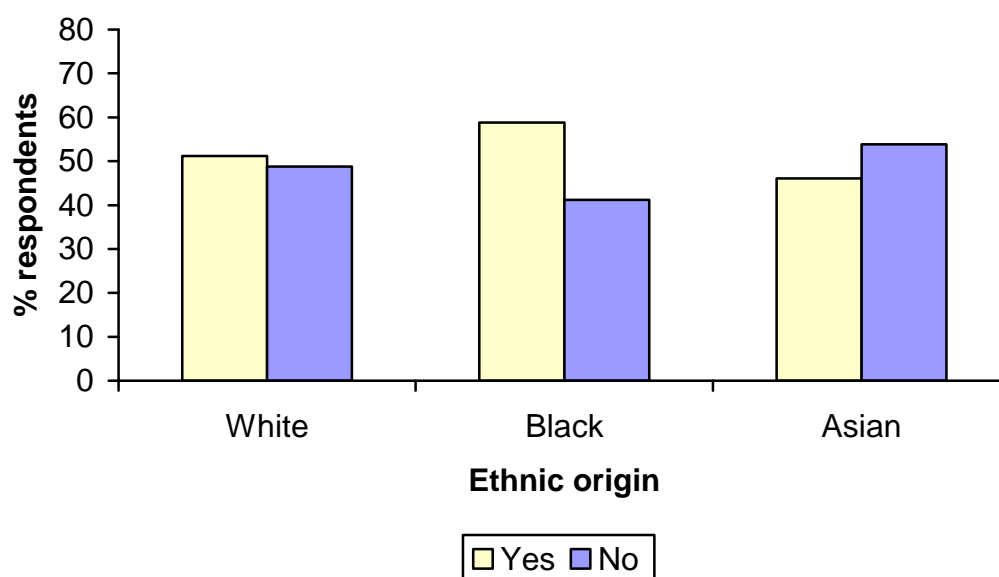
- 6.18 Roughly half of the survey respondents (51.6%) commented that they would like to do more sport or physical activity than they do currently whilst half would not (48.4%). A similar 50:50 split is also evident when responses are analysed by gender although the proportion of female respondents stating that they would like to do more activity is marginally higher (53.2%) than male respondents (50.2%).
- 6.19 Analysis by frequency of participation in moderate intensity physical activity also shows that, of those who had not participated for at least 30 minutes in the last three months, 50.3% expressed an interest in becoming more active.
- 6.20 A detailed breakdown of responses showing variances by age, ethnic origin and ward is presented in Figures 6.5 to 6.7 below.

Figure 6.5 Degree of interest in increasing participation by age



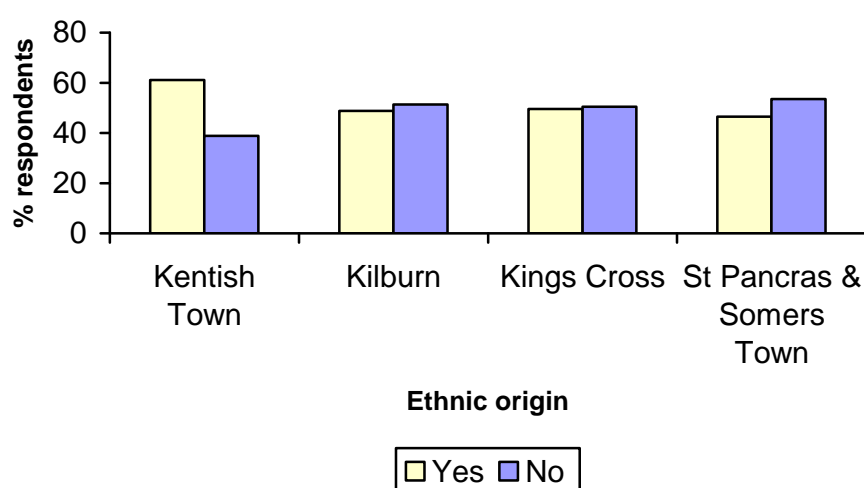
- 6.21 Figure 6.5 shows that interest in increasing levels of participation was lower amongst the two older age groups, particularly respondents aged 60+ years.
- 6.22 The proportion of respondents in the four younger age bands expressing interest in increasing current levels of participation was broadly comparable. Almost two thirds of respondents aged 40 to 49 years (64%) and just under 60% of those aged 16 to 19, 20 to 29 and 30 to 39 years stated that they would like to be more active than they are presently.

Figure 6.6 Degree of interest in increasing participation by ethnic origin



- 6.23 The response for White ethnic groups mirrors the profile for all respondents. However, Figure 6.6 illustrates that a higher proportion of Black respondents expressed an interest in increasing their current levels of participation (58.8%). In contrast it shows the opposite for the Asian ethnic group where a higher proportion responded negatively (53.9%) than positively (46.1%).

Figure 6.7 Degree of interest in increasing participation by ward



- 6.24 It is evident in Figure 6.7 above that there was stronger interest in increasing current levels of participation amongst respondents in Kentish Town (61.1%) than in the other three wards. Just under half of respondents in St Pancras & Somers Town and Kilburn stated that they would like to do more activity than they are currently.

Personal motivations for becoming more active

- 6.25 Overall the two main reasons respondents stated that they wished to become more active were 'To improve my health' (59.6%) and 'To improve my body tone/shape' (40.4%) followed by 'Because I enjoy it' (32.2%) and 'To lose weight' (22.6%).
- 6.26 Further analysis highlighted differences in personal motivations according to gender, age, ethnic origin and location.

Gender differences

- 6.27 The four main reasons stated by males and females were the same although there was some variation in the proportional response:
- the most common reason that both men and women wished to do more sport and physical activity was 'To improve my health' although this was quoted by a slightly higher proportion of female (63.4%) than male (56.1%) respondents
 - a similar proportion of male and female respondents identified 'To improve my body tone/shape' (c 40%) and 'Because I enjoy it' (c 32%) as reasons
 - twice as many women (28.7%) than men (16.8%) identified 'To lose weight'.
- 6.28 Other gender differences to highlight are:
- 7.9% of women selected 'To boost my self-confidence' compared with 4.7% of men
 - a higher proportion of male than female respondents selected 'To socialise/meet new friends' and 'To feel better about myself', 14% compared to 9.9% and 8.9% respectively, and 'To do it competitively', 5.6% compared to 1.0%.
- 6.29 Key differences in motivation by age, ethnic origin and location are illustrated in Figure 6.8 to Figure 6.10 below.

Figure 6.8 Personal motivations for increasing participation by age

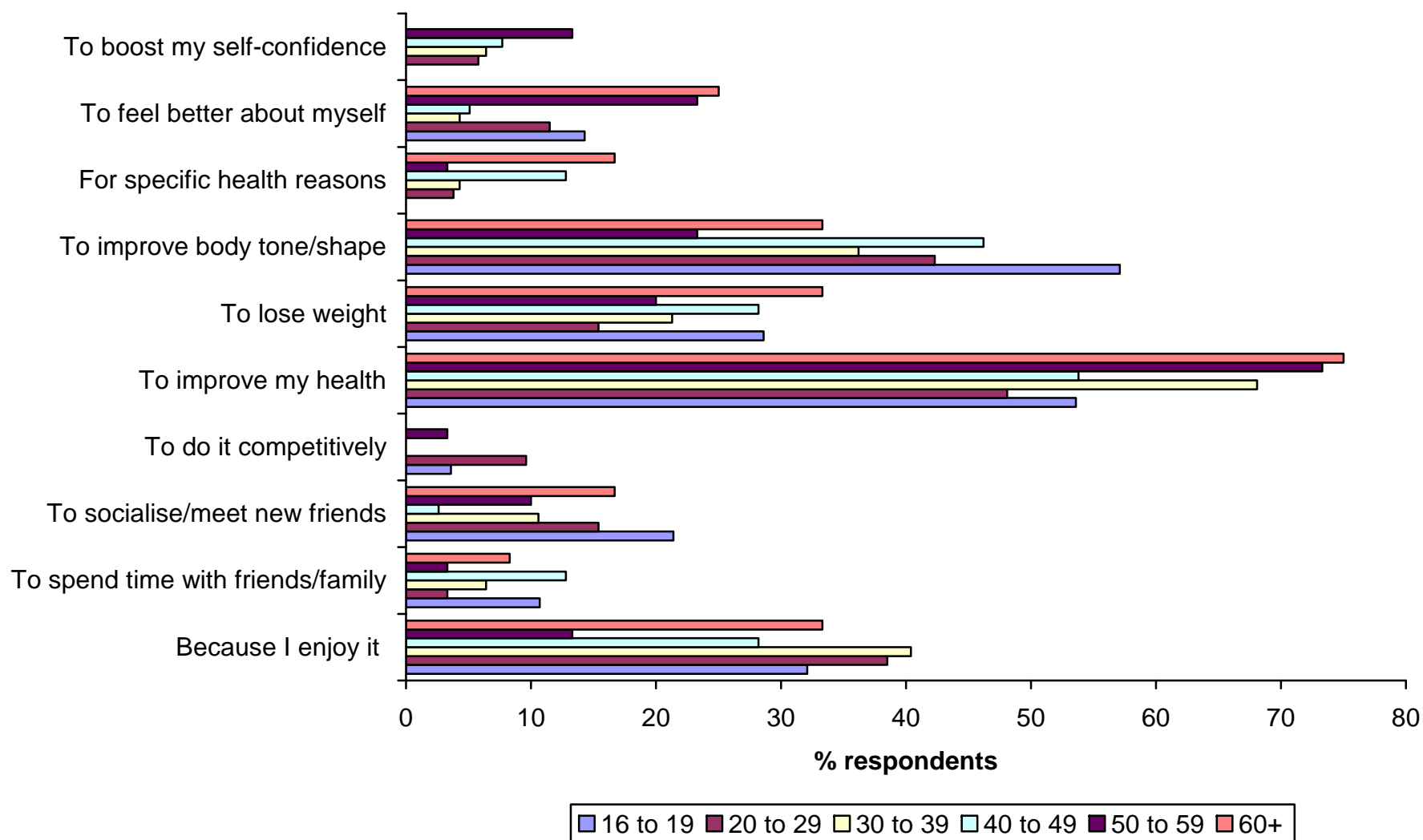


Figure 6.9 Personal motivations for increasing participation by ethnic origin

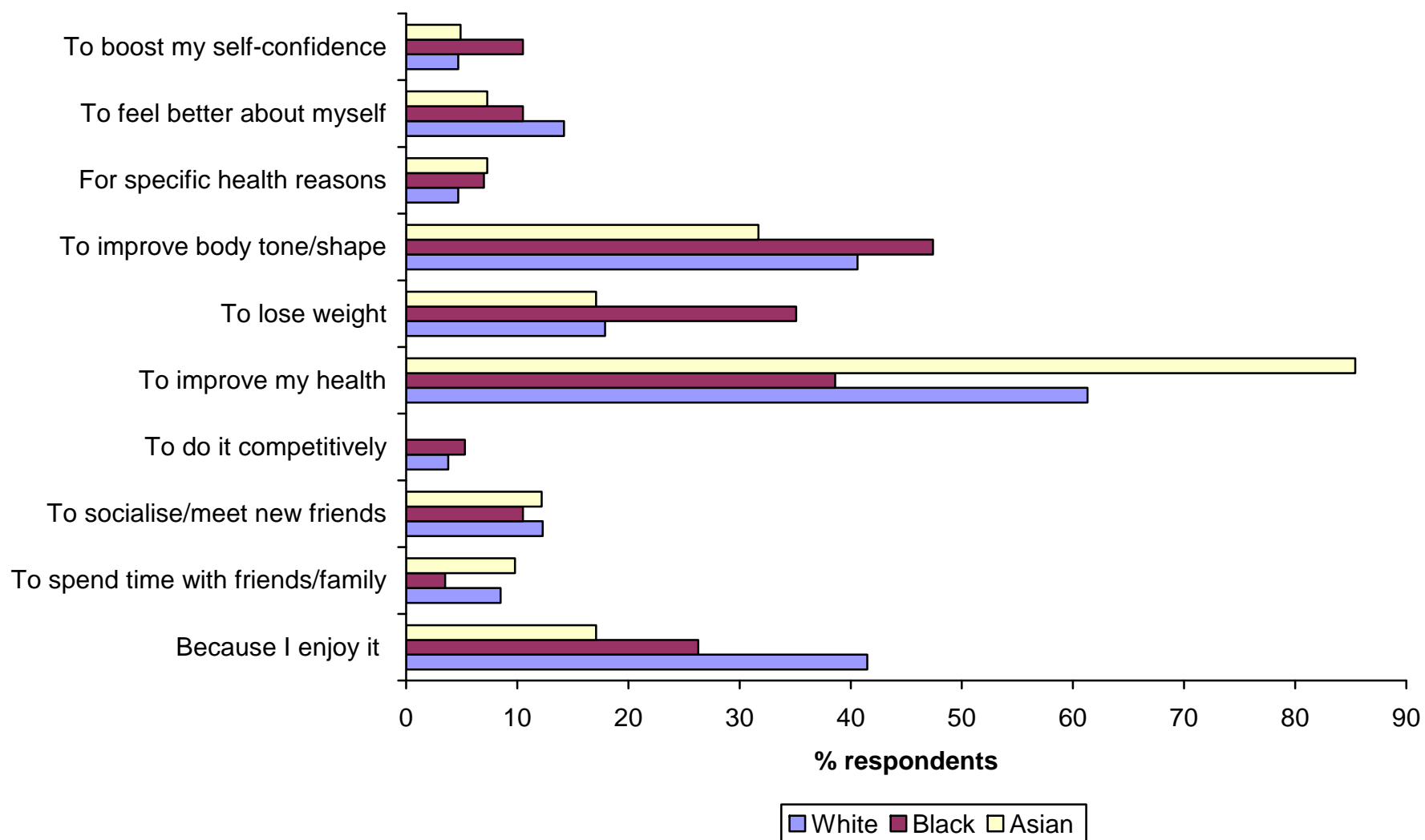
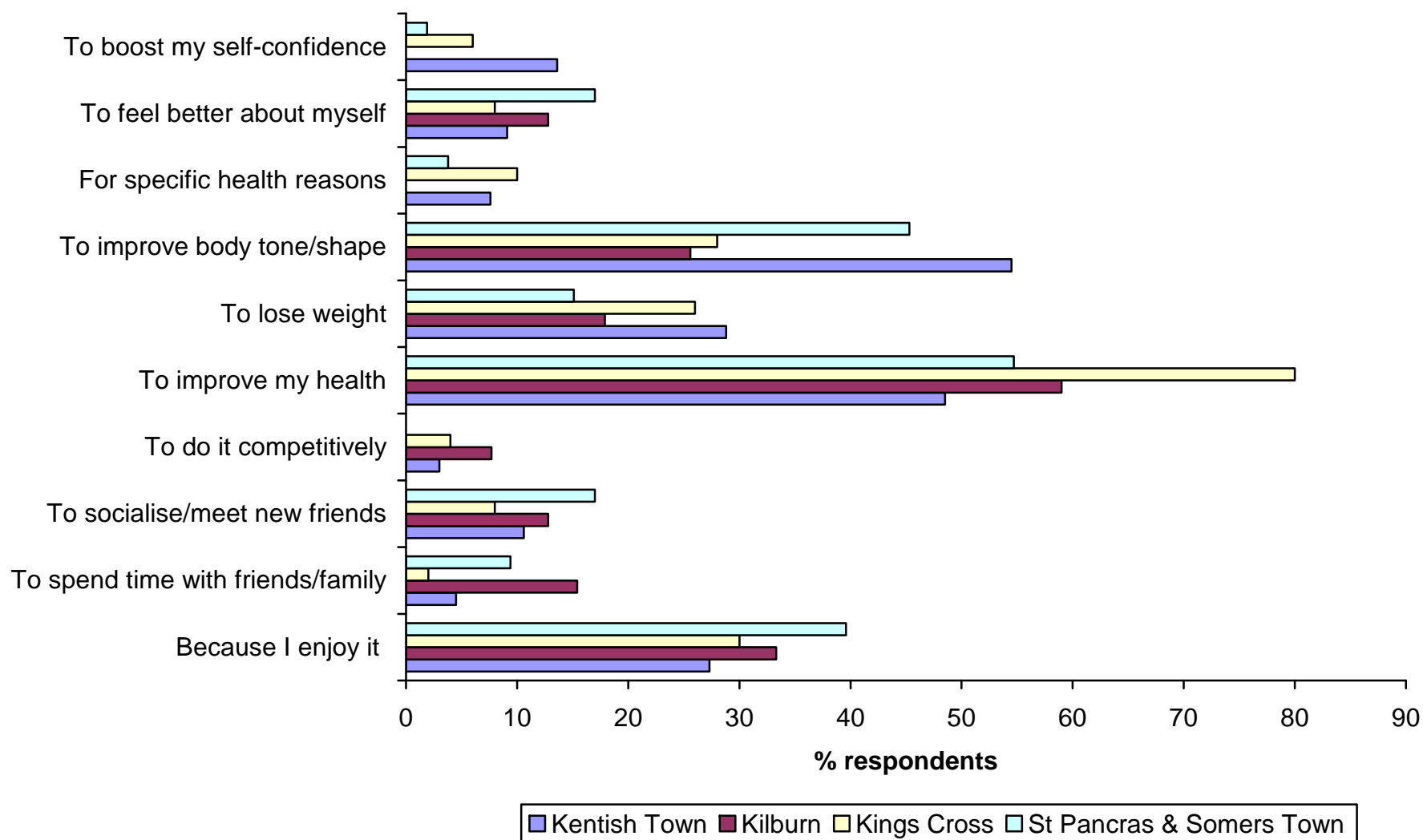


Figure 6.10 Personal motivations for increasing participation by ward



6.30 Key points to highlight are as follows:

- by age:
 - 'To improve my health' was a key motivating factor amongst all age groups but particularly those aged 50+ years as well as 30 to 39 years
 - 'To improve body tone/shape' was the most common reason that those aged 16 to 19 years were keen to be more active
 - around one third of respondents in all age groups, apart from 50 to 59 years, highlighted 'Because I enjoy it' as a motivating factor
- by ethnic group
 - 'To improve my health' was stated as a reason for wanting to be more active by 85.4% of Asian respondents compared to 61.3% of White and only 38.6% of Black respondents
 - in contrast 47.4% of Black respondents identified 'To improve body tone/shape' compared to 40.6% of White and 31.7% of Asian respondents and twice the proportion of Black respondents (35.1%) selected 'To lose weight'
 - a higher proportion of White respondents (41.5%) selected 'Because I enjoy it' than those from Black (26.3%) and particularly Asian (17.1%) groups
- by ward
 - 'To improve my health' was one of the main factors quoted by respondents in all wards but particularly so in Kings Cross
 - a higher proportion of respondents in Kentish Town and St Pancras & Somers Town identified 'To improve body tone/shape'

Barriers to increasing participation

6.31 All respondents stating that they would like to do more sport and physical activities were asked to identify the reasons currently stopping them from doing so in order to understand the main issues and problems faced.

6.32 The most commonly referenced barriers were:

- Too busy working (40.9%)
- Cost involved (35.1%)
- Lack of motivation (21.6%)
- Too busy doing other things in my spare time (19.7%)
- Too busy looking after the home / family / children (15.4%)
- Not sure where I can go / what activities I can do (14.9%).

6.33 A detailed breakdown of responses showing variances by gender, age, ethnic origin, location, frequency of participation in at least 30 minutes moderate intensity activity and employment status is presented in Figures 6.11 to 6.13 and Tables 6.2 and 6.3 below together with supporting commentary.

