

**LONDON BOROUGH OF
HAMMERSMITH AND FULHAM
LEISURE NEEDS ASSESSMENT**



**FINAL
REPORT
BY
PMP**

AUGUST 2009

CONTENTS

	Page
1. Introduction and background	1
2. Supply and demand	6
3. Library Provision	82
4. Stakeholder Consultant	96
5. BSF Opportunities	100
6. White City Development Opportunities	107
7. Conclusions and Recommendations	114

APPENDICES

Appendix A	Data analysis
Appendix B	Facility visit numbers
Appendix C	Indoor site visit template

SECTION 1

INTRODUCTION AND BACKGROUND

Introduction and background

- 1.1 PMP was appointed by the London Borough of Hammersmith and Fulham (LBHF) in May 2009 to undertake a leisure needs assessment for the local area. In addition to sport facilities, the remit of the study also includes an assessment of library provision and consideration of the Building Schools for the Future (BSF) and White City Development opportunities.
- 1.2 The aim of this study is to inform LBHF Council (the Council) on their future leisure and library infrastructure requirements in light of major developments across the Borough over the forthcoming Local Development Framework (LDF) period.
- 1.3 The key areas explored as part of this study include:
 - overview of leisure and library provision across the LBHF
 - demographic analysis and market segmentation
 - supply and demand assessment
 - facility appraisal
 - stakeholder consultation
 - appraisal of opportunities available through the Building Schools for the Future (BSF) programme and the White City developments.
- 1.4 As part of this approach we have considered existing council strategies to ensure that the recommendations that emerge from this needs assessment are developed in line with the Council's overarching vision.

The London Borough of Hammersmith and Fulham

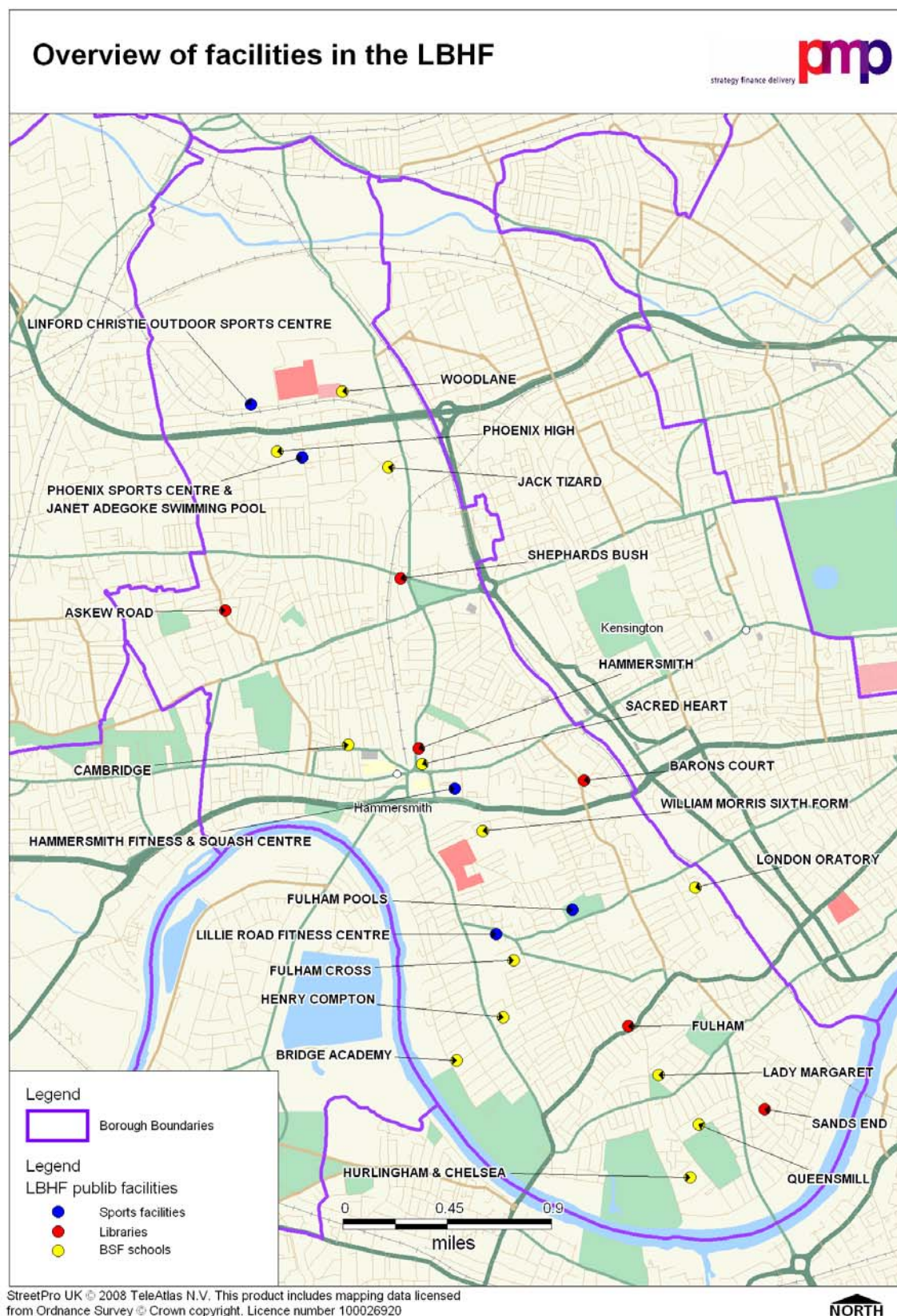
- 1.5 Established in 1965 with the merging of Hammersmith and Fulham, the borough is bordered by Brent, Ealing, Hounslow and Kensington and Chelsea. With a population of 171,400 (2006, ONS) the LBHF is the fourth smallest borough in London, both in population and size. Based on 2007 Index of Multiple Deprivation average rankings, the LBHF was ranked 13th most deprived out of all London boroughs, however, there is an obvious split between the more affluent areas, such as Fulham and Palace Riverside in the south and White City and Shepherds Bush in the north.
- 1.6 The borough is split in half by the A4 with the A3220 running parallel to the east of the borough and the A40 (The Westway) dissecting the north of the borough. The southern edge of the borough is defined by the River Thames. The distribution of open space is concentrated to the southern and northern peripheries of the local authority. The three largest public parks are Wormwood Scrubs (largest site to the north), Ravenscourt Park (to the west) and Hurlington Park (to the south).
- 1.7 The LBHF has a good transport network and is served by the District, Hammersmith, Central and Piccadilly underground tube lines, several overland train lines and a comprehensive bus network. While no new stops are planned to be located in the LBHF, the proposed Crossrail will traverse the northern edge of the borough.