Figure 6.11 Barriers stopping people from increasing their current level of participation by gender

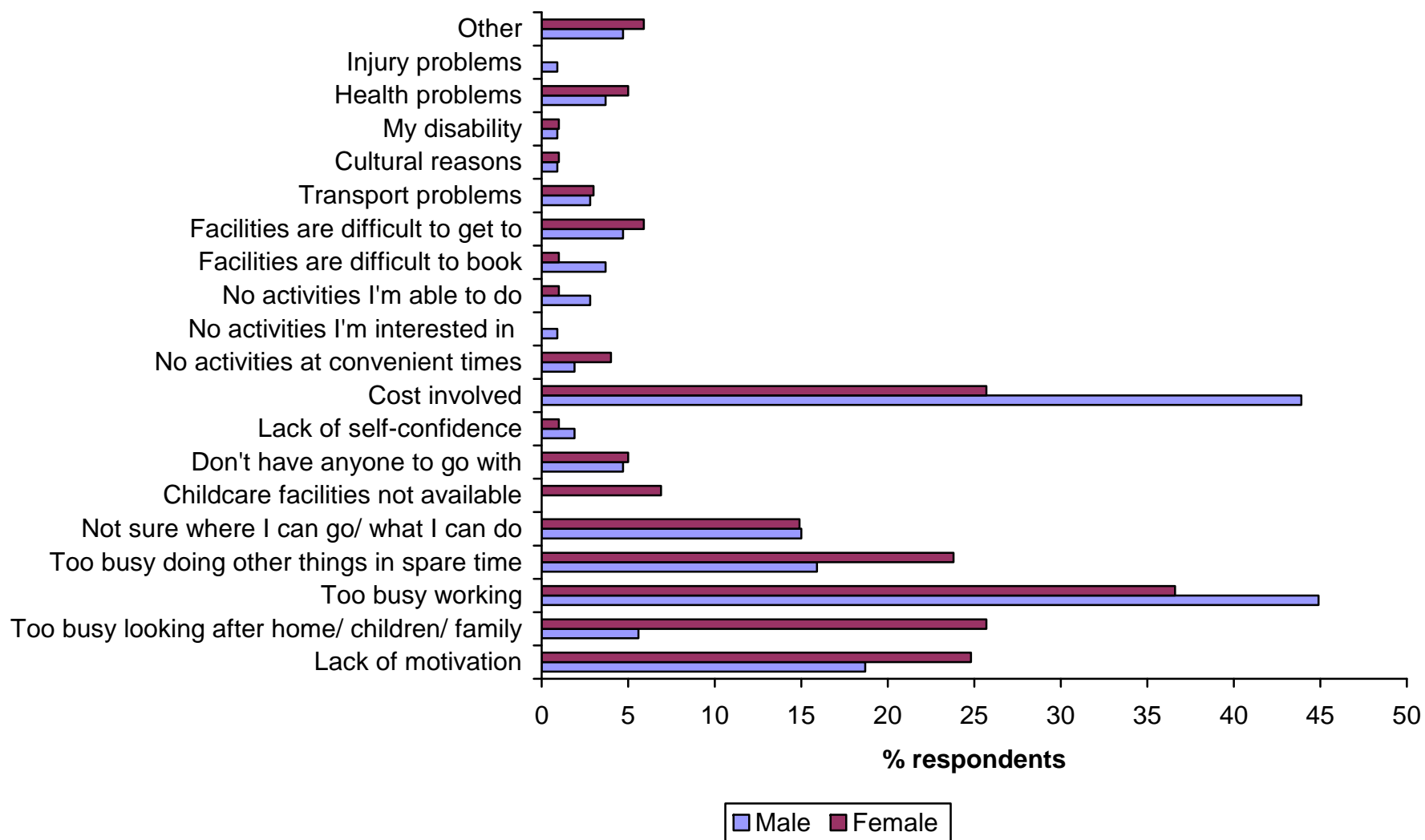
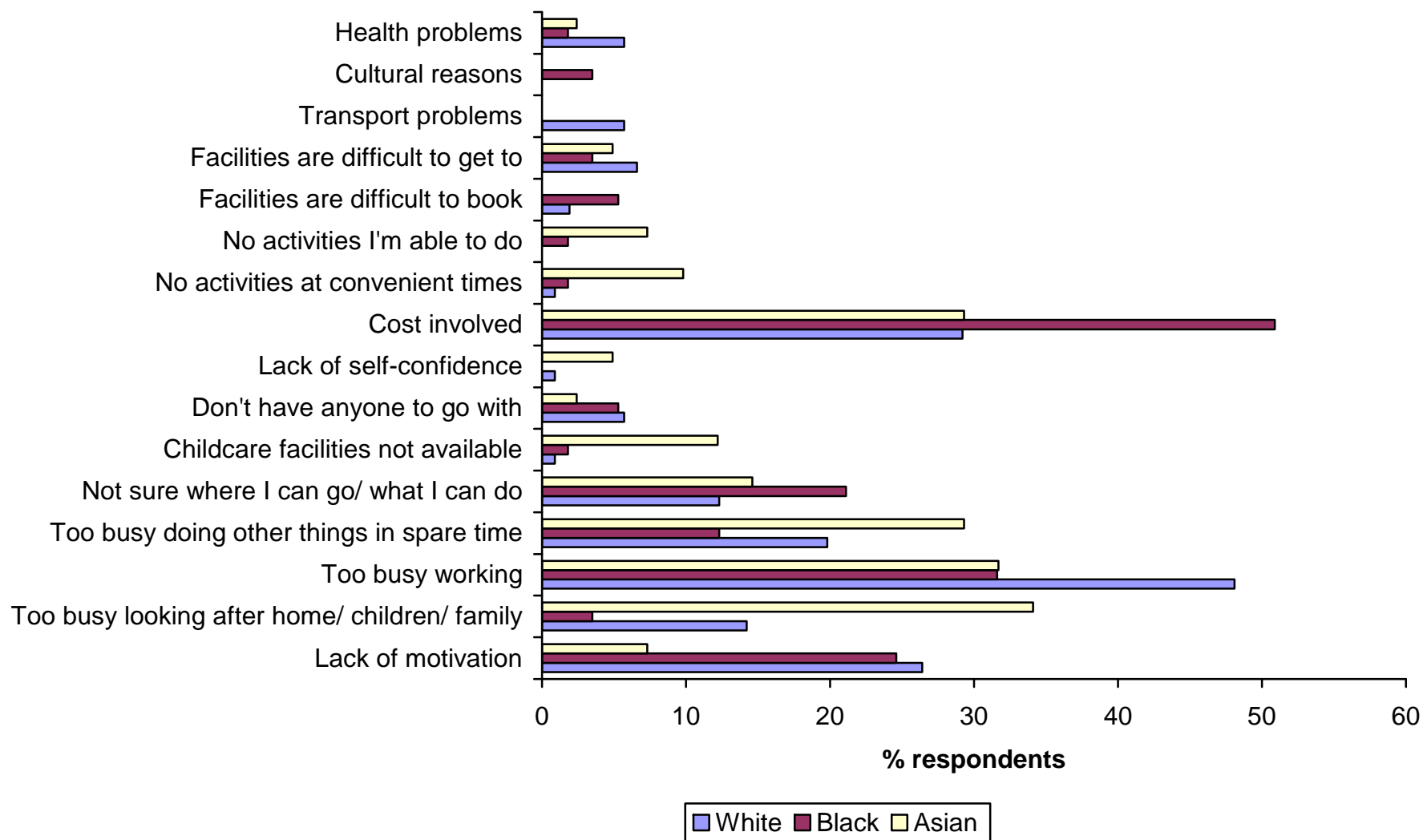


Table 6.2 Barriers stopping people from increasing their current level of participation by age

Rank	16 to 19 years	20 to 29 years	30 to 39 years	40 to 49 years	50 to 59 years	60+ years
1 st	Too busy doing things in my spare time (39.3%) Cost involved (39.3%)	Too busy working (44.2%)	Too busy working (38.3%)	Cost involved (46.2%)	Too busy working (43.3%)	Too busy working (41.7%)
2 nd	Lack of motivation (35.7%)	Cost involved (36.5%)	Cost involved (34.0%)	Too busy working (43.6%)	Lack of motivation (23.3%)	Cost involved (25.0%) Other (25.0%)
3 rd	Too busy working (32.1%)	Too busy doing things in my spare time (26.9%)	Too busy looking after home/ children/ family (25.5%)	Too busy looking after home/ children/ family (23.1%)	Cost involved (20.0%)	Lack of motivation (16.7%) Health problems (16.7%)
4 th	Not sure where I can go / what I can do (14.3%)	Not sure where I can go / what I can do (21.2%)	Lack of motivation (19.1%)	Lack of motivation (20.5%)	Too busy looking after home/ children/ family (16.7%) Too busy doing things in my spare time (16.7%) Not sure where I can go / what I can do (16.7%)	
5 th	Transport problems (10.9%)	Lack of motivation (17.3%)	Not sure where I can go / what I can do (14.9%)	Too busy doing things in my spare time (10.3%)	Health problems (13.3%)	

Figure 6.12 Barriers stopping people from increasing their current level of participation by ethnic origin

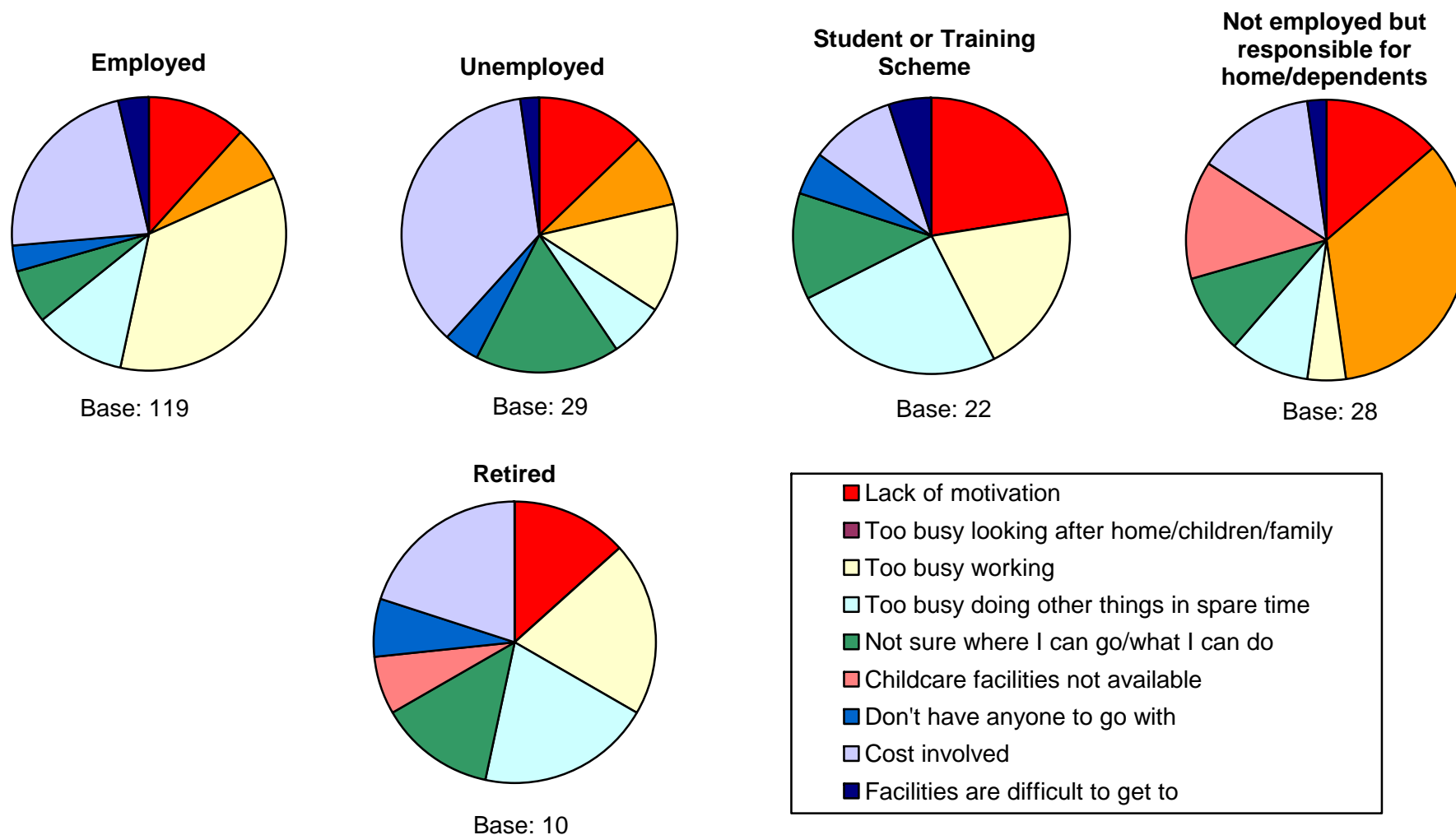


SECTION 6 – IN STREET SURVEY FINDINGS

Table 6.3 Barriers by frequency of participation in > 30 minutes moderate intensity physical activity

Rank	Never	Once in last 3 months	Once a month	Twice a month	Once a week	Twice a week
1 st	Too busy working (36.0%)	Too busy working (45.5%)	Cost involved (56.3%)	Too busy doing things in my spare time (50.0%)	Too busy working (45.9%)	Too busy working (50.0%)
2 nd	Cost involved (33.7%)	Cost involved (36.4%)	Too busy working (37.5%)	Too busy working (35.7%)	Cost involved (27.0%)	Cost involved (37.5%)
3 rd	Lack of motivation (30.3%)	Lack of motivation (18.2%)	Transport problems (18.8%)	Cost involved (28.6%) Lack of motivation (28.6%)	Too busy doing things in my spare time (21.6%)	Too busy doing things in my spare time (32.5%)
4 th	Too busy looking after home/ children/ family (22.5%) Not sure where I can go / what I can do (22.5%)		Lack of motivation (12.5%) Not sure where I can go / what I can do (12.5%) Facilities difficult to get to (12.5%)	Too busy looking after home/ children/ family (21.4%)	Lack of motivation (16.2%)	Too busy looking after home/ children/ family (10.0%) Lack of motivation (10.0%) Facilities are difficult to get to (10.0%)
5 th	Too busy doing things in my spare time (12.4%)				Too busy looking after home/ children/ family (13.5%)	Not sure where I can go / what I can do (7.5%)

Figure 6.13 Barriers stopping people from increasing their current level of participation by employment status



- 6.34 Key points to highlight in relation to barriers affecting different groups are as follows:

Gender differences

- 6.35 'Too busy working' (44.9%) and 'Cost involved' (43.9%) emerged strongly as the two primary barriers preventing male respondents from increasing their level of participation.
- 6.36 Although 'Too busy working' (36.6%) and 'Cost involved' (25.7%) were again the two main barriers affecting women, these were identified as issues by a lower proportion of female respondents than male.
- 6.37 Alongside cost 'Too busy looking after home/children/family' was a factor affecting one quarter of female respondents (25.7%). This was the most marked gender difference with, in contrast, only 5.6% of male respondents identifying this as an issue.
- 6.38 Other barriers faced by around one in four female respondents were 'Lack of motivation' and 'Too busy doing other things in my spare time'. Although less prevalent amongst male respondents these issues did feature within the main five barriers referenced.
- 6.39 'Not sure where I can go/what activities I can do' was referenced by a similar proportion of male and female respondents and featured as the 5th ranked barrier amongst both groups. This suggests that there is potential to improve awareness through enhanced communication of opportunities provided across the borough.

Age differences

- 6.40 Generally, with one or two exceptions, the same issues emerged as the main barriers affecting all age groups. However, there was found to be variance by age in terms of their relative significance by both ranking and proportional response.
- 6.41 'Too busy working' and 'Cost involved' were two of the main barriers preventing respondents in all age groups from increasing their current level of participation.
- 6.42 For the youngest age group although 'Too busy working' was a barrier faced by one third of respondents (32.1%), in addition to 'Cost involved' (39.3%), 'Too busy doing other things in my spare time' (39.3%) particularly and 'Lack of motivation' (35.7%) were factors affecting a slightly higher proportion of respondents aged 16 to 19.
- 6.43 'Too busy doing other things in my spare time' was also a barrier highlighted by just over one quarter (26.9%) of respondents aged 20 to 29 years.
- 6.44 'Too busy looking after home/children/family' was an issue faced by one in four respondents aged 30 to 39 years (25.5%) and 40 to 49 years (23.1%) as well as a slightly lower proportion of those aged 50 to 59 years (16.7%).

Ethnicity differences

- 6.45 Figure 6.12 shows clear ethnicity differences with respect to barriers to participation.

- 6.46 'Cost involved' was one of the main two barriers faced but emerged as a more prevalent issue amongst Black respondents (50.9%) than those from White (29.2%) or Asian (29.3%) ethnic groups.
- 6.47 Similarly, 'Too busy working' was a barrier faced by a higher proportion of the White (48.1%) than Black (31.6%) or Asian (31.7%) ethnic groups.
- 6.48 'Lack of motivation' was found to be a barrier affecting one quarter of respondents from White (26.4%) and Black (24.6%) ethnic groups but a far lower proportion of those from Asian ethnic groups (7.3%).
- 6.49 Four factors ranked equally were found to be the main barriers affecting those from Asian ethnic groups with each highlighted as an issue by roughly one third of respondents.
- 6.50 In addition to 'Too busy working' (31.7%) and 'Cost involved' (29.3%) mentioned above other barriers faced were 'Too busy looking after home/children/family' (34.1%) in particular as well as 'Too busy doing other things in my spare time' (29.3%). In terms of these latter two factors, these were less significant issues amongst respondents from the White and Black ethnic groups.

Participation profile differences

- 6.51 Once again with one or two exceptions, the same issues emerged as barriers affecting respondents that do and do not currently take part in at least 30 minutes of moderate intensity physical activity. However, there was found to be variances in terms of their relative significance by both ranking and proportional response.
- 6.52 'Too busy working' is the primary barrier preventing half of the respondents who take part in at least 30 minutes moderate intensity physical activity once a week (45.9%), twice a week (50.0%) and once every three months (45.5%) from being more active. 'Cost involved' is the second most significant barrier affecting 27.0%, 37.5% and 36.4% of these groups respectively.
- 6.53 Although 'Too busy working' is also a barrier affecting roughly one third of other respondents there are different factors of equal or greater significance:
- for respondents currently doing at least 30 minutes moderate intensity physical activity once a month the primary barrier to being more active is 'Cost involved' (56.3%)
 - for those not currently taking part in at least 30 minutes moderate intensity physical activity the other barriers also preventing one third of respondents from being more active are 'Cost involved' (33.7%) and 'Lack of motivation' (30.3%)
 - 'Too busy doing other things in my spare time' is the factor preventing half of respondents currently taking part twice a month from doing more activity than currently.

Employment status differences

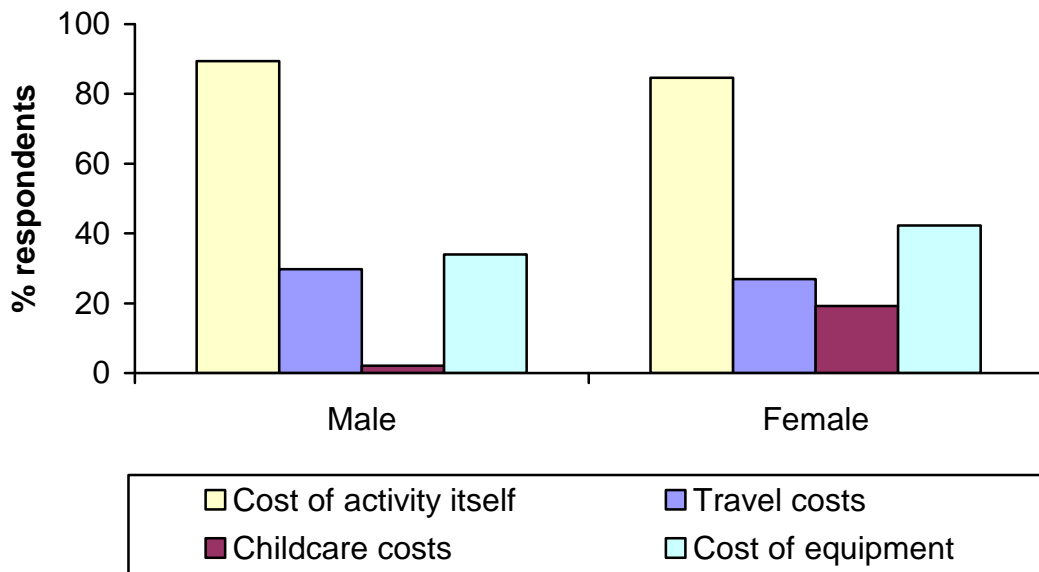
- 6.54 Employment status was found to have a bearing on the barriers preventing respondents from increasing their current level of participation.

- 6.55 'Too busy working' (55.5%) was the single most significant issue affecting employed respondents followed by 'Cost involved' (36.1%).
- 6.56 'Cost involved' (58.6%) was the primary barrier to unemployed respondents. In addition over one quarter of respondents in this group also highlighted 'Not sure where I can go/what activities I can do' (27.6%) as a problem faced, which was a higher proportion of respondents than in other employment status groups.
- 6.57 Amongst respondents responsible for looking after the home/dependents, it was this commitment that was the main barrier faced (53.6%) as well as to a lesser extent 'Childcare facilities not available' (21.4%) and 'Cost involved' (21.4%).
- 6.58 For students or respondents on training schemes the three main barriers experienced were 'Too busy doing other things in my spare time' (45.5%) and 'Lack of motivation' (40.9%) together with 'Too busy working' (36.4%).

Cost-related issues

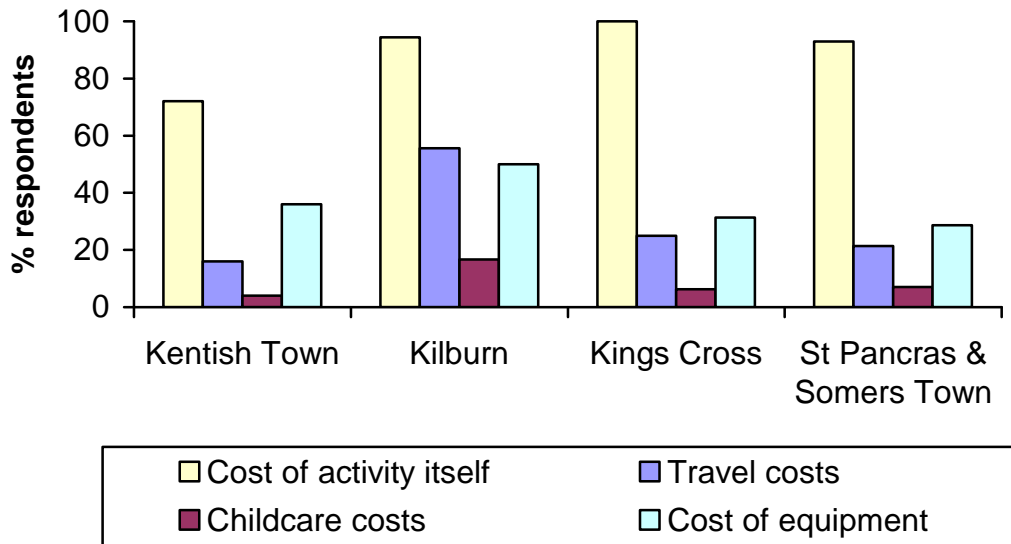
- 6.59 In order to gain a better understanding of cost-related issues preventing increased participation, respondents were asked to clarify whether the barrier faced was the cost of the activity itself, other related costs or a combination.
- 6.60 Overall it was predominantly the cost of the activity itself that was found to be the factor preventing respondents from being more active (87.7%). However, around one third of respondents also indicated that the cost of sports equipment/clothing/shoes (37.0%) and travel costs (28.8%) were also problems faced.
- 6.61 A detailed breakdown of responses showing variances by gender, location and ethnic origin is presented in Figures 6.14 to 6.16 below with supporting commentary.

Figure 6.14 Cost-related issues by gender



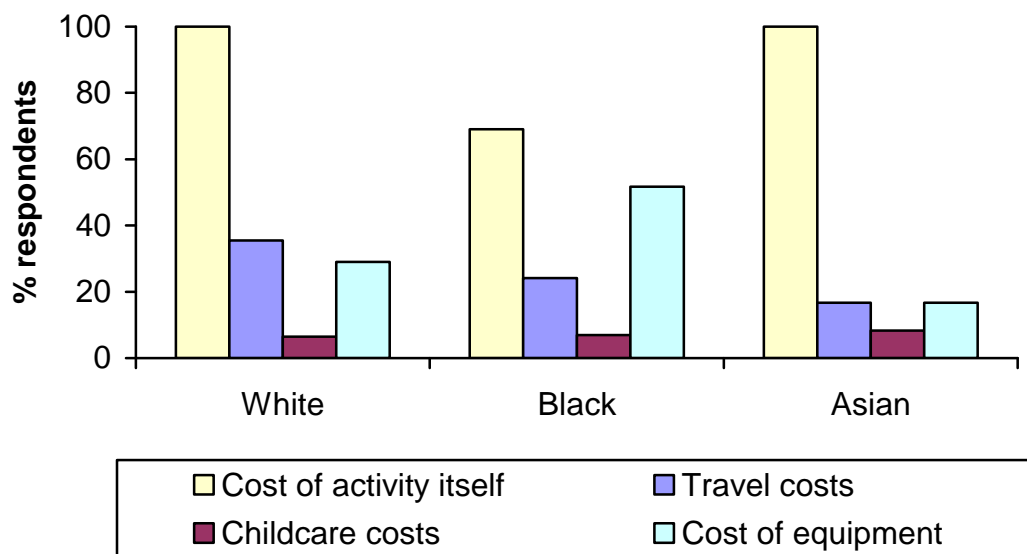
- 6.62 Similar proportions of male and female respondents stated that the cost of the activity itself and travel costs presented barriers to participation. However, a greater proportion of female respondents than male indicated that they faced issues relating to childcare costs in particular as well as cost of equipment.

Figure 6.15 Cost-related issues by location



- 6.63 Of the respondents highlighting that cost was preventing them from becoming more active, a higher proportion in Kilburn than in other wards stated that this was related to the cost of travel, childcare and equipment as well as the price of the activity itself.
- 6.64 Figure 6.15 also shows that a lower proportion of respondents in Kentish Town considered the cost of the activity itself as a barrier compared to the other three wards.

Figure 6.16 Cost-related issues by ethnic group



- 6.65 Figure 6.16 shows that compared to those in White and Asian ethnic groups a lower proportion of respondents from Black ethnic groups considered cost of the activity to be the barrier preventing them from increasing participation. However, half of Black respondents indicated that by 'cost involved' they meant cost of sports equipment/clothing/shoes.

The sports and physical activities people would like to do

- 6.66 Respondents stating that they would like to be more active were asked what type of sport or physical activities they would like to do.
- 6.67 Overall the most popular responses were Swimming (44.2%) and Going to the gym (42.8%) followed by Fitness classes (24.5%), Jogging/running (23.1%) and Walking (22.1%).

Gender differences

- 6.68 Although both male and female respondents showed strong interest in Swimming and Going to the gym an analysis of results highlighted certain gender differences. For example Table 6.4 illustrates that almost half of male respondents expressed interest in Going to the gym compared to just over one third of female respondents.
- 6.69 In addition, 20% of male respondents stated that they would like to do Team sports compared to only 7% of female respondents whilst 21% of females showed interest in Dance/dancing compared to 4% of males.
- 6.70 Roughly one third of female respondents stated that they would like to do Fitness classes compared to 15% of males and interest in walking was slightly higher amongst women (26.7%) than men (17.8%).

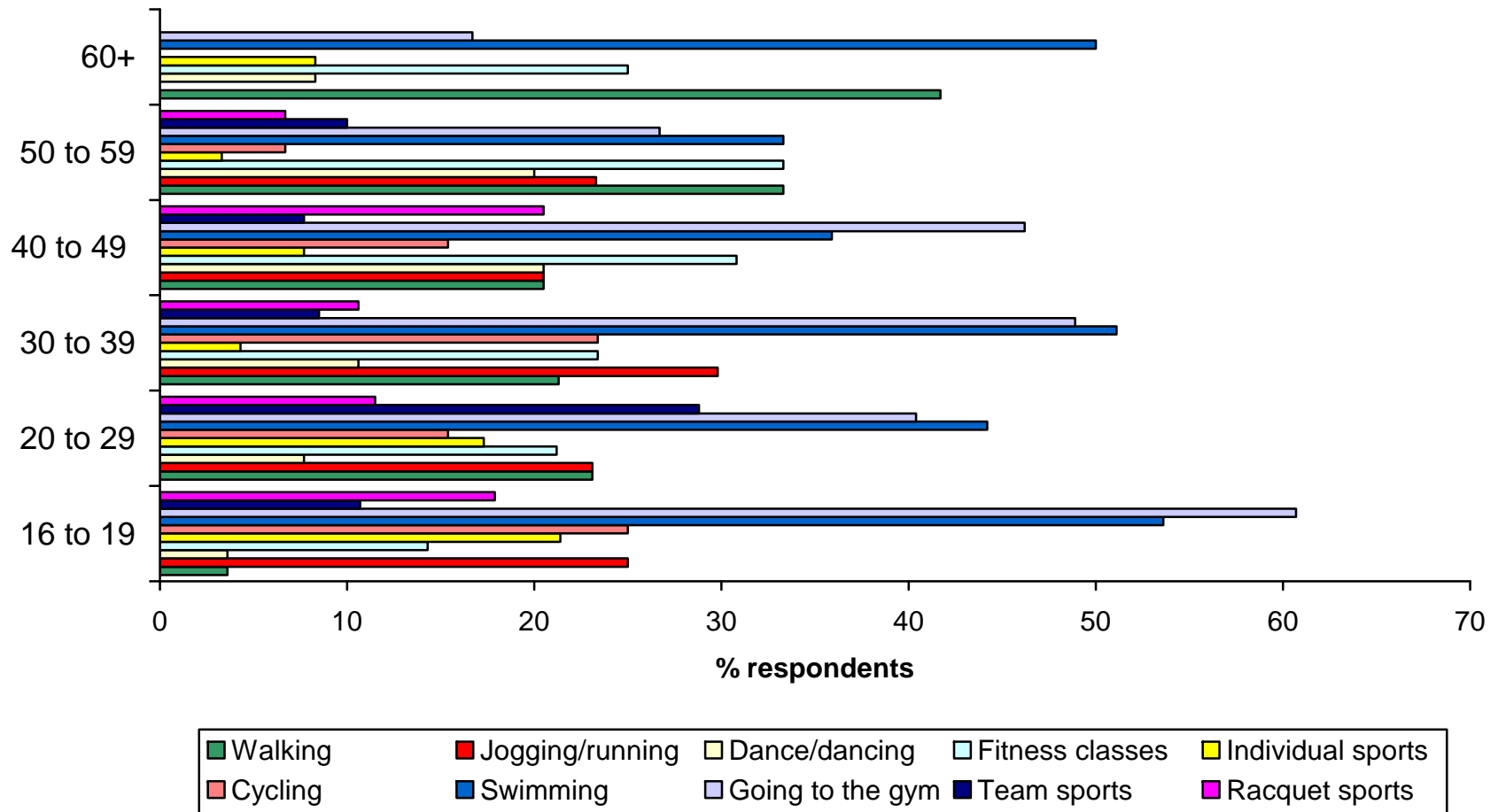
Table 6.4 Most popular sports and activities by gender

Top 6 activities – male	Top 6 activities – female
1. Going to the gym (47.7%)	1. Swimming (42.6%)
2. Swimming (45.8%)	2. Going to the gym (37.6%)
3. Jogging/running (21.5%)	3. Fitness classes/videos (34.7%)
4. Team sports (19.6%)	4. Walking (26.7%)
5. Cycling (18.7%)	5. Jogging/running (24.8%)
6. Walking (17.8%)	6. Dance/dancing (20.8%)

Age differences

- 6.71 A more detailed analysis of responses by age also highlighted some variance in the types of activities popular amongst different age groups as shown in Figure 6.17 overleaf.

Figure 6.17 Popular sports and activities by age



SECTION 6 – IN STREET SURVEY FINDINGS

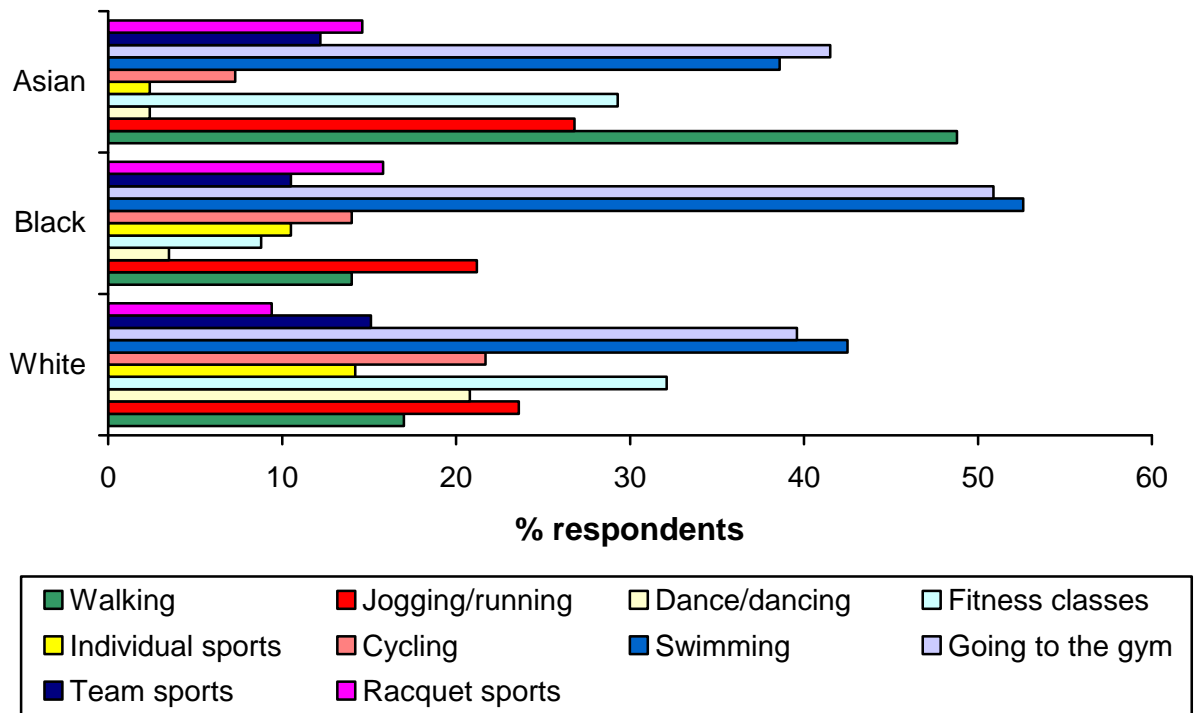
6.72 Key points to highlight from this analysis are as follows:

- the two activities in which there was by far the strongest degree of interest amongst the 16 to 19 year and 30 to 39 year age groups particularly as well as those aged 20 to 29 and 40 to 49 years were Going to the gym and Swimming
- almost 30% of respondents aged 20 to 29 years wishing to be more active expressed interest in Team sports, a higher proportion than amongst any of the other age groups
- one third of respondents aged 40 to 49 years were interested in Fitness classes whilst almost 30% of the respondents aged 30 to 39 years were interested in Jogging/running
- one third of those aged 50 to 59 years showed interest in Swimming, Fitness classes and Walking
- the greatest level of interest amongst respondents aged 60+ years was clearly shown in Swimming (50%) and Walking (41.7%).

Ethnicity differences

6.73 A breakdown of responses by ethnic group is presented in Figure 6.18 below, which shows some similar trends together with some clear differences.

Figure 6.18 Popular sports and activities by ethnic group



6.74 Key points to highlight from these results are as follows:

- the two activities in which there was by far the strongest degree of interest amongst Black respondents were Swimming (52.6%) and Going to the gym (50.9%)

- respondents from Asian ethnic groups showed particular interest in Walking (48.8%) followed by Going to the gym (41.5%) and Swimming (36.6%)
- the highest level of interest amongst respondents from White ethnic groups was shown in Swimming (42.5%) and Going to the gym (39.6%) as well as Fitness classes (32.1%)

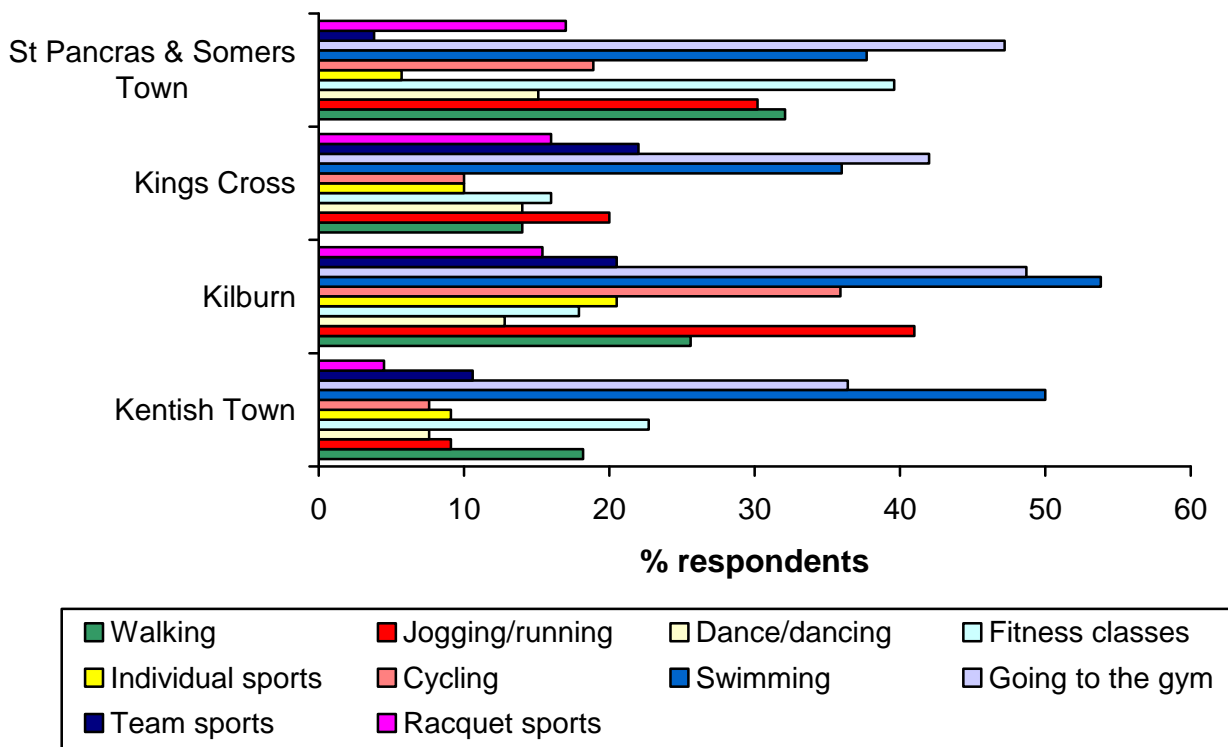
Locational differences

6.75 Although Figure 6.19 shows strong interest in Swimming and Going to the gym in each of the four wards, it can be seen that interest in swimming was highest amongst respondents from Kilburn and Kentish Town and interest in Going to the gym was highest amongst those from Kilburn and St Pancras & Somers Town.

6.76 Other differences by ward can be summarised as follows:

- of those wishing to be more active in St Pancras & Somers Town 40% were keen to do Fitness classes and around 30% were interested in Running/jogging and Walking
- respondents from Kilburn also showed a relatively high level of interest in Running/jogging (41%) and Cycling (35.9%)
- around 20% of respondents in Kings Cross and Kilburn expressed interest in Team sports compared to 11% in Kentish Town and only 4% in St Pancras & Somers Town.

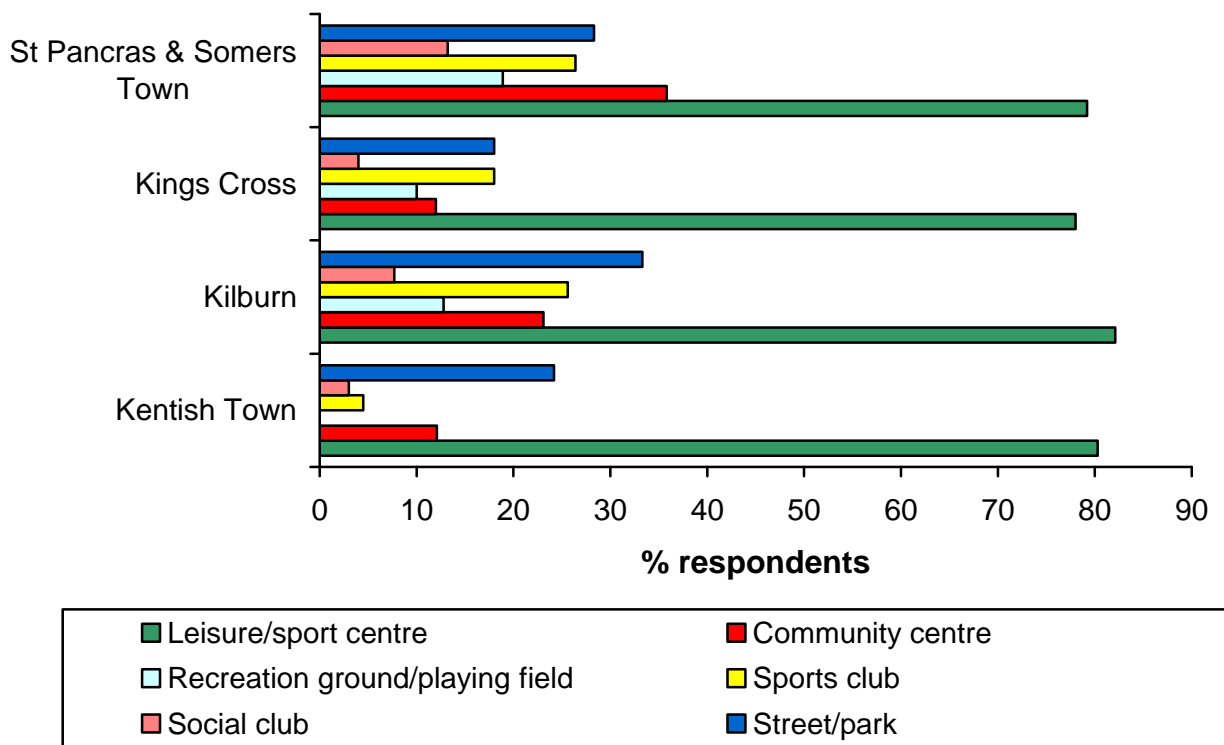
Figure 6.19 Popular sports and activities by ward



Where people would like to take part in sports and physical activities

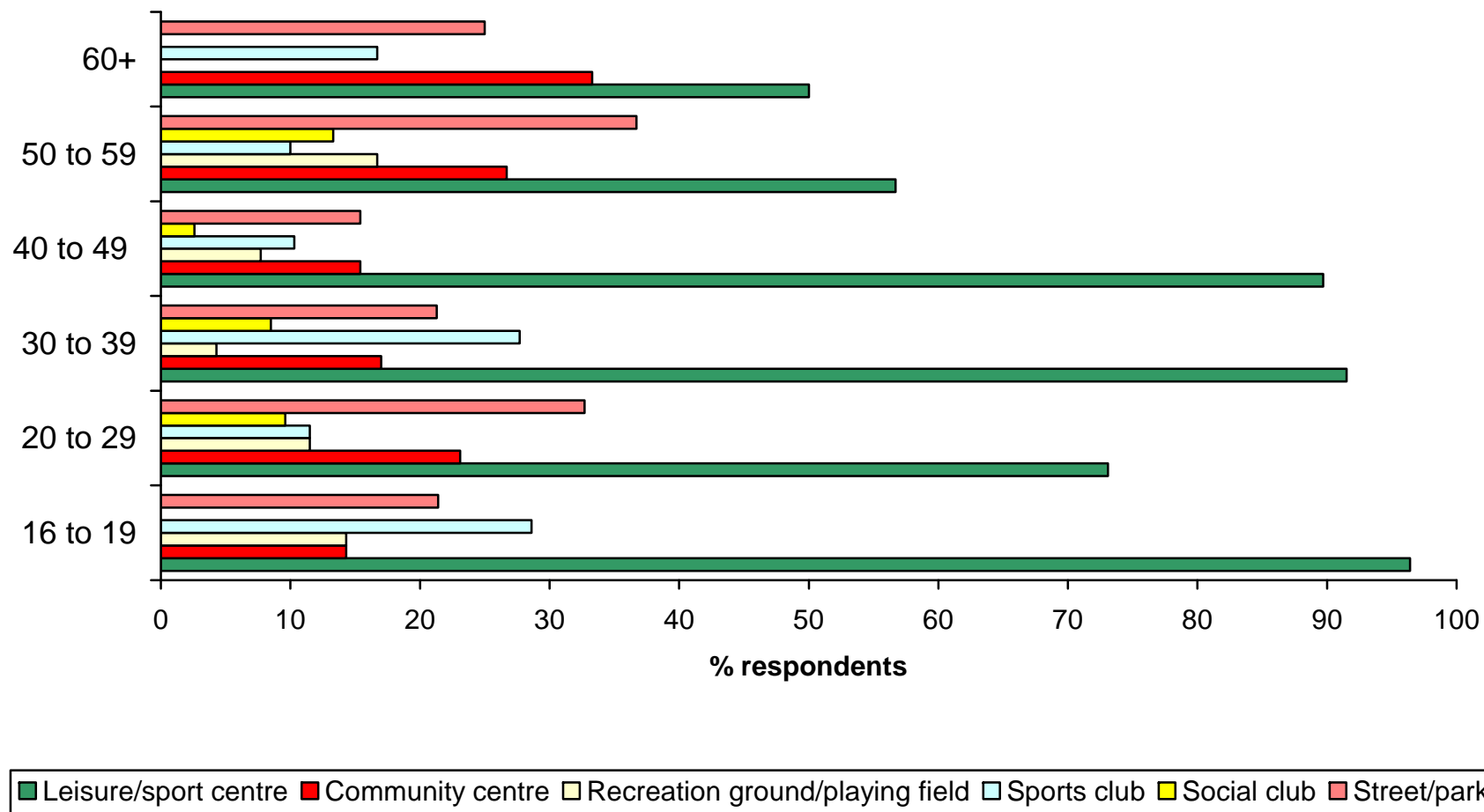
- 6.77 In addition to the types of sports and physical activities they would like to do, respondents were also asked where they would like to take part in them.
- 6.78 Overall the most popular choice of venue was Leisure/Sports centre (79.8%) followed by Streets/park (25.5%), Community Centre (20.2%) and Sports club (17.3%). The profile of responses from male and female respondents was broadly comparable and generally reflected the pattern of the overall results.
- 6.79 Figures 6.20, 6.21 and 6.22 below do however illustrate some variances in responses by location, age and ethnicity.
- 6.80 However, regardless of these factors, less than 10% of respondents stated that they would like to take part in their chosen sports/physical activities 'at home' or 'at a school/college site' and less than 5% stated that they would like to take part 'at school/ college' or 'at work'.

Figure 6.20 Preferred choice of venue by ward



- 6.81 Key differences by area were as follows:
- one third of respondents in St Pancras & Somers Town indicated that they would like to participate in sports and activities in a Community centre setting, which was noticeably higher than the other three wards
 - one quarter of respondents in St Pancras & Somers Town and Kilburn stated that they would like to take part in a Sports club compared to 18% in Kings Cross and only 4.5% in Kentish Town
 - relatively few respondents in Kentish Town stated that they would like to use other venues apart from a Leisure/sport centre or Street/park.

Figure 6.21 Preferred choice of venue by age



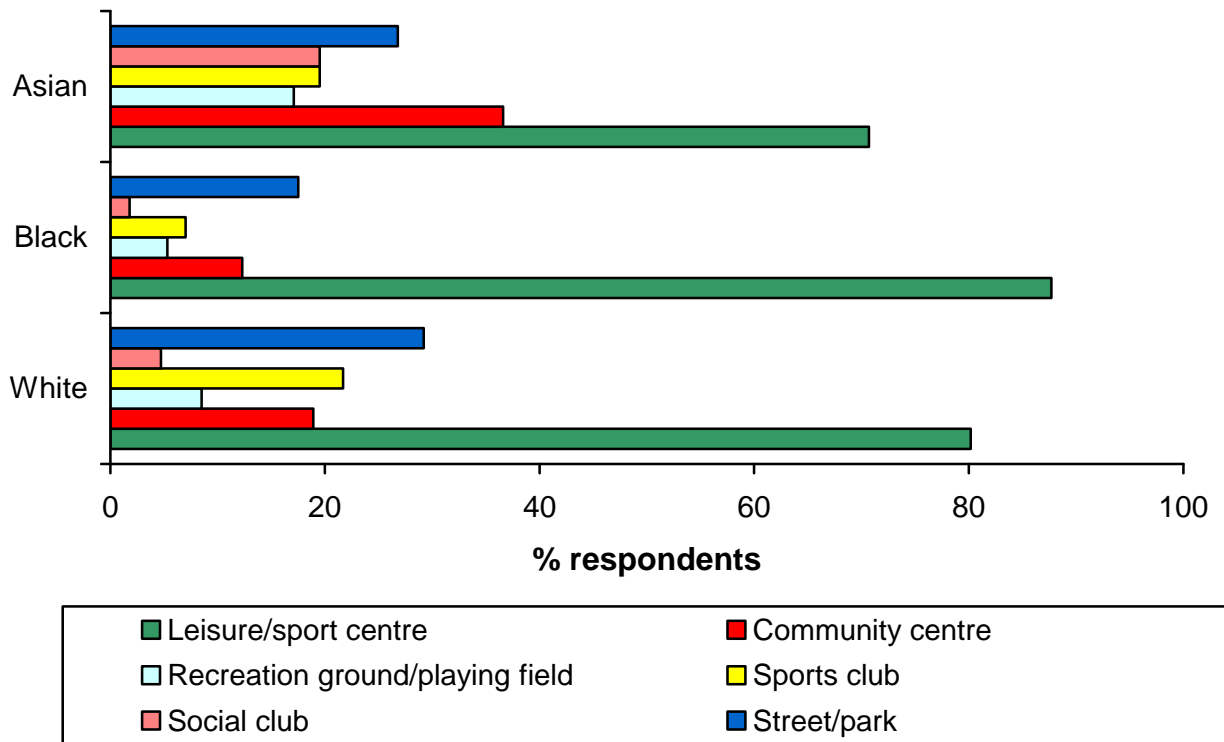
SECTION 6 – IN STREET SURVEY FINDINGS

6.82 Figure 6.21 above shows that the main age differences are that generally interest in using a Leisure/sport centre decreases with age whilst the reverse is true regarding Community centres. In addition a Sport club setting was found to be a more popular choice of venue amongst those aged 16 to 19 years and 30 to 39 years than other age groups.

6.83 Finally, in terms of differences by ethnic group it can be seen from Figure 6.22 that:

- respondents from Asian ethnic groups showed greater interest in using a wider range of venues for sport and physical activity than those from White or Black ethnic groups although the proportion stating that they wished to use a Leisure/sport centre was lower
- more than one third of Asian respondents stated that would like to take part in a Community centre environment
- the proportion of Asian respondents stating that they would like to take part in a Community centre, a Social club or a Recreation ground/playing field was at least twice the percentage of respondents from White or Black ethnic groups
- the proportion of Black respondents stating that they would like to take part in their chosen sports/activities at a Leisure/sport centre was higher than the White and Asian ethnic groups whilst the proportion wishing to use alternative venues was lower
- around one in five respondents from both White and Asian ethnic groups expressed interest in taking part in a Sports club setting.

Figure 6.22 Preferred choice of venue by ethnic group



Why people are not interested in becoming more active

- 6.84 Overall almost half of the survey respondents stated that they did not wish to do more physical activity than they do currently. Of those, 45% were people who had not taken part in moderate intensity physical activity for at least 30 minutes duration in the three months preceding the interview (“0 x 30”) whilst 38% were people currently doing at least 30 minutes moderate intensity physical activity once (16%) or twice (22%) a week.

Reasons given by those doing 0 x 30

- 6.85 Amongst those respondents not currently taking part in at least 30 minutes moderate intensity physical activity the main reasons given were:

- Don’t like doing sport/Not interested (23.9%)
- Too busy looking after the home/children/family (23.9%)
- Too busy working (23.9%).

Reasons given by all those not wanting to do more

- 6.86 Analysis of responses from all those stating they do not want to be more active than they are currently shows differences by ward, gender, age and ethnicity. These can be summarised as follows:

- primary reasons by ward:
 - Kilburn residents: ‘Health problems’ (24.4%) and ‘Too busy working’ (22.0%)
 - Kentish Town residents: ‘Don’t like doing sport/Not interested’ (31.0%) followed by ‘Prefer to do other things in my spare time’ (21.4%)
 - Kings Cross residents: ‘Too busy working’ (33.3%)
 - St Pancras & Somers Town: ‘Too busy working’ (39.3%) and ‘Too busy looking after home/children/family’ (31.1%)
- by gender:
 - the predominant reasons stated by female respondents were ‘Too busy looking after home/children/family’ (27%) followed by ‘Too busy working’ (20.2%) and ‘Don’t like doing sport/Not interested’ (16.9%)
 - the main reasons given by male respondents were ‘Too busy working’ (34%) followed by ‘Don’t like doing sport/Not interested’ (17%)
- by age:
 - 16 to 19 years: ‘Prefer to do other things in my spare time’ (38.1%) and ‘Too busy working’ (28.6%)
 - 20 to 29 years and 30 to 39 years: ‘Too busy working’ (43.6% and 44.1%) and ‘Too busy looking after home/children/family’ (20.5% and 35.3%)

- 40 to 49 years: 'Too busy working' (36.4%) and 'Cost involved' (27.3%)
- 50 to 59 years: 'Don't like doing sport/Not interested' (22.9%) and 'Health problems' (22.9%)
- 60+ years: 'Health problems' (20.5%) and 'Don't like doing sport/Not interested' (13.6%)
- by ethnic group:
 - one of the predominant reasons given by all ethnic groups was 'Too busy working' although this was a more significant issue amongst the Asian ethnic groups (45.8%) than Black (25%) and White (19%) ethnic groups
 - 'Too busy looking after home/children/family' was also one of the main reasons stated by Asian respondents (41.7%) but not those from other ethnic groups
 - 'Costs involved' was the most commonly stated reason amongst Black respondents (32.5%).

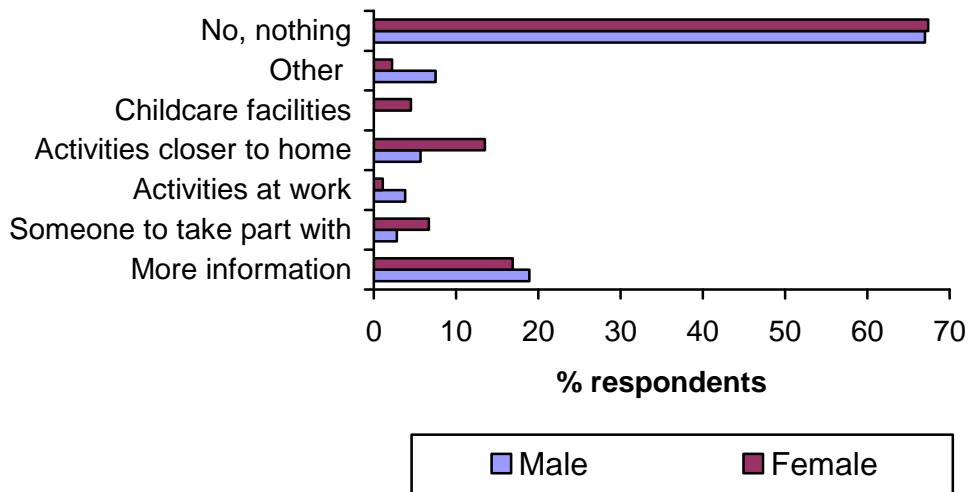
Whether there is anything that would change people's attitude

- 6.87 Respondents stating that they do not want to be more active than they are now were asked if anything would encourage them to do more sport or physical activity.
- 6.88 Overall two thirds (67.2%) indicated that there was 'Nothing at all' that would encourage them to do so. However around one in five stated that 'More information on what's on and where' might have a positive impact and one in ten that 'Activities closer to where you live' might do so.
- 6.89 Although the base of respondents reduces further with sub-analysis by gender, age, ethnic group, location and frequency of participation in 30 minutes moderate intensity physical activity the results do show some trends in terms of differences amongst these groups.

Gender differences

- 6.90 An equal proportion of the male and female respondents (c.67%) indicated that 'Nothing' would encourage them to increase their current level of activity. Similarly around 20% of both male and female respondents stated that 'More information' might do so.
- 6.91 However a higher proportion of female than male respondents highlighted that 'Activities closer to home' particularly as well as 'Someone to take part with' and 'Childcare facilities' were factors that might encourage them to become more active.
- 6.92 In contrast, a higher proportion of male than female respondents, 3.8% compared to 1.1%, stated that 'Activities at your place of work' might do so.

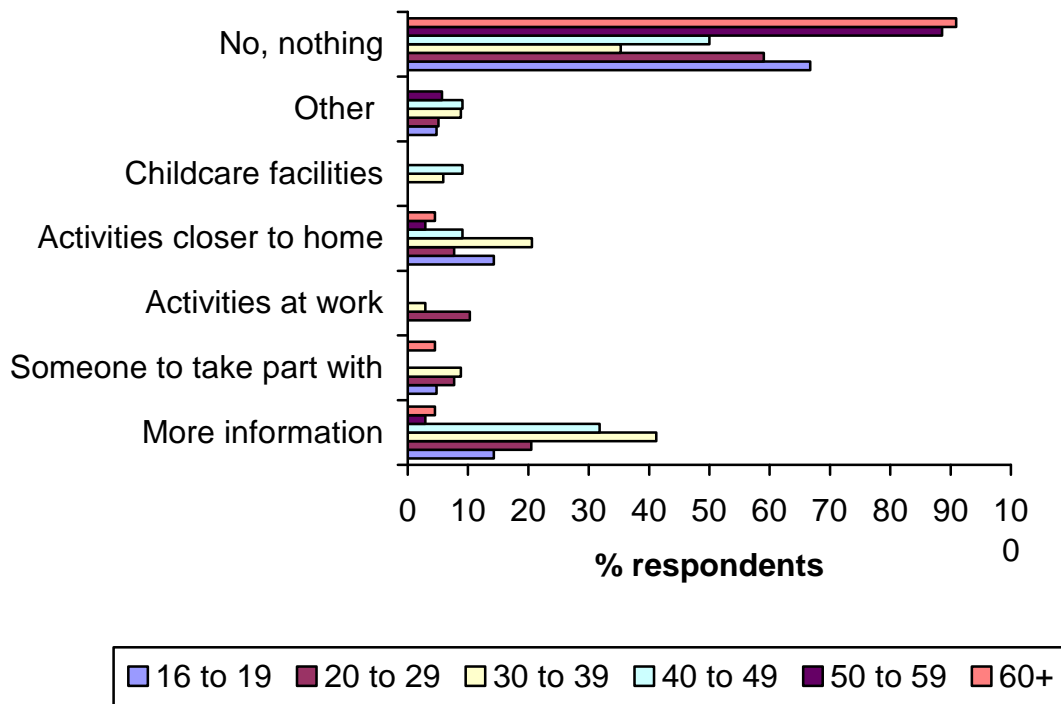
Figure 6.23 Factors by gender



Age differences

- 6.93 Of the respondents commenting that they did not want to increase their current activity level, 90% of those aged 50 years and over indicated that nothing would encourage them to do so.

Figure 6.24 Factors by age

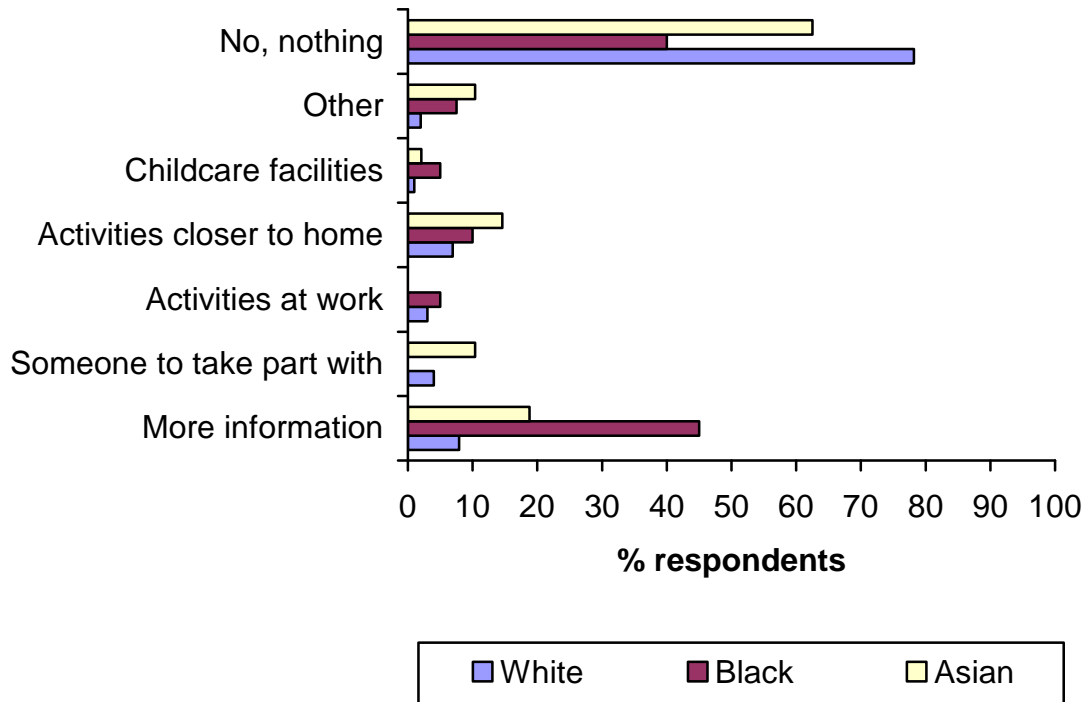


- 6.94 In contrast only one third of those aged 30 to 39 years and half of those aged 40 to 49 years stated that this was the case. In these age groups, as well as the 16 to 19 and 20 to 29 groups, 'More information on what's on and where' was the main factor that might encourage people to increase their level of activity.

Ethnicity differences

- 6.95 Over three quarters of White respondents (78.2%) not interested in becoming more active stated that 'Nothing' would encourage them to do so compared with around two thirds of Asian respondents (62.5%) and only 40% of Black respondents.

Figure 6.25 Factors by ethnic origin



- 6.96 It can be seen in Figure 6.25 above that a far higher proportion of Black respondents (45.0%) than Asian (18.8% or White (7.9%) stated that 'More information on what' on and where' might encourage them to change their mind whilst 'Activities closer to home' and 'Someone to take part with' were more common responses amongst Asian respondents than other ethnic groups.

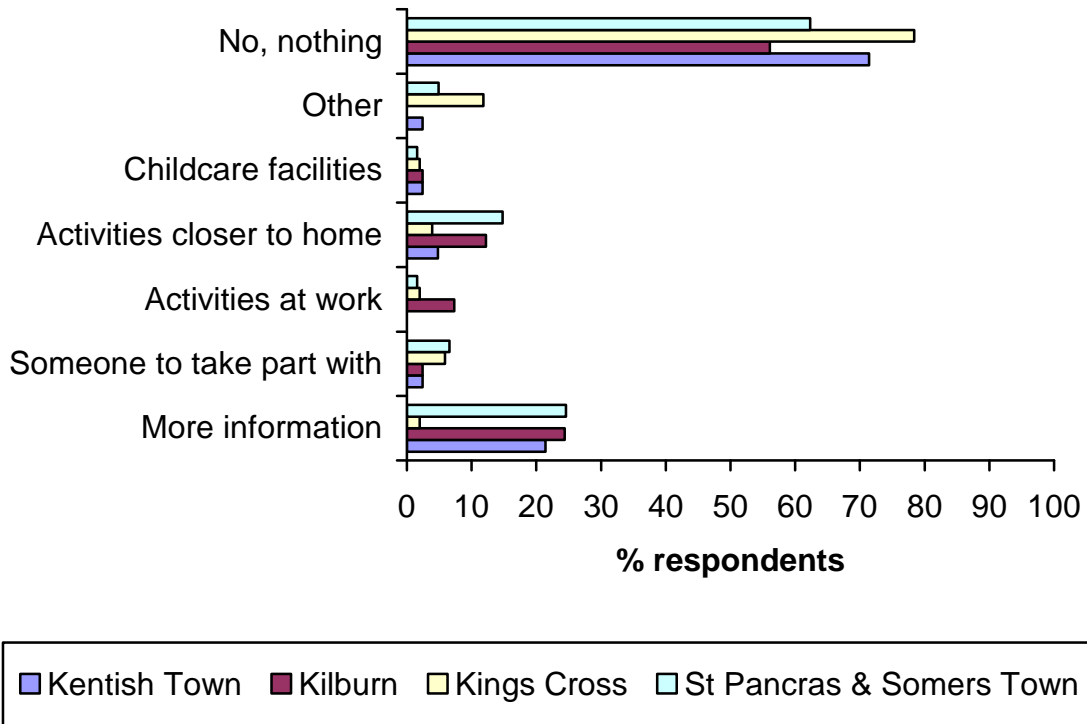
Ward differences

- 6.97 A higher proportion of those not interested in increasing their current level of activity in Kings Cross (78.4%) than the other three wards are unlikely to change their mind. This may be explained by the fact that half of those surveyed in this ward stated that they take part in at least 30 minutes moderate intensity physical activity once or twice a week compared to one third of respondents in Kentish Town, Kilburn and St Pancras & Somers Town.
- 6.98 43.9% of respondents in Kilburn, 37.7% in St Pancras & Somers Town and 28.6% in Kentish Town stated that there were things that might encourage them to do more sport or physical activity.
- 6.99 One quarter of respondents in Kilburn and St Pancras & Somers Town, and just over 20% in Kentish Town, commented that 'More information on what's on and where' might lead them increasing their current level of activity.

6.100 In contrast only 2% of respondents in Kings Cross referenced this factor.

6.101 'Activities closer to home' was a more common response in St Pancras & Somers Town and Kilburn than in the other two wards.

Figure 6.26 Factors by ward



Participation profile differences

6.102 Amongst those who had not taken part in at least 30 minutes of moderate intensity physical activity in the last three months responses mirrored the profile for all respondents as outlined in paragraph 6.88 above.

6.103 However, differences to emerge were that a lower proportion of the respondents participating once in the last three months (38.5%) or once a month (57.1%) stated that 'Nothing' would encourage them to increase their current level of activity.

6.104 Of the respondents not keen on increasing their current level of activity who had participated in moderate intensity physical activity for at least 30 minutes once in the last three months, over half indicated that 'More information on what' on and where' might change their mind.

6.105 20.4% of respondents not keen on increasing their current level of activity who participated in moderate intensity physical activity for at least 30 minutes once a month commented that 'Activities closer to home' might encourage them to do so.

Summary of key findings

6.106 Key primary research findings can be summarised as follows:

- over one third of respondents across Kentish Town, Kilburn, Kings Cross and St Pancras & Somers Town regularly take part in moderate intensity sport or physical activity for at least half an hour
- 44% had not taken part in moderate intensity exercise in the last three months and over half of these people had not taken part in any physical activity in this period
- the most common barriers preventing people from being more active than they are now are work commitments, financial constraints and lack of motivation
- a high proportion of people (51.6%) are interested in increasing their involvement in sport and physical activity, both those who are currently participating and those who are not, and the two main reasons for this are to improve their health and body image
- swimming emerged as the most popular choice of activity followed by going to the gym, fitness classes, jogging and walking
- interest in dance particularly as well as in fitness classes and walking is stronger amongst women than men whilst the reverse for team sports.

6.107 Suggested actions and interventions for addressing identified needs and increasing participation in Camden are presented in Section 9.

SECTION 7

AUDIT OF CURRENT SERVICES AND ACTIVITIES

7. Audit of current services and activities

Introduction

- 7.1 This section reviews the range of sport and physical activity services available for local residents based on an audit that has been prepared using information gathered from comprehensive web research and supporting consultation.
- 7.2 Public, private and voluntary sector organisations were asked to provide and verify details on sport and physical activities they provide to the local community. A total of 30 responses were received. Since not all providers responded, most probably due to constraints on their time, this approach was only partially effective in testing the currency of information listed and its validity is dependent on the accuracy of the source data.
- 7.3 This centralised database nevertheless provides a more extensive resource than available previously and, if maintained, will develop over time.

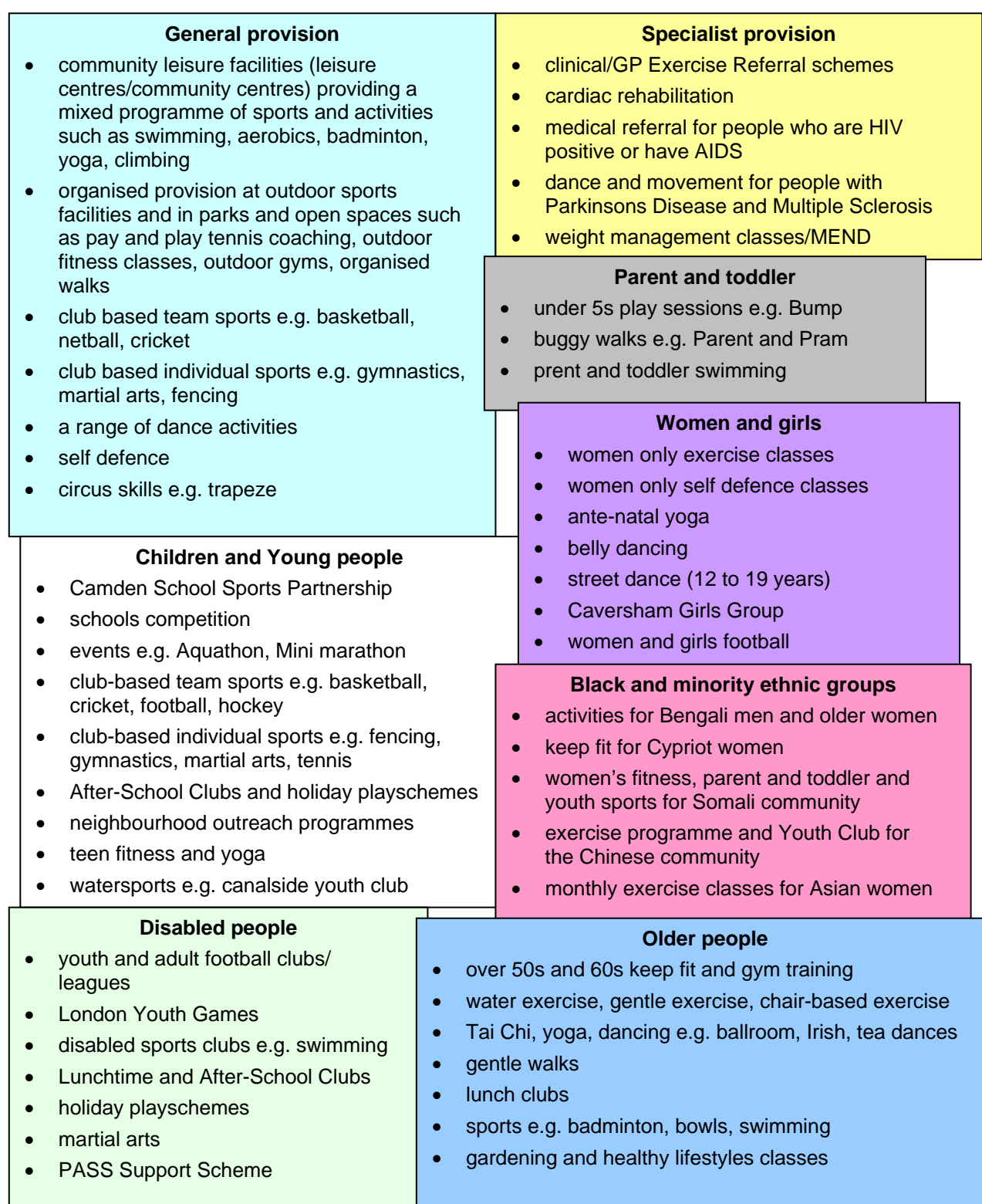
Overview of current provision

- 7.4 Over 225 entries are listed in the database shown at Appendix F, which shows there is a high volume of activity being delivered in different settings across the borough by public, private and voluntary sector providers.
- 7.5 Current provision includes sessions that are run on a daily, weekly and monthly basis as well as seasonal provision, annual and one off events. Figure 7.1 overleaf presents a snapshot of current community provision together with specific services and activities provided for particular target groups.
- 7.6 There is a wide choice of different sports and physical activities catering for different interests, ability levels and age groups. A summary of provision for specific target groups is presented below:

Children and young people

- 80 listings targeting children and young people across a broad spectrum of ages – 8 to 19 years as well as younger age groups
- participation opportunities (e.g. neighbourhood drop in sessions, club coaching sessions, after-school clubs, holiday play schemes) as well as progression and competitive opportunities (e.g. leagues/club competition, Schools Athletics Championships, London Youth Games, Mini marathon, etc)
- twice as many single sport (51) than multi-sport sessions (26)
- football the most commonly provided activity – featuring in roughly one third of entries listed
- wide range of individual activities available including badminton, gymnastics and tennis as well as boxing, fencing, martial arts, triathlon, dance, street dance, trapeze, trampolining and exercise classes (yoga, kick-boxing, fitness), watersports (canoeing, rowing) and abseiling
- girls only sessions in dance as well as in football and basketball
- programmes seeking to achieve wider social inclusion and health outcomes through sport (e.g. Camden United Football Project, Positive Futures, MEND programme).

Figure 7.1 Overview of sport and physical activity provision in Camden



Older people

- 34 activities aimed specifically at the over 50s/60s age groups
- primarily held at community centres with exercise/keep fit classes (68%) by far the most commonly provided activity followed by dancing (32%) and yoga/Tai Chi (32%)
- range of other activities include Badminton, Gardening, Gym/Personal training, Indoor Bowls, Swimming, Table Tennis, Tennis, Gentle walks
- good geographical spread of provision – Camden Town & Primrose Hill, Gospel Oak, Kentish Town, Kings Cross, Hampstead, Haverstock, Highgate, Holborn & Covent Garden, St Pancras & Somers Town and Swiss Cottage.

Disabled people

- 27 activities for disabled people – 19 offering provision for young people and 11 for adults
- all activities for participants with disabilities rather than inclusive activities in a mainstream setting
- strong emphasis on football (wide choice of participative and competitive opportunities) followed by recreational multi-sport sessions.

Black and minority ethnic groups

- activities for Asian, African, Bangladeshi, Bengali, Chinese, Cypriot and Somali communities although many run at a single venue, which could result in accessibility issues for people living in other areas of the Borough
- primarily recreational activities with a focus on exercise and fitness sessions for women
- some youth sports activities but none targeting young people from Asian or Chinese communities.

Emerging issues

7.7 Key issues highlighted through the analysis of current provision are that:

- many providers appear to be focussing on the same target groups e.g. older people and children and young people
- organised walks are predominantly targeted at older people
- there appears to be limited promotion and/or provision of opportunities for adult men to take part in team sports in the borough
- published information does not indicate whether mainstream sports/activities are accessible by disabled people
- advertised opportunities for disabled participants are typically sports/activities specifically for disabled people rather than inclusive sessions.

SECTION 8

ASSESSMENT OF CURRENT FACILITY PROVISION

8. Assessment of current facility provision

Introduction

- 8.1 This section considers indoor and outdoor sports provision across the Borough and evaluates the adequacy of facilities for meeting present and future demand from the local community both in terms of quantitative capacity and accessibility.
- 8.2 It includes a review of the findings and conclusions relating to swimming pool and sports hall provision from the Open Space, Sport and Recreation Study Update August 2008 (OSSRS Update) completed by WS Atkins on behalf of Camden Council. It also presents an analysis of health and fitness and all weather pitch provision. Consideration is given to facilities in Camden as well as those in close proximity to the Borough.
- 8.3 A desktop appraisal of sports facility proposals at BSF sites has formed part of the supply and demand analysis to allow these options to be tested and refined. It is important to use a strategic approach in facility planning to ensure that the right facilities are developed in the right places to best meet the needs of schools and their local communities.

BSF sports facility proposals

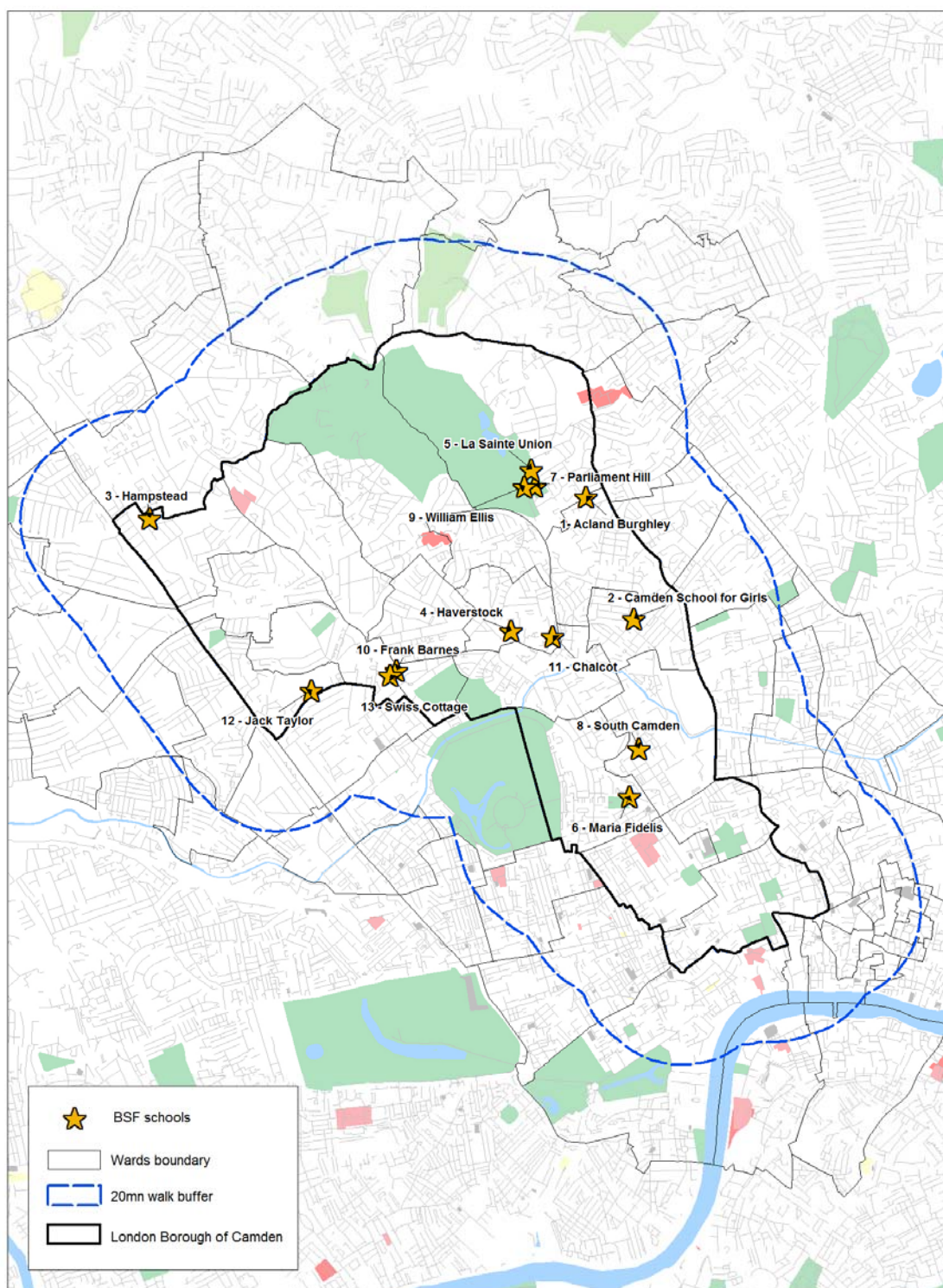
- 8.4 The BSF programme in Camden covers a portfolio of thirteen schools and involves modernisation of existing schools as well as the development of new schools. The location of these sites is illustrated in Map 8.1 overleaf and a summary of the current sports facility proposals summarised in Table 8.1 below.

Table 8.1 BSF School Sports Facility Proposals

School	Sports hall	Multi purpose hall	AWP	Hard play	MUGA	Grass pitch	Tennis courts	Swimming pool	Studio	Gym/H&F
Acland Burghley School			✓✓							✓
Camden School for Girls	✓				✓✓					✓
Chalcot School		✓			✓					
Hampstead School	✓		✓		✓✓				✓	✓
Jack Taylor School (PRU)		✓			✓					
La Sainte Union Catholic School	✓	✓			✓					
Maria Fidelis School	✓			✓	✓					
Parliament Hill School	✓			✓ ✓		✓	✓✓			✓
South Camden Community School			✓	✓						✓
Swiss Cottage Special School	✓				✓✓					
William Ellis School	✓				✓					

* No information was available at the time of writing on proposals for Frank Barnes School and Haverstock School

Map 8.1 BSF school sites in Camden



BSF Schools

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Supply and demand assessment

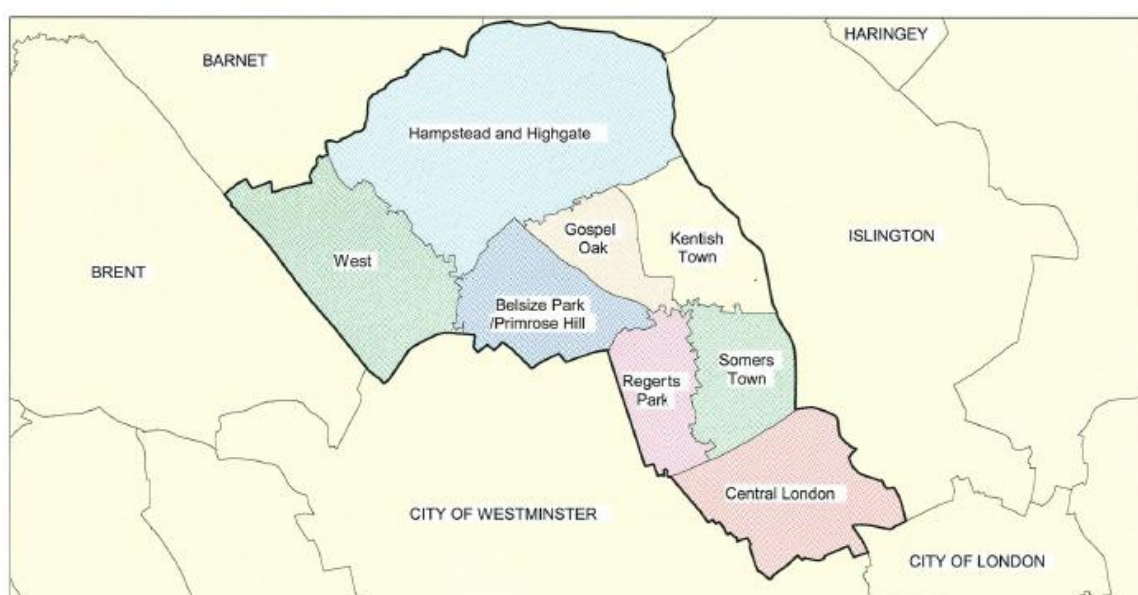
Swimming pools and sports halls

- 8.5 The OSSRS Update included an assessment of sports hall and swimming pool provision in the Borough. It used Sport England's Active Places Power (APP) strategic planning tools to establish the degree to which facilities are able to satisfy local demand both now and in 2026. Key assumptions, findings and conclusions from this work are summarised below.

Analysis areas

- 8.6 The supply and demand assessment was carried out for the borough as a whole and for eight sub-areas. The sub-areas were based on the analysis areas used in the Open Space, Sport and Recreation Study carried out by Knight, Kavanagh & Page in 2004, which were based on Census output areas rather than ward boundaries. The eight analysis areas are shown in Figure 8.1 below.

Figure 8.1 Analysis areas



Supply

- 8.7 Existing sports halls and swimming pools in the Borough were identified using the Sport England APP database. Only those meeting Sport England criteria were included in the supply and demand analysis:
- sports hall facilities greater than three badminton courts in size (or 440sqm) and with clearance for badminton
 - swimming pools larger than 100sqm in size
- 8.8 All other facilities were excluded. The only exception to this was in cases where a smaller hall or pool formed part of a larger group of facilities that met the criteria.
- 8.9 The total capacity of these facilities was then determined using base assumptions set by Sport England. Table 8.2 outlines the stages followed by WS Atkins in calculating total capacity, which is the total number of visits per week that can be accommodated at peak times.

Table 8.2 Stages of the capacity assessment

Facility type	Stages of the capacity assessment
Sports halls	<ul style="list-style-type: none"> • derive the total number of badminton courts accommodated within each sports hall • apply an estimate of the maximum total number of people per badminton court to give the maximum capacity of the hall at any one time • apply an estimate of the total number of hours per week the facility is usually open during peak periods • apply an estimate of the average duration of visit.
Swimming pools	<ul style="list-style-type: none"> • apply an estimate of the minimum total amount of pool space required per person at any one time • apply an estimate of the total number of hours per week facilities are usually open during peak periods • apply an estimate of the average duration of visit.

Demand

- 8.10 The total demand for sports halls and swimming pools in the Borough was calculated as visits per week by applying assumptions of level and frequency of participation¹, broken down by age and gender, to the population of Camden. This was based on Census 2001 population data and GLA 2006 Round Ward Population Projections².

Comparison of supply and demand – sports halls

- 8.11 As shown in Map 8.2 only three sports halls in the Borough can be used by the public on a 'pay and play' basis. Although Somers Town Community Sports Centre is available for use by the local community, access times are restricted due to heavy usage by University College London, South Camden Community School (SCCS) and other schools. The remaining facilities are located at school sites and only available for block bookings by sports clubs and community associations or, in the case of the Central YMCA, can only be used by registered members.
- 8.12 Table 8.3 shows the OSSRS Update findings of the supply and demand assessment for sports halls. The total capacity of existing sports hall provision of 6,773 visits per week was found to be insufficient to meet the total demand of 10,246 visits per week. These findings indicated a deficiency in provision with only two thirds of demand being satisfied.
- 8.13 A breakdown of comparative demand at a more local level showed that demand for sports hall facilities was highest in the West (2,169 visits per week), Hampstead (1,690 visits per week) and Central London (1,682 visits per week) analysis areas.

¹ Based on Sport England Facilities Planning Model (FPM) parameters

² Greater London Authority (GLA) population projections based on information supplied by the borough on new housing capacity

- 8.14 The study also presented a case for the exclusion of registered membership facilities on the basis that Camden has significant pockets of deprivation and residents in these areas would be unable to use such facilities due to issues relating to cost.
- 8.15 Index of Multiple Deprivation 2007 (IMD 2007) statistics show that just under 14,000 residents in Camden live in Lower Layer Super Output Areas (LSOAs)³ that are amongst the 10% most deprived in England and a further 64,000 live in areas that are amongst the 10% to 20% most deprived in the country.
- 8.16 With registered membership facilities removed the level of met demand dropped to 47%.

Table 8.3 Comparison of supply and demand for sports halls – present

Present (Census 2001)	Total demand/ visits per week	Total supply/ visits per week	% demand satisfied
All large indoor sports halls	10,246	6,773	66
Sports halls available to non-registered members	10,246	4,860	47

- 8.17 Table 8.4 below illustrates the relationship between supply and demand for sports hall space in 2026. A new four-court sports hall proposed as part of the Kings Cross development was taken into account, which it was assumed would be open for the maximum period of time during the peak period and open on a 'pay and play' basis to the public. It was assumed that all existing provision would be retained.
- 8.18 Taking new facilities into consideration, as well as the estimated growth in demand due to demographic change, results showed a similar picture to present – available peak time capacity of sports hall provision in 2026 sufficient to meet 63% of total demand or 47% if registered membership facilities were excluded.

Table 8.4 Comparison of supply and demand for sports halls – 2026

Future – 2026 (GLA 2006 Round Ward Population Projections)	Total demand/ visits per week	Total supply/ visits per week	% demand satisfied
All sports halls	12,034	7,583	63
Sports halls available to non-registered members	12,034	5,670	47

- 8.19 The OSSSR Update identified an overall shortfall equivalent to 13 badminton courts, which equates to two four court plus one five court sports hall.

Accessibility

- 8.20 In addition to quantitative capacity it is important to consider the accessibility of provision by applying typical catchment areas to each facility. On the basis of similar studies undertaken in the London area, WS Atkins considered that a 15 minute catchment area for sports halls and swimming pools was the most appropriate catchment for Camden, which they stated was broadly in line with the Sport England's National Benchmarking service figure for indoor facilities.

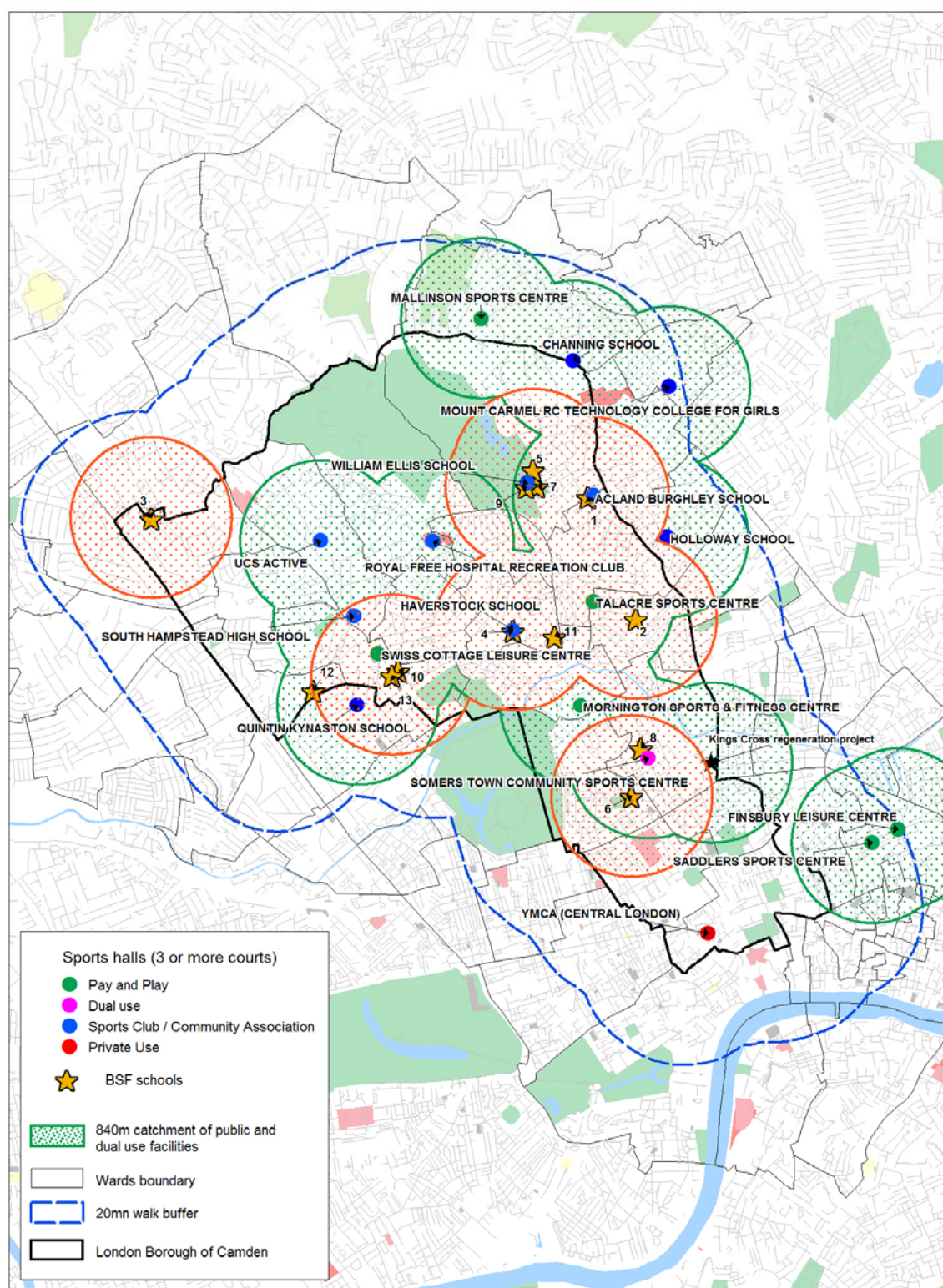
³ Lower Layer Super Output Areas (LSOAs) were built from groups of 2001 Census Output Areas (OAs), typically 4 to 6 (minimum population of 1,000 and a mean population of 1,500)

- 8.21 1,000 street surveys were undertaken at eight locations in the Borough in October 2003 as part of the original OSSR Facilities Needs Assessment work carried out by KKP on behalf of Camden Council. This residents' survey identified that a large proportion of the population (79%) typically travel to indoor facilities by public transport or on foot (45% walk, 22% bus and 12% tube/train).
- 8.22 Accessibility was therefore assessed on the basis of a 15 minute walk time catchment. Using an average walking speed of 4.8 km/hour and a 30% reduction to allow for the fact that most journeys are not 'as the crow flies', the catchment applied by WS Atkins equated to 840m.
- 8.23 Map 8.2 overleaf illustrates that it is primarily areas in the North West of the Borough (Fortune Green, Frognal and Fitzjohns, West Hampstead and Kilburn wards) and in the South East (Bloomsbury and Holborn) that do not fall within easy reach of an existing public sports hall facility.
- 8.24 IMD 2007 statistics indicate that this includes an estimated 18,000 people living in areas classed amongst the 10-20% most deprived in England, most significantly Kilburn (8,637 people).

Implications for the BSF programme

- 8.25 These findings highlight that there is an opportunity to develop sports hall facilities at school sites as part of the BSF programme to help address identified needs by expanding the capacity of local provision and improving access.
- 8.26 There are existing four court sports halls at Acland Burghley School, Haverstock School and William Ellis School. It is understood that sports hall facilities have also been included in proposals at the following six sites:
- Camden School for Girls,
 - Hampstead School
 - La Sainte Union Catholic School
 - Maria Fidelis
 - Parliament Hill
 - Swiss Cottage.
- 8.27 If each of these new facilities was a four court sports hall and, following accepted practice, assumed capacity was reduced by 25% to reflect community use only at evenings and weekends (3 courts per site) the level of new provision would equate to 18 badminton courts. This would satisfy, and exceed, the 13 badminton court shortfall identified in the OSSRS report.
- 8.28 In terms of accessibility, Map 8.2 illustrates that a new sports hall at Hampstead School will serve a distinct catchment from the Fortune Green ward. In contrast the three facilities at La Sainte Union, Parliament Hill and William Ellis schools will serve essentially the same user catchment as well as being in close proximity to Acland Burghley School.
- 8.29 Although the catchments for sports hall facilities at Camden School for Girls and Maria Fidelis School do have a high degree of overlap with existing public and dual use provision they also extend into current areas of geographical deficiency in the wards of Cantelowes and Regents Park and Bloomsbury respectively.

Map 8.2 Sports hall facilities in Camden and neighbouring areas



Sports halls

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Comparison of supply and demand – swimming pools

- 8.30 Table 8.5 presents the OSSRS Update findings of the supply and demand assessment for swimming pools. The total capacity of existing swimming provision was found to be sufficient to satisfy the total demand for swimming of 12,032 visits per week calculated using Sport England Active Places Power planning tools. These initial findings suggested a surplus of provision with available capacity more than double the present level of demand.
- 8.31 However, the assessment highlighted that many of the swimming pools in the Borough (57%) are only accessible for use on a registered membership basis. As outlined in paragraph 8.15 above, whilst Sport England recommends that these facilities are included it was considered that cost factors would prohibit those residents experiencing multiple deprivation from using such facilities. When registered membership facilities were excluded, the total proportion of satisfied demand fell from 219% to 93%.

Table 8.5 Comparison of supply and demand for swimming pools - present

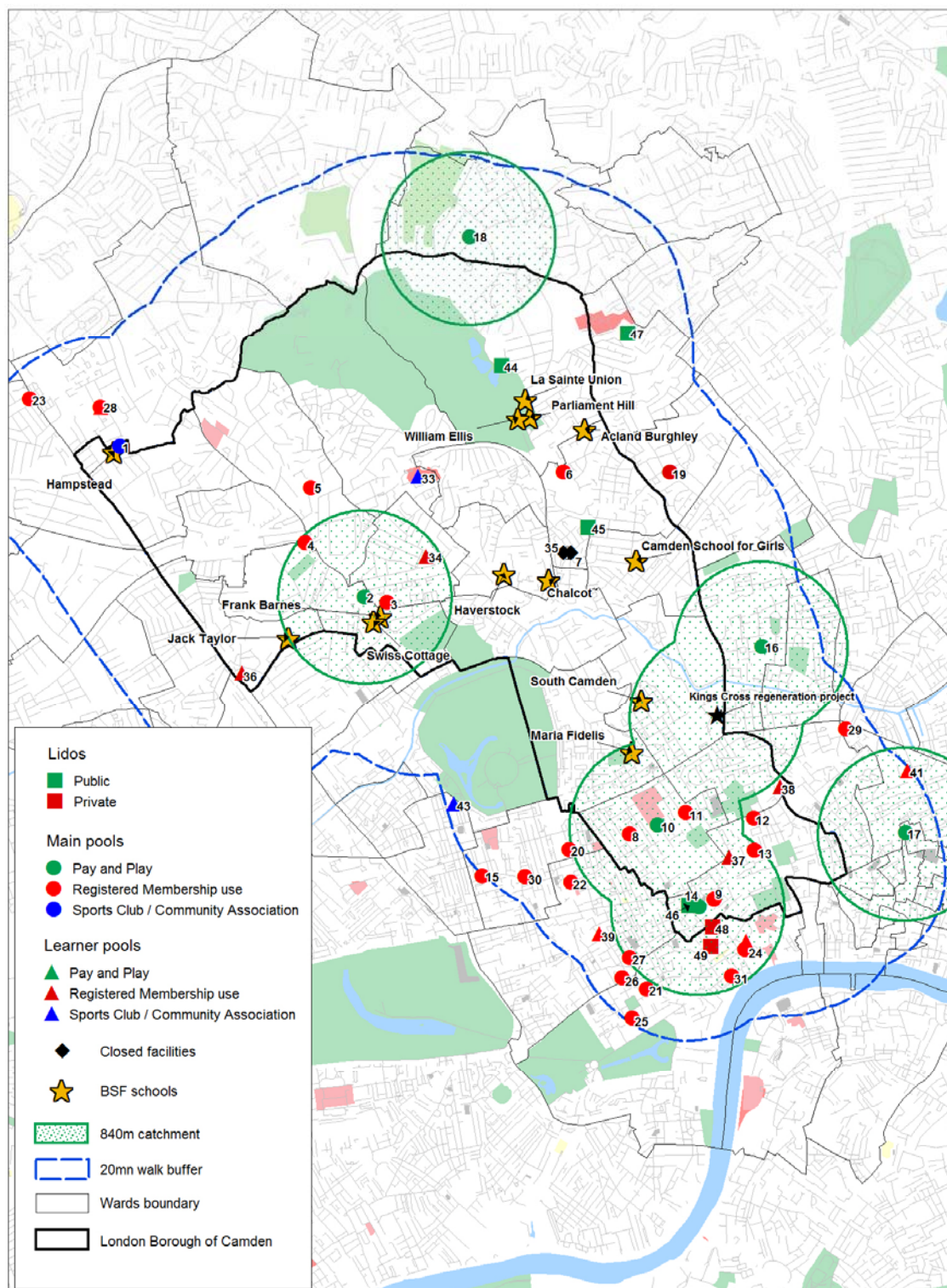
Present (Census 2001)	Total demand/ visits per week	Total supply/ visits per week	% demand satisfied
All swimming pools	12,032	26,324	219
Swimming pools available to non-registered members	12,032	11,182	93

- 8.32 Table 8.6 below illustrates the relationship between supply and demand for swimming pool space in 2026. Proposed new swimming pool provision as part of the Kings Cross development was taken into account, which comprised one additional main pool (25m x 10m) and one learner pool (15m x 10m). It was assumed that this facility would be open for the maximum period of time during the peak period and open on a 'pay and play' basis to the public. It was assumed that all existing provision would be retained.
- 8.33 Taking new facilities into consideration, as well as the estimated growth in demand due to demographic change, results showed there would still be sufficient supply in 2026 to meet a higher projected demand of 14,700 visits per week.
- 8.34 When registered membership facilities were excluded, the capacity of the remaining facilities was found to be sufficient to satisfy 98% of demand within the Borough.
- 8.35 However in street survey findings showed a strong level of interest in swimming amongst local residents keen to become more active and it is therefore recommended the capacity of existing public provision is optimised through its programming and opportunities to widen access to private membership facilities is explored.

Table 8.6 Comparison of supply and demand for swimming pools – 2026

Future – 2026 (GLA 2006 Round Ward Population Projections)	Total demand/ visits per week	Total supply/ visits per week	% demand satisfied
All swimming pools	14,716	29,574	201
Swimming pools available to non-registered members	14,716	14,432	98

Map 8.3 Swimming pool facilities in Camden and neighbouring areas (facility reference key overleaf)



Swimming pools

Based on Mapinfo Streetpro data. Crown copyright. PMP Ltd

Map reference key – swimming pools:

No.	Facility Name
-----	---------------

Main pools

- | | |
|----|--|
| 1 | Hampstead School |
| 2 | Swiss Cottage Leisure Centre |
| 3 | Marriott Leisure Club (Regents Park) |
| 4 | Esporta Health & Fitness (Swiss Cottage) |
| 5 | UCS Active |
| 6 | LA Fitness (Highgate) |
| 7 | Kentish Town Sports Centre (currently closed) |
| 8 | Fitness First Health Club (Tottenham Court Road) |
| 9 | YMCA (Central London) |
| 10 | Energy Base |
| 11 | Bannatynes Health Club (Russell Square) |
| 12 | Cannons Health Club (Bloomsbury) |
| 13 | LA Fitness (Holborn) |
| 14 | Oasis Sports Centre (Holborn) |
| 15 | Fitness First Baker St |
| 16 | Cally Pool |
| 17 | Golden Lane Leisure Centre |
| 18 | Mallinson Sports Centre |
| 19 | Holloway School |
| 20 | LA Fitness (Hallam Street) |
| 21 | LA Fitness (Piccadilly) |
| 22 | Langham Health Club |
| 23 | Manor Health & Leisure Club (Cricklewood) |
| 24 | One Aldwych |
| 25 | Royal Automobile Club |
| 26 | The Piccadilly Health Club |
| 27 | Third Space Health Club |
| 28 | Virgin Active Club (Cricklewood) |
| 29 | Virgin Active Club (Islington) |
| 30 | Virgin Active Club (Marylebone) |
| 31 | Virgin Active Club (Strand) |
| 32 | Fitness First (Baker Street) |

Learner pools

- | | |
|----|---|
| 33 | Royal Free Hospital Recreation Club |
| 34 | Springhealth Leisure Club (Hampstead) |
| 35 | Kentish Town Sports Centre (currently closed) |
| 36 | Bannatynes Health Club (Maida Vale) |
| 37 | Holborn Health & Fitness Club |
| 38 | Inspirations Leisure Club |
| 39 | Cannons Health Club (West End) |
| 40 | LA Fitness (Waldorf) |
| 41 | Otium Leisure Club (City Barbican) |
| 42 | Virgin Active Club (Cricklewood) |
| 43 | Francis Holland School |

Lidos

- | | |
|----|-------------------------------|
| 44 | Hampstead Bathing Pond |
| 45 | Parliament Hill Lido |
| 46 | Oasis Sports Centre (Holborn) |

Accessibility

- 8.36 In addition to quantitative capacity it is important to consider the accessibility of provision by applying 15 minute walk time catchment to each facility, which is in line with the rationale set out in paragraph 8.18.
- 8.37 Map 8.3 above illustrates that the majority of residents in the North West of the Borough (Fortune Green, West Hampstead, Kilburn, Frognal & Fitzjohns, Hampstead Town and Gospel Oak) and in the wards of Regents Park and St Pancras and Somers Town are unable to reach a public swimming facility (including lidos) on foot within 15 minutes.
- 8.38 IMD 2007 statistics indicate that this includes an estimated 34,000 people who live in areas of the borough classed amongst the 20% most deprived in England. A more detailed breakdown by ward is presented in Table 8.7 below, which shows that Gospel Oak, Regents Park and St Pancras & Somers Town are the wards with highest levels of deprivation.

Table 8.7 Estimate of the number of people in areas of high deprivation not living within a 15 minute walk of a public swimming pool facility

Ward	10% most deprived		10-20% most deprived	
	Number LSOAs	Population	Number LSOAs	Population
Fortune Green	0	0	1	1,920
West Hampstead	0	0	2	3,522
Kilburn	0	0	5	8,637
Gospel Oak	2	3,495	1	1,680
Regents Park	1	1,632	5	8,301
St Pancras & Somers Town	1	1,776	6	10,224
Total	4	6,903	20	34,284

- 8.39 Although new swimming pool provision in the Kings Cross development has a catchment that overlaps with pay and play facilities at Energy Base within the Borough and Cally Pool in neighbouring Islington it will improve accessibility to provision for residents in St Pancras and Somers Town, which is particularly important in light of primary research findings and levels of deprivation.

Implications for the BSF programme

- 8.40 No swimming pool facilities have been included within the BSF proposals since they are not eligible for funding under the programme.
- 8.41 In terms of its location a new swimming pool facility at the SCCS/Somers Town Community Sports Centre site would serve a more distinct catchment than the proposed Kings Cross development and one that would extend across areas of current deficiency in the St Pancras and Somers Town, Regents Park and Camden Town with Primrose Hill wards. This facility would also be within walking distance of a number of primary schools linked to SCCS.

- 8.42 However, it is recognised that there are development constraints at the SCCS/ Somers Town Community Sports Centre site, particularly as a mix of indoor and outdoor space provision is required to meet the curriculum needs of the school.
- 8.43 Whilst there are other pockets within the Borough that fall outside of the catchment of a public swimming pool, residents in the Highgate ward do have seasonal access to two lido facilities and the 'business areas' of Bloomsbury and Holborn are well served by registered membership facilities and Oasis Sports Centre.

Health and fitness provision

- 8.44 An assessment of health and fitness provision in the Borough did not form part of the previous WS Atkins work so has been carried out as part of this study. A supply and demand analysis has been undertaken using PMP's in-house supply and demand modelling software, Mapping the Future™ (MtF), which builds upon Sport England parameters to assess the level of need for this facility type.
- 8.45 The assessment is based on an analysis of the demographic profile of the resident population within the Borough. Population statistics have been drawn from Census 2001 and GLA 2006 Round Ward Population Projections. Key assumptions relating to the supply and demand calculation for health and fitness facilities are as follows:
- proportion of peak time visits is 65% (36 peak hours per week)
 - average duration of visit is 60 minutes
 - average number of visits is 1.5 times a week
 - at one time capacity calculated as a ratio of one user per station.
- 8.46 These base assumptions have been developed using PMP's experience and knowledge of the fitness sector (eg number of visits per week, peak hours, etc). These have been tested and validated with various clients and leisure operators over the years but have not been derived from a single piece of research.
- 8.47 The PMP demand model has been tested and withstood scrutiny at public inquiry. However, it is important to note that theoretical modelling is only one way of assessing demand for health and fitness and, while measured in stations, should be interpreted recognising that a margin of error exists.

Supply

- 8.48 Existing health and fitness facilities in the Borough were identified using the Sport England APP database and checked with the London Borough of Camden leisure team.
- 8.49 A total of 42 health and fitness facilities are located within the Borough and a further 52 within a 20 minute walk time buffer of the borough boundary.
- 8.50 Following the successful use of free-to-use outdoor gyms in China, America, Australia and several UK locations, (including overwhelming success in the London Boroughs of Richmond and Islington), 10 outdoor gyms funded by Camden PCT are in the process of being installed at the following sites across the borough:
- Talacre Sports Centre, Haverstock

- Polygon Open Space, St Pancras & Somers Town
- Cantelowes Park, Cantelowes
- Kilburn Grange Park, Kilburn
- Cumberland Market Open Space, Regent's Park
- Maygrove Peace Park, West Hampstead
- Lismore Circus, Gospel Oak
- Malden Road, Haverstock
- Swiss Cottage Sports Centre, Swiss Cottage
- Argyll Square Open Space, King's Cross.

Demand

- 8.51 The total demand for health and fitness facilities in the Borough was calculated as number of stations by applying assumptions of participation and frequency of participation, broken down by age and gender, to the population of Camden.

Comparison of supply and demand – health and fitness

- 8.52 Table 8.8 presents the findings for the supply and demand assessment for health and fitness facilities.
- 8.53 This indicates a surplus of provision with available capacity exceeding the current level of demand. However, it should be recognised that there is a large 'working population' that travels into the borough during the week, which generates a high demand for health and fitness facilities in 'Business Centres' such as Holborn, Tottenham Court Road and Euston that is reflected in the level of facility provision.
- 8.54 It is important to note once again that many of the facilities in the Borough are private health and fitness clubs (75%) and that cost factors are likely to prohibit those residents experiencing multiple deprivation from using such facilities.
- 8.55 When registered membership facilities are excluded from the modelling, the total proportion of satisfied demand falls to 78%.

Table 8.8 Comparison of supply and demand for health and fitness – present

Present (Census 2001)	Total demand/ no. stations	Total supply/ no. stations	% demand satisfied
All health and fitness	892	2,343	263
Health and fitness available to non-registered members	892	692	78

- 8.56 Table 8.9 below illustrates the relationship between supply and demand for health and fitness provision in 2016. This assumes that both Jubilee Waterside Centre (12 stations) and Kentish Town Sports Centre (50 stations) will, when re-opened, have health and fitness suites in line with current provision. It also assumes that new provision at Kings Cross will be comparable to the scale of provision at Swiss Cottage Leisure Centre (132 stations).
- 8.57 These results show there would still be sufficient supply in 2016 to meet a slightly higher projected demand equivalent to 935 stations. Once again available peak time capacity exceeds the demand generated from the resident population in Camden as a whole. With the exclusion of private membership facilities the capacity of the remaining facilities was found to be sufficient to satisfy 95% of demand within the Borough.

Table 8.9 Comparison of supply and demand for health and fitness – 2016

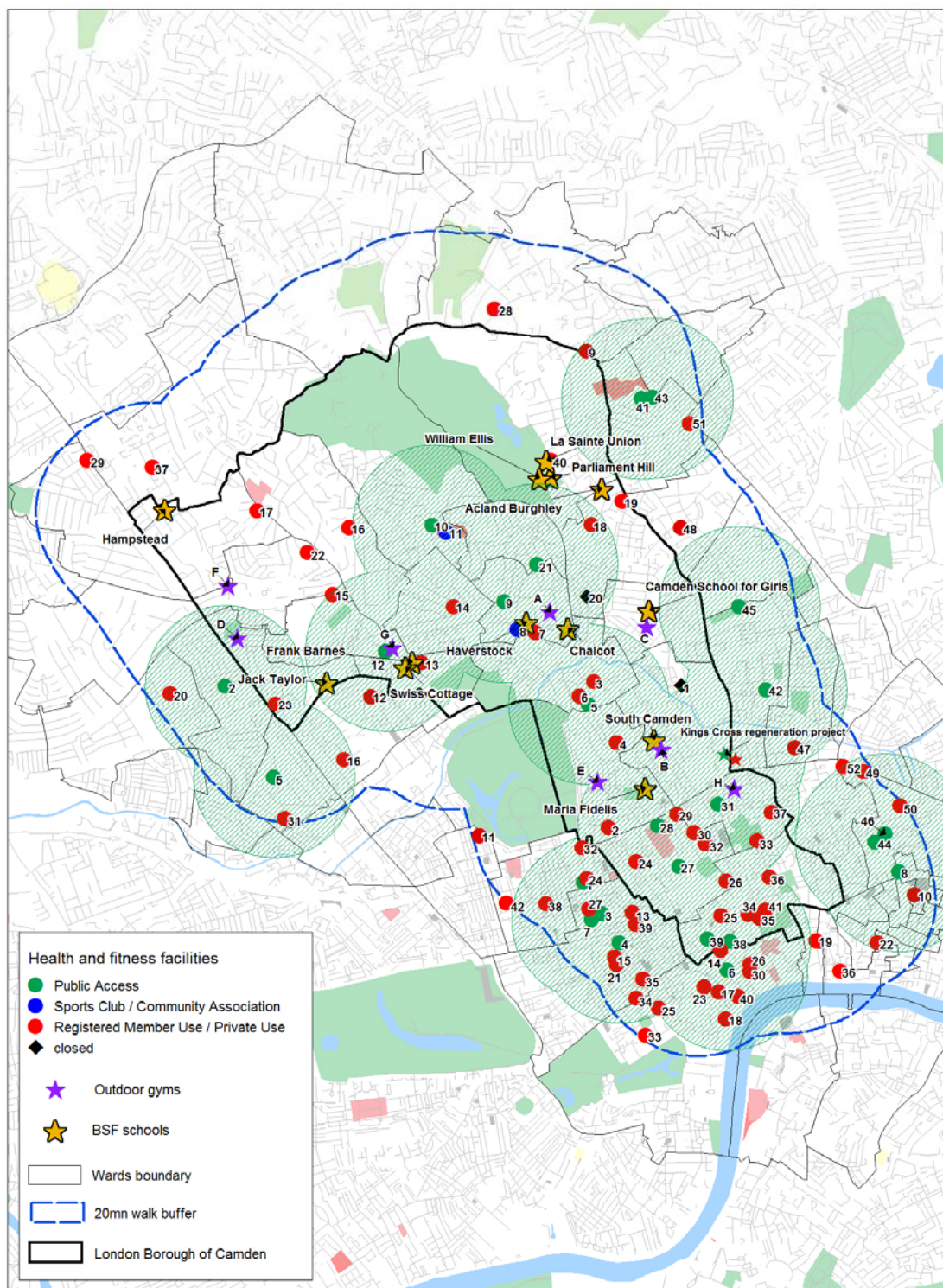
Future 2016 (projections based on mid-2004 estimates)	Total demand/ visits per week	Total supply/ visits per week	% demand satisfied
All health and fitness	935	2,537	271
Health and fitness available to non-registered members	935	886	95

- 8.58 It should be emphasised that primary research findings showed a strong level of interest in going to the gym amongst local residents keen to become more active and that sports centres and open spaces were two of the popular settings where people would like to take part in their chosen activity.
- 8.59 These findings present a case to support the introduction of outdoor gyms within the borough and suggest that there may be a rationale for reviewing the scale of planned re-provision at Jubilee Waterside Centre and/or Kentish Town Sports Centre.

Accessibility

- 8.60 As outlined previously it is important to consider the accessibility of provision by applying 15 minute walk time catchment to each facility, which is in line with the rationale set out in paragraph 8.18.
- 8.61 Map 8.4 overleaf illustrates that the most significant areas of geographical need are in the North West of the Borough (Fortune Green, West Hampstead, Frognal and Fitjohns wards), in the East (Kentish Town and Cantelowes wards) and in Highgate ward, where residents are unable to reach a public health and fitness facility on foot within 15 minutes.
- 8.62 IMD 2007 statistics indicate that this includes an estimated 12,200 people who live in areas of the borough classed amongst the 10-20% most deprived in England, particularly those in Cantelowes (5,100) and West Hampstead (3,500) as well as Fortune Green (1,900) and Kentish Town (1,700).

Map 8.4 Health and fitness facilities in Camden and neighbouring areas (facility reference key overleaf)



Health and fitness facilities

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Map reference key – health and fitness:

No.	Facility Name
1	Jubilee Waterside Centre
2	Virgin Active Club (Regent's Park)
3	Soho Gyms (Camden Town Gym)
4	Kieser Training 1
5	Mornington Sports & Fitness Centre
6	Fitness First Health Club (Camden)
7	Fitness First For Women (Chalk Farm)
8	Haverstock School
9	Maitland Park Gym
10	The Armoury (Hampstead)
11	Royal Free Hospital Recreation Club
12	Swiss Cottage Leisure Centre
13	Marriott Leisure Club (Regents Park)
14	Springhealth Leisure Club (Hampstead)
15	Esporta Health & Fitness (Swiss Cottage)
16	UCS Active
17	The Fitness Lounge
18	LA Fitness (Highgate)
19	Maximum Fitness
20	Kentish Town Sports Centre
21	Queens Crescent Gym
22	Cumberland Lawn Tennis Club And Hampstead Cricket Club
23	Bannatynes Health Club (Maida Vale)
24	Fitness First Health Club (Tottenham Court Road)
25	YMCA (Central London)
26	Holborn Health & Fitness Club
27	Energy Base
28	University College London (Bloomsbury Fitness)
29	Profile Health & Fitness
30	Bannatynes Health Club (Russell Square)
31	One Kx
32	Fitness First Health Club (Bloomsbury)
33	Cannons Health Club (Bloomsbury)
34	Gymbox (High Holborn)
35	Fitness First Health Club (High Holborn)
36	LA Fitness (Holborn)
37	Inspirations Leisure Club
38	Soho Gyms (Covent Garden)
39	Oasis Sports Centre (Holborn)
40	La Sainte Union Catholic Secondary School
41	Renaissance Hotel Health & Fitness
42	Fitness First (Baker Street)
A	Taleacre Gardens
B	Polygon Open Space
C	Cantelowes Gardens
D	Kilburn Grange Park
E	Cumberland Market Open Space
F	Maygrove Peace Park
G	Swiss Cottage
H	Argyle Square Open Space

A key for health and facilities in neighbouring boroughs that fall within a 20 minute walk of the borough boundary is shown at Appendix G

Implications for the BSF programme

- 8.63 The development of fitness facilities at Camden School for Girls, Acland Burghley School and Hampstead School could improve access to facility provision in identified areas of need. A more localised supply and demand assessment has been used to establish the potential for development of community health and fitness facilities at the two BSF sample schools – SCCS and Swiss Cottage School.
- 8.64 The demand for health and fitness from the population within a 15 minute walk of these sites and the extent to which this is satisfied by existing provision has been assessed. Current competition within a 30 minute walk time of the sites has been taken into account to reflect the fact that facilities in this catchment would be equidistant for those living at the outer edge of the school catchments.
- 8.65 Once again since these schools are situated in areas of high deprivation, only public facilities accessible to people on a 'pay and play' basis have been considered.

South Camden Community School (SCCS)

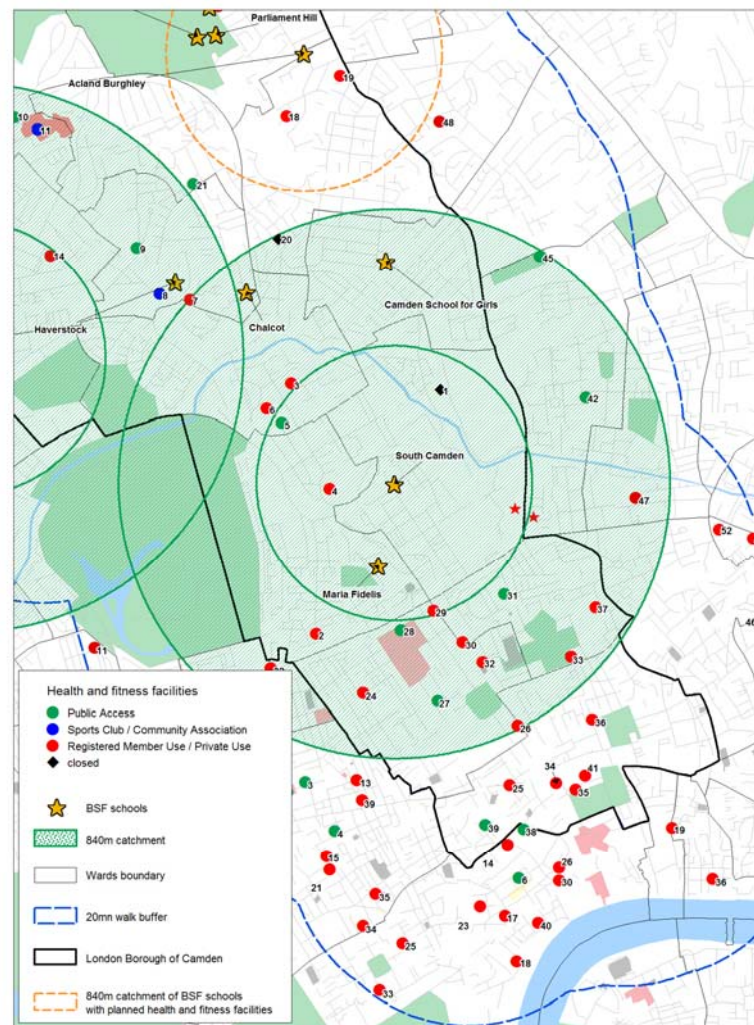
- 8.66 The peak time demand for health and fitness provision from the population within a 15 minute walk of SCCS equates to 83 stations. The capacity of existing public provision within this catchment is 145 stations, which appears to be sufficient to satisfy local demand and to offer user choice through small (One KX, 15 stations) and large (Morningson Sports & Fitness Centre, 130 stations) facilities.
- 8.67 As shown in Map 8.5 overleaf Jubilee Waterside Centre and the Kings Cross development will further increase capacity and improve accessibility in future years. However, other factors do need to be taken into consideration.
- 8.68 Firstly, proposals at SCCS involve relocation of a small Youth Service run fitness suite currently situated at Somers Town Youth Centre, which has been used by the school since September 2008. This is currently 15 stations but ideally would need to cater for 25 pupils to meet school teaching requirements.
- 8.69 Secondly, only two of the existing fitness facilities in the Borough are Inclusive Fitness Initiative (IFI) accredited (Swiss Cottage Sports Centre and Central YMCA), which highlights a need for fitness facilities suitable for disabled users. Since "inclusion" is one of the SCCS core values and there are disabled pupils that attend the school, a case could be made for the provision of an inclusive fitness facility to address an identified local need.
- 8.70 Thirdly, SCCS is situated in St Pancras & Somers Town. Residents in this ward were shown through primary research to be interested in becoming more active and in going to the gym. In addition analysis of Sport England Market Segmentation suggested latent demand for gym provision and group exercise from female residents in the SCCS catchment.
- 8.71 Finally, research evidence⁴ indicates that some audiences continue to be intimidated by mainstream fitness facilities.

⁴ Qualitative Health Research. March 2003. Volume 13. Pages 358 to 377.

SECTION 8 – ASSESSMENT OF CURRENT FACILITY PROVISION

- 8.72 On this basis it is believed that there could be a case for development of a modest “community fitness facility” at SCCS, which focuses on inclusivity, affordability and offering a welcoming environment.
- 8.73 Community fitness facilities are being run successfully at school sites around the country by operators such as Attiva Health Clubs. Schools are logical venues as they have the right profile within communities and offer facilities such as parking. Fitness facilities are most popular in the late afternoons and early evenings, with peak times typically from 5pm to 9pm. This fits very well with the school day.
- 8.74 Schools, on the other hand, can access the facilities during the day for use in PE lessons. The facilities often appeal to the large number of students who are not interested in conventional sport but who are motivated by exercise and keeping fit. There is a particularly important role in keeping girls fit and active at a time in their lives when their physical activity levels are often at their lowest⁵.

Map 8.5 Health and fitness facilities close to South Camden Community School



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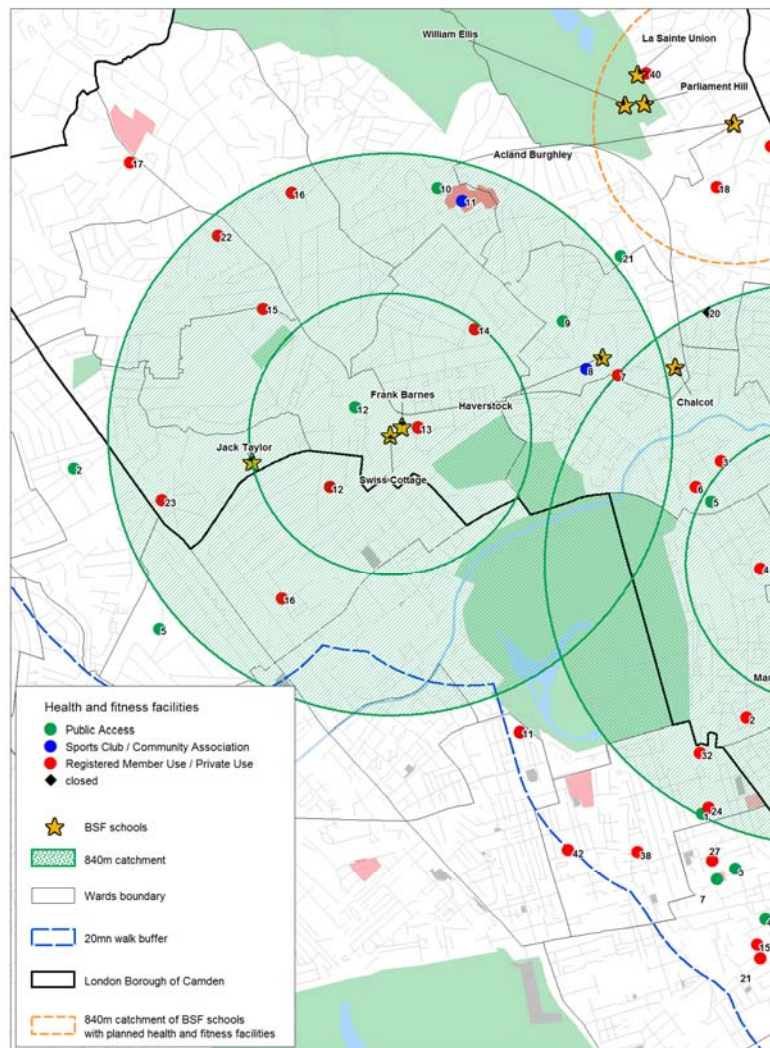
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⁵ At least five a week report. Chief Medical Officer. 2004.

Swiss Cottage Special School

- 8.75 Within the Swiss Cottage Special School catchment peak time demand for health and fitness provision from the population within a 15 minute walk equates to 94 stations. Swiss Cottage Leisure Centre is in close proximity to the school site and has a 132 station health and fitness suite, which satisfies quantitative demand.
- 8.76 Although some users within the Swiss Cottage School catchment do fall within a 15 minute walk of The Armoury (51 stations) and/or Maitland Park Gym (16 stations) facilities, Swiss Cottage Leisure Centre is the only public facility accessible to the majority of residents in this area.
- 8.77 In light of the fact that Swiss Cottage is a Special School the limited number of fitness facilities catering for the needs of disabled users in the Borough should be taken into consideration in addition to the potential demand for smaller, less mainstream 'community' fitness facilities.

Map 8.6 Health and fitness facilities close to Swiss Cottage Special School



Health and fitness facilities

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Outdoor provision

Outdoor courts

- 8.78 In terms of outdoor sports provision the OSSRS Update outlined that there are presently 22 public tennis courts in the Borough all of hard surface and unsuitable for competition based on the Lawn Tennis Association (LTA) Court Surface Guide. The estimated capacity of these courts (3,388 matches per month) was deemed sufficient to meet existing and future needs of Camden residents but the need to increase the quality of provision was identified.
- 8.79 A floodlit four netball court facility is provided at Camden Town Sports Pitch.

Grass pitches

- 8.80 The OSSRS Update study reported that the number of grass pitches in the Borough is low and that there is limited opportunity to provide additional pitches. With Camden offering well below the national average of pitches per person (football, cricket and rugby) it highlighted the importance of retaining existing provision and ensuring it is of high quality.
- 8.81 In their responses to a recent online sports club survey both Belsize Park Rugby Club and Hampstead Football Club highlighted issues regarding the quantity, quality/suitability, accessibility and cost of training and match facilities in the Borough. Current facilities used by these clubs include Regents Park (football and rugby) as well as Talacre Sports Centre, Kentish Town Sports Centre, Acland Burghley School and Parliament Hill (football).
- 8.82 Chase Lodge is a large sports ground situated in the London Borough of Barnet but owned by Camden Council. The Council is planning to go to the market of local sports clubs for a development and management agreement. Hampstead Football Club and Kentish Town Football Club have formed a coalition in anticipation and plan to submit a joint proposal. There may be other interested parties including those based outside of Camden but the Council's preference is for a Camden-based organisation to manage and operate the site.

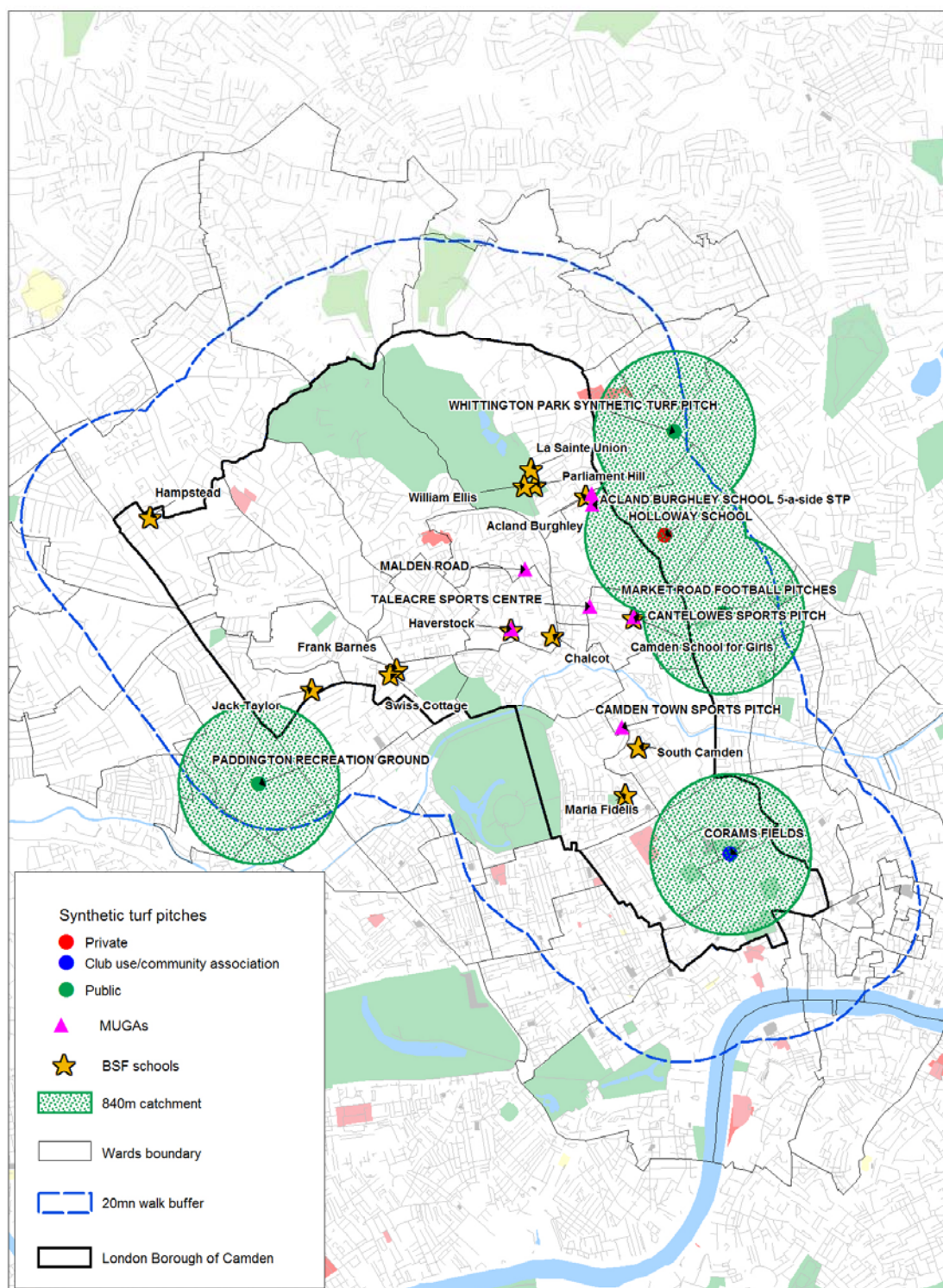
Implications for the BSF programme

- 8.83 The provision of a grass playing field is included in the proposals for Parliament Hill School. In light of the low number of pitches in Camden it is important that out of school hours access and pitch specification (drainage, etc) enable weekend use by local sports clubs.

All weather pitches

- 8.84 There is only one full size synthetic turf pitch in the Borough situated at Corams Fields, which has a 3G surface. It is run by a charitable organisation for young people but can be booked by sports clubs and community associations.
- 8.85 One of the only recognised industry standards outlines that the minimum level of provision should be one pitch per 60,000 head of population, which equates to four synthetic turf pitches for Camden.
- 8.86 Existing all weather pitch provision includes seven tarmac sports pitches, which are generally 60m by 40m in size. Camden Town Sports Pitch and Maldon Road are floodlit facilities as is the tarmac multi-use games area (50m x 30m) in Taleacre Park. It includes sand-based synthetic 5-a-side pitches at Acland Burghley School and Swiss Cottage Sports Centre.

Map 8.7 All weather pitch facilities in Camden and neighbouring areas



All weather pitches

Based on Mapinfo Streetpro data. Crown copyright. PMP Ltd

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- 8.87 Map 8.7 illustrates that these are clustered in the Haverstock, Kentish Town and Cantelowes wards and that there are geographical gaps in provision, particularly in the West and North West of the Borough.
- 8.88 The GLA Supplementary Planning Guidance puts forward a typology of playable spaces that includes doorstep playable space, local playable space, neighbourhood playable space and youth space.
- 8.89 Youth space (200sqm) comprises social space for young people aged 12 and over to meet and hang out and take part in informal sport or physical recreational activities. Facilities can include space for informal sport, multi ball court, basketball court, climbing wall, MUGA, skatepark, BMX track, seating area, youth shelter and landscaping.
- 8.90 In terms of youth provision, the OSSRS Update states that Camden has 72 MUGA facilities and that Somers Town has the highest number of MUGAs (15) and the largest total provision of children's play space per child of all eight analysis areas in the borough.

Implications for BSF

- 8.91 Headline calculations suggest a deficiency in full size synthetic turf pitch provision and this issue was also reinforced by a stakeholder consulted as part of the needs assessment work. There could be potential for this deficiency to be addressed through the BSF programme although site constraints mean opportunities are limited.
- 8.92 It is understood that all weather pitch facilities have also been included in proposals at the following three sites but that the surface of these areas will need to be suitable for use as outdoor hard play areas used by pupils during break times and lunchtimes.
- Acland Burghley School (2,764m² and 1,201m²)
 - Hampstead School (2,371.50m²)
 - South Camden Community School (90m x 45m, 4,050m²).
- 8.93 In terms of pitch dimensions only the all weather pitch at South Camden Community School meets the minimum length and width requirements for an 11-a-side football pitch. However, discussions with the school have highlighted that a synthetic surface over this entire area would not allow the required flexibility of use of this outdoor space since the pitch sits within an assigned 7,180m² hard play area.
- 8.94 In addition to 11-a-side club, school or park pitches the Football Foundation provides guidelines for a range of small side pitches including Futsal and Mini Soccer. Two of the objectives of the FA National Facilities Plan are to:
- develop small side grass pitches at football clubs, schools, local authorities and other sites across the country
 - develop floodlit multi-use games areas (MUGAs).

- 8.95 MUGA facilities are currently included in the sports facility proposals at eight of the BSF school sites:
- Camden School for Girls (2 separate areas, no dimensions given)
 - Chalcot School (approx 575m²)
 - Hampstead School (no dimensions given)
 - Jack Taylor School PRU (resurfaced area, no dimensions given)
 - La Sainte Union Catholic School (2,109m²)
 - Maria Fidelis School (within 2,274m² hard play area)
 - Swiss Cottage Special School (2 separate areas, no dimensions given)
 - William Ellis School (2 court, 2,947.88m²).
- 8.96 It is recommended that the specification (floodlighting, surface type, markings, etc) and out of school hours access requirements are key considerations to enable community use to be optimised.

Summary of key findings

- 8.97 Camden is the 2nd most densely populated of the London boroughs covering an area of 2,172 hectares and with a total population of 198,020 (Census 2001). The population is predicted to rise to 218,500 (GLA 2006 Round Projections), which will intensify demand for open space as well as indoor and outdoor sports provision.
- 8.98 This highlights the importance of ensuring that existing outdoor provision is maintained to a high standard of quality and that available indoor and outdoor spaces are used flexibly to support formal and informal active recreation. A recent example of this type of practice is the introduction of a network of outdoor gyms.
- 8.99 Key points identified through the facility assessment are follows:

Facility type	Summary of key findings
Sports halls	<ul style="list-style-type: none"> • there are 11 sports halls in Camden and seven situated just outside the boundary with generally good geographical distribution across the borough, which will be improved further following the development of a new facility as part of the Kings Cross regeneration project • however a further 13 badminton courts are required to meet local demand, which equates to two four court plus one five court sports hall

Facility type	Summary of key findings
Sports halls	<ul style="list-style-type: none"> development of four court sports halls at five BSF sites residents in some areas do not live within a 15 minute walk of this type of facility (Fortune Green, Frognals and Fitzjohns, West Hampstead, Kilburn in the North West and Regents Park, Bloomsbury, Holborn and Kings Cross in the South) IMD 2007 statistics indicate that this includes an estimated 18,000 people living in areas classed amongst the 10-20% most deprived in England, most significantly Kilburn (8,637 people) sufficient to address quantitative shortfall if public not club/association use assumed new sports hall facility at Hampstead School situated in an area of geographical need and would serve a distinct catchment in the north west of the Borough facilities at La Sainte Union, Parliament Hill and William Ellis schools will serve the same local user catchment as well as being in close proximity to Acland Burghley School user catchments for sports hall facilities at Camden School for Girls and Maria Fidelis School have a high degree of overlap with existing public and dual use provision but do extend into current areas of geographical deficiency in the wards of Cantelowes and Regents Park and Bloomsbury respectively.
Swimming pools	<ul style="list-style-type: none"> sufficient water space to meet present and future demand with six publicly accessible swimming pools, three lidos and 24 private facilities in the borough currently and plans to re-open Kentish Town Sports Centre and develop a new facility in the Kings Cross area a strong level of interest in swimming amongst residents keen to become more active shown through primary research, which highlights the importance of optimising the capacity of existing public provision through programming and exploring opportunities to widen access to private membership facilities residents in the North West quadrant and Regents Park and St Pancras & Somers Town wards who are unable to walk to a public swimming facility within 15 minutes including an estimated 34,000 people who live in areas of the borough classed amongst the 20% most deprived in England development of new swimming pool provision as part of the Kings Cross regeneration will improve accessibility to provision for residents in St Pancras and Somers Town, which is particularly important in light of primary research findings and levels of deprivation swimming pool provision not eligible for funding through the BSF programme.

SECTION 8 – ASSESSMENT OF CURRENT FACILITY PROVISION

Facility type	Summary of key findings
Health & fitness	<ul style="list-style-type: none"> there are 42 health and fitness facilities located within the Borough (a further 52 within a 20 minute walk time of the boundary) although only 25% of facilities in Camden offer 'pay and play' access 10 outdoor gyms funded by Camden PCT are in the process of being installed at the following sites across the borough two facilities in Camden are in the process of gaining Inclusive Fitness Initiative (IFI) accreditation to offer adapted equipment to disabled users (YMCA Central and Swiss Cottage Sports Centre) scheduled re-opening of Jubilee Waterside Centre and Kentish Town Sports Centre and planned development of new facilities as part of the Kings Cross regeneration scheme will increase local provision primary research findings showed that a high proportion of residents were interested in becoming more active, that there was a strong level of interest in going to the gym and that sports centres and open spaces were two of the popular settings where people would like to take part in their chosen activity these findings support the introduction of outdoor gyms within the borough and suggest that there may be a rationale for reviewing the scale of planned re-provision at Jubilee Waterside Centre and/or Kentish Town Sports Centre residents in the North West of the Borough (Fortune Green, West Hampstead, Frognal and Fitzjohns wards), the East (Kentish Town and Cantelowes wards) and Highgate ward are unable to reach a public health and fitness facility on foot within 15 minutes. IMD 2007 statistics indicate that this includes an estimated 12,200 people who live in areas of the borough classed amongst the 10-20% most deprived in England, particularly those in Cantelowes (5,100) and West Hampstead (3,500) as well as Fortune Green (1,900) and Kentish Town (1,700). development of fitness facilities at Camden School for Girls, Acland Burghley School and Hampstead School have the potential to improve access to public provision in these identified areas of need potential for community fitness facilities at BSF sites such as SCCS and Swiss Cottage to provide an inclusive, affordable and friendly gym environment for local users.

Facility type	Summary of key findings
Grass pitches	<ul style="list-style-type: none"> • number of grass pitches in the Borough is well below the national average of pitches per person (football/cricket/rugby) • important to retain existing provision and ensure high quality • issues with quantity, quality/suitability, accessibility and affordability of training and match facilities highlighted by local sports clubs • current opportunities to enhance local provision must be maximised e.g. Kings Cross and Euston regeneration schemes, Chase Lodge project and Parliament Hill School BSF development • out of school hours access arrangements and pitch specification of proposed grass playing field at Parliament Hill are critical factors in optimising weekend community use.
All weather pitches	<ul style="list-style-type: none"> • generally good provision of smaller all weather sports pitches in Camden with nine facilities, tarmac and sand-based surfaces, as well as MUGAs, and three sites that are floodlit • existing all weather pitches clustered mainly in the Haverstock, Kentish Town and Cantelowes wards, which means that accessibility in the West and North West could be improved through facility development at BSF school sites • full-size all weather pitch provision for hockey and football in neighbouring areas but no facilities in Camden currently • potential to meet the need for full size STP provision through the BSF programme but opportunities limited due to site constraints - proposed all weather pitch at SCCS and MUGA at Maria Fidelis within overall hard play area footprint • proposed all weather pitch and MUGA facilities at Hampstead School will again address a geographical deficiency in provision in that part of the Borough as would MUGA provision at Jack Taylor School and Swiss Cottage Special School • specification (floodlighting, surface type, markings, etc) and out of hours access requirements are key considerations to enable community use to be optimised at these sites • the development of floodlit MUGAs is a priority objective within the FA National Facilities Plan, which includes guidance on a range of pitch requirements including Futsal.

8.100 It is recommended that further work be undertaken to build on the above findings and consider both the detailed feasibility of the relevant sports facilities at the two BSF sample schools, South Camden Community School and Swiss Cottage Special School, as well as the overall strategy for delivery across the whole school estate.

SECTION 9

CONCLUSIONS AND RECOMMENDATIONS

9. Conclusions and recommendations

- 9.1 This section sets out key conclusions and recommendations based on the needs assessment findings.

Borough wide

Popular sports and physical activities in Camden

- 9.2 Analysis of Active People survey results, Sport England Market Segmentation data and in street survey findings consistently show that amongst Camden residents, both those who do and do not currently take part in moderate intensity activity of at least 30 minutes, there is a strong interest in two particular activities:
- Going to the gym
 - Swimming.
- 9.3 In addition a number of other sports emerged as those popular with different participant groups:
- Jogging/Running – both men and women and 30-39 years age group
 - Fitness classes – women and 40 to 59 years age group
 - Walking – both men and women, the Asian ethnic group, 50+ age group
 - Team sports – men and 20 to 29 years age group
 - Dance – women.
- 9.4 These findings have clear implications in provision and policy terms for the borough.

Low participating groups

- 9.5 Improving the health and wellbeing of Camden residents, reducing health inequalities and promoting and encouraging healthy and active lifestyles are key strategic priorities for the borough.
- 9.6 A detailed assessment of the borough profile, which included analysis of local demographic, health and sports participation data, has highlighted that a number of groups exhibiting low levels of participation in sport and physical activity are those that have or are at the greatest risk of poor health.
- 9.7 In light of this and the recognised health gains associated with regular participation, it is recommended that steps to encourage participation amongst these groups are included within the Pro-Active Camden strategy action plan.

Table 9.1 Identified target groups

Key target group	Supporting justification
Males aged between 35 and 65 years	<ul style="list-style-type: none">• male life expectancy in Camden is worse than the England average and further accentuated by local health inequalities with men from the most deprived areas having a life expectancy of almost 7 years less than those from the least deprived

SECTION 9 – CONCLUSIONS AND RECOMMENDATIONS

Key target group	Supporting justification
Males aged between 35 and 65 years (cont'd)	<ul style="list-style-type: none"> • '(9) – Pub league team mates' is a dominant market segment in Camden, which typically comprises males, aged 46-65 of Black or Asian ethnicity, who are unlikely to be participating in sport or physical activity • one in five men (18.9%) aged 35 to 54 years in the borough do not take part in 30 minutes of moderate intensity activity, which equates to almost 5,000 male residents • 13.9% of men aged 55+ years do not take part in 30 minutes of moderate intensity activity, which equates to 3,780 male residents.
Black and minority ethnic groups	<ul style="list-style-type: none"> • health inequalities in the borough related to ethnicity • 6.4% of the Borough population are Asian Bangladeshi and Bangladeshi men and women typically have the highest levels of inactivity, being twice as unlikely as the general population to be classified as sedentary • 6% of the Borough population are Black African and typically 86% of African and Caribbean women do no regular activity, compared with 81% of white or mixed race groups • Active People 2005/06 findings showed that 49% of people from black and minority ethnic groups in Camden (26,000 people), had not taken part in any moderate intensity activity of 30 minutes duration in the 4 weeks preceding the survey.
Disabled people	<ul style="list-style-type: none"> • participation rates are lower amongst people with a limiting long term illness or disability – 78.4% do not take part in moderate intensity activity of 30 minutes duration (Active People 2005/06) • people with learning disability have one of the highest rates of obesity and inactivity amongst all disadvantaged groups and also suffer high levels of exclusion from sport, physical activity and their community • club membership in Camden is lowest amongst people with a limiting long term illness or disability (12.4%) • participation in organised competitive sport is particularly low amongst people with a limiting long term illness and disability (2.8%) as well as those aged 55+ years (3.9%).
Lone parents	<ul style="list-style-type: none"> • there are over 6,000 lone parent households with dependent children in the Borough - 11% are households with a 'male lone parent in part-time employment', which is twice the London and England average. • lone parents are a nationally recognised low participating group

Key target group	Supporting justification
Lone parents (cont'd)	<ul style="list-style-type: none"> stakeholder and community group consultation reinforced that lone parents within the borough are perceived to face significant issues and barriers that prevent their participation in sport and physical activity stakeholder consultation, interviews with parents and focused research undertaken all highlighted 'lack of childcare' as a barrier to participation.

9.8 In terms of addressing the needs of these groups a number of relevant issues have been highlighted through the review of current services and activities:

- there appears to be limited promotion and/or provision of opportunities for adult men to take part in team sports in the borough
the 'Pub League team mates' market segment is prevalent within the borough and favours more informal, recreationally based participation and competitive opportunities such as indoor/outdoor football if provided in a 'relaxed' setting
- only two activities specifically promoted the availability of crèche facilities
stakeholder consultation, interviews with parents and focused research undertaken all identified 'responsibility for home/family' and 'lack of childcare' as barriers to participation
- published information does not indicate whether mainstream sports/activities are accessible by disabled people
- advertised opportunities for disabled participants are typically sports/activities specifically for disabled people rather than inclusive sessions
limited choice of activities, limited provision of inclusive activities and lack of information are all identified barriers to participation by disabled people.

Facility provision

9.9 Camden is the 2nd most densely populated of the London boroughs covering an area of 2,172 hectares and with a total population of 198,020 (Census 2001). The population is predicted to rise to 218,500 by 2016 (GLA 2006 Round Projections), which will intensify demand for open space as well as indoor and outdoor sports provision.

9.10 This highlights the importance of ensuring that existing outdoor provision is maintained to a high standard of quality and that available indoor and outdoor spaces are used flexibly to support formal and informal active recreation. A recent example of this type of practice is the introduction of a network of outdoor gyms.

9.11 Key points identified through the facility assessment are follows:

Sports halls

- a further 13 badminton courts required to meet local demand
- residents in certain areas living more than a 15 minute walk from a public sports hall facility including a number of wards with high levels of deprivation (Fortune Green, West Hampstead and Kilburn in the North West and Regents Park, Holborn and Kings Cross in the South)
- opportunities to expand the capacity and accessibility of local provision through the BSF programme but a number of proposed facilities in the estate that will serve similar geographical catchments.

Swimming provision

- a strong level of interest in swimming amongst local residents keen to become more active shown through primary research highlighting the importance of optimising the capacity of existing public provision through programming and exploring opportunities to widen access to private membership facilities
- some residents in the North West quadrant and in the wards of Regents Park and St Pancras & Somers Town unable to walk to a public swimming facility within 15 minutes including an estimated 34,000 people who live in areas of the borough classed amongst the 20% most deprived in England
- opportunity to improve access to provision by residents in St Pancras & Somers Town through development of new swimming provision as part of the Kings Cross regeneration, which is particularly important in light of primary research findings and levels of deprivation.

Health and fitness provision

- significant number of existing public and private facilities but some residents unable to reach a public health and fitness facility on foot within 15 minutes including those living in areas of high deprivation, particularly Cantelowes and West Hampstead
- two local facilities in the process of gaining Inclusive Fitness Initiative (IFI) accreditation, which will offer adapted equipment and enhance provision for disabled users (YMCA Central and Swiss Cottage Sports Centre)
- proposals to develop additional 'pay and play' facilities through the re-opening of Jubilee Waterside Centre and Kentish Town Sports Centre and new facility development in Kings Cross
- primary research showing a high proportion of residents to be interested in becoming more active, a strong level of interest in going to the gym and sports centres and open spaces as two of the popular settings where people would like to take part in their chosen activity – findings that support the introduction of outdoor gyms within the borough and suggest that there may be a rationale for reviewing the scale of planned re-provision at Jubilee Waterside Centre and/or Kentish Town Sports Centre

- potential for fitness facilities at Camden School for Girls, Acland Burghley School and Hampstead School to improve access to public provision in geographical areas of need
- further investigation required to test the potential for community fitness facilities at BSF sites such as South Camden Community School (SCCS) and Swiss Cottage School to provide an inclusive, affordable and friendly gym environment for local users.

Grass pitch provision

- level of existing grass pitch provision well below the national average (grass pitches per person) for football, cricket and rugby (Camden Open Space, Sport and Recreation Study Update, WS Atkins, 2008), which highlights the importance of retaining existing provision and ensuring it is of high quality
- opportunities to enhance local provision in the pipeline, which should be maximised including Kings Cross and Euston regeneration schemes, Chase Lodge project and Parliament Hill School BSF development
- out of school hours access arrangements and pitch specification of proposed grass playing field at Parliament Hill key to optimising weekend community use.

All weather pitch provision

- scope to expand the existing network of smaller all weather sports pitches in Camden through facility development at selected BSF school sites (Hampstead School and Jack Taylor School)
- facility specification (floodlighting, surface type, markings, etc) and out of hours access requirements essential considerations in the development of BSF facilities to enable community use to be optimised
- opportunities to develop full size STPs at BSF school sites to be investigated.

- 9.12 It is recommended that further work be undertaken to build on the above findings and consider both the detailed feasibility of the relevant sports facilities at the two BSF sample schools, South Camden Community School and Swiss Cottage Special School, as well as the overall strategy for delivery across the whole school estate.

Priority wards

General interventions

- 9.13 Primary research undertaken as part of this study suggests that a significant proportion of residents in Kentish Town, Kilburn, Kings Cross and St Pancras and Somers Town are interested in increasing their involvement in sport and physical activity, both those who are currently participating and those who are not.
- 9.14 The survey findings highlighted a number of common themes with respect to barriers to participation, motivations for becoming more active and activities of interest irrespective of age, gender or ethnicity. These key themes were as follows:

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- 'Too busy working' and 'Cost involved' (primarily the cost of the activity) are significant barriers preventing those who are interested in increasing their current level of activity from doing so
- amongst those interested in becoming more active, 'Swimming' and 'Going to the Gym' are the two activities in which strongest interest was expressed in all groups followed by 'Walking', 'Jogging' and 'Fitness classes'
- people predominantly would like to take part in these activities in a 'leisure centre' setting
- 'To improve my health' and 'To improve body tone/shape' were the primary motivations for people wanting to be more active.

9.15 This is considered to have positive implications for the targeting of available resources in that it supports the development of key interventions that will have a wide reaching impact.

9.16 Suggested actions and interventions for addressing the above factors are:

Action	Intervention
Overcome barriers to participation	<p><i>'Too busy working':</i></p> <ul style="list-style-type: none"> • engage local employers: <ul style="list-style-type: none"> - raise awareness of the commercial benefits associated with a more active workforce e.g. increased productivity, reduced sickness, etc support the development of workplace activity programmes (focusing on swimming, going to the gym, fitness classes, walking and jogging) – on- and off-site activities, different times in the working day, partnerships with local providers - change attitudes/perceptions and workplace culture so that people value and feel they can make time for activity within their working day (before/during/ after work) <p><i>'Cost of the activity':</i></p> <ul style="list-style-type: none"> • review and benchmark activity charges to check they are comparable with other London Boroughs (standard and concessionary pricing) • change attitudes/perceptions by comparing the cost of sport/activities against other areas of personal 'discretionary' spend • promote Free Swimming and investigate opportunities to expand the reach of this initiative <ul style="list-style-type: none"> - implement special promotions and programmes e.g. WSFF 'Sweat in the City' in Borough's leisure centres.

Action	Intervention
Use identified triggers to encourage participation	<ul style="list-style-type: none">• design local marketing campaigns that:<ul style="list-style-type: none">- emphasise the health benefits of regular participation in sport and physical activity and to promote positive messages around improved body image- highlight little time it takes to integrate sport/activity into every day life e.g. going for swim, a short jog, cycling to work, etc• raise awareness of concessionary pricing schemes/eligibility and leisure cards
Widen access to local facilities	<ul style="list-style-type: none">• expand the overall capacity and accessibility of local provision by exploring the potential to increase access to private sector facilities and school facilities.

Targeted interventions

- 9.17 In addition to the common themes referenced above specific differences related to gender, age and ethnic group were also identified, which can be used to develop targeted interventions. For example, gender differences to emerge from the research were as follows:
- twice as many women (28.7%) than men (16.8%) identified 'To lose weight' as a reason they were interested in becoming more active
 - although 'Too busy working' and 'Cost involved' were the two main barriers affecting men and women, these were identified as issues by a lower proportion of female respondents than male
 - alongside cost 'Too busy looking after home/children/family' was a factor affecting one quarter of female respondents (25.7%) in contrast to only 5.6% of males
 - 20% of male respondents stated that they would like to do Team sports compared to only 7% of female respondents whilst 21% of females showed interest in Dance/dancing compared to 4% of males
 - roughly one third of female respondents stated that they would like to do Fitness classes compared to 15% of males and interest in walking was slightly higher amongst women (26.7%) than men (17.8%).
- 9.18 Furthermore there is good practice guidance published recently by the Women's Sport and Fitness Foundation that should be used to guide local delivery for women and girls.
- 9.19 The in street survey findings indicated that 44% of residents do not take part in at least 30 minutes of moderate intensity physical activity. These findings are broadly in line with those of the 2005/06 Active People Survey for Camden as a whole (40.5%).

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- 9.20 Although targeted actions based on the survey findings will serve to encourage participation by those who are currently participating as well as those who are not, low participation could be one of the factors used to direct the allocation of resources. As outlined earlier it is likely that low participation and poor health are closely linked.
- 9.21 Figure 9.1 below illustrates the groups and areas where there is a high correlation between current non-participation and interest in becoming more active. Table 9.2 then examines the comparative impact by quantifying the potential target audience from the population and percentage not currently participating in the identified groups.

Figure 9.1 Correlation between non-participation & interest in becoming active

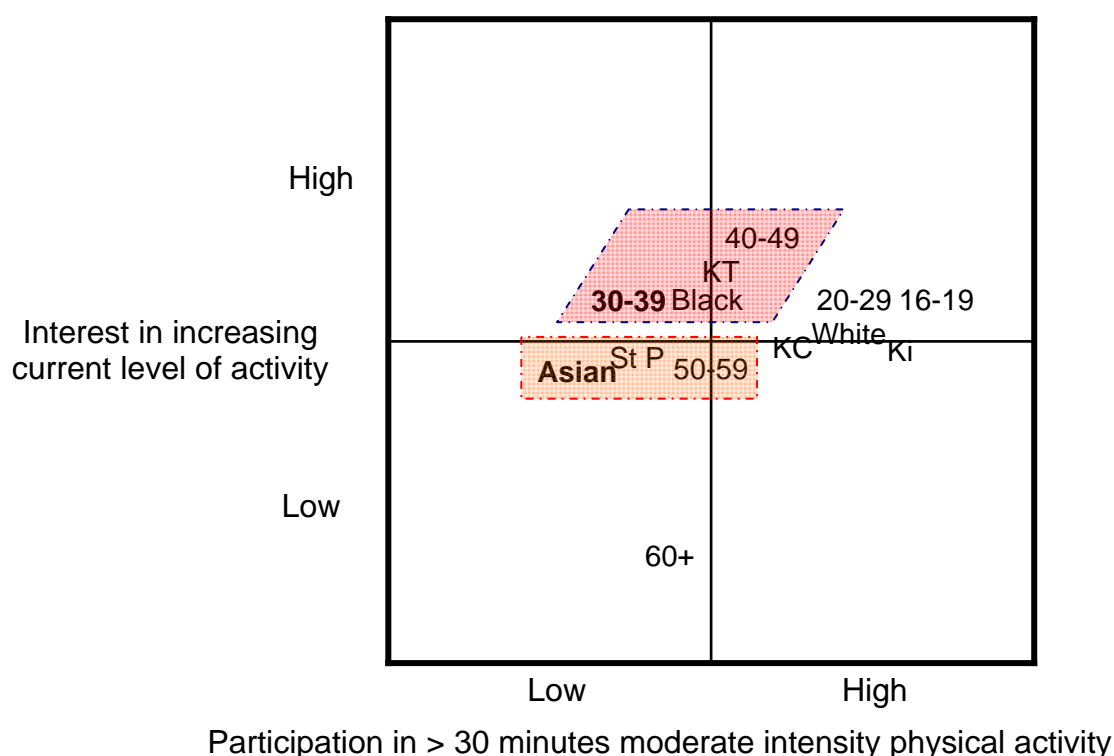


Table 9.2 Comparison of potential target audience

Group	Total population (in the four wards)	% not participating	Potential target population
Ethnic groups:			
Asian	6,506	65.2	4,242
Black	5,273	51.5	2,716
Age groups:			
30-39	8,773	53.1	4,658
40-49	5,463	45.9	2,508
50-59	4,077	50.8	2,071

9.22 In order to encourage participation actions taken will need to:

- signpost residents to existing activities and/or develop new activities catering for identified interests
- enable involvement by addressing identified barriers to participation
- “sell” the activity by using suitable role models and marketing messages linked to identified personal motivations.

9.23 For example:

30 to 39 year age group:

- interested in Swimming and Going to the gym
- motivated to be more active by the health benefits of sport and exercise
- affected by not having enough time (due to work as well as home/family commitments) as well as the cost of taking part.

Possible intervention:

Special offer swimming promotion – children’s swimming lessons running alongside adult’s lane swimming with a combined family discount ticket price.

Asian ethnic group:

- interested particularly in Walking as well as in Going to the gym and Swimming
- motivated to be more active by the health benefits of sport and exercise
- affected by not having enough time (due to work and home/family commitments as well as from doing other things in their spare time) and the cost involved.

Possible action:

Enhanced promotion of existing provision (e.g. The Hub free walks) as well as increased provision of healthy walking activities aimed at younger people * from Asian ethnic groups (e.g. lunchtime walks in workplace, buggy walks, walks run in parallel with activities for other dependents e.g. elderly relatives)

* existing ‘local walks’ / ‘organised walks’ are primarily gentle activities aimed at older people