SECTION 1 – INTRODUCTION AND BACKGROUND

- 1.8 Sport is a major element of the lives of those residents within the LBHF. There are several internationally recognised clubs in the borough, these include the Queens Tennis Club, Chelsea Football Club, Queens Park Rangers Football Club and Thames Harrier Athletics Club. All clubs have a significant connection with the local community either by providing publically accessible sport facilities or through the delivery of community partnership programmes.
- 1.9 The following map provides an overview of leisure, library and BSF schools across the LBHF.

|

Map 1.1 Public leisure facilities, libraries and BSF schools in the LBHF



Leisure provision

- 1.10 In 2000 the LBHF embarked on a large scale overhaul of its leisure stock. Through public private partnerships (primarily with Greenwich Leisure Limited) the borough was able to rebuild or refurbish all public facilities and construct the Fulham Pools complex. This was seen as being of paramount importance given the relative low amount of open space in the borough.
- 1.11 The Council run a low cost access scheme called Lifestyle Plus, which enables residents on low income to use facilities at the public centres at a discounted rate. Current general activity rates in the LBHF are relatively high compared to other London boroughs and the delivery of resident centred leisure facilities will be paramount in maintaining this status. The Lifestyle Plus scheme is currently being reviewed.

Library provision

- 1.12 The Department of Culture Media and Sport (DCMS) has recently revised its Public Library Service Standards from which a number of targets and standards have emerged. It is envisaged that this will facilitate and guide the modernisation of local authority library facilities.
- 1.13 The LBHF's library portfolio is a key feature of the borough's cultural offering. With six sites distributed across the borough there is the potential for the Council to provide a public service with community access to high quality life long learning and ICT opportunities.

Building Schools for the Future

- 1.14 The Building Schools for the Future is an excellent opportunity for the LBHF to combine their aspiration to deliver high quality education facilities with the need to accommodate the sport and leisure needs of both students and residents.
- 1.15 The funding programme will involve a significant amount of new build and it will be vital that sport and leisure facilities form a major part of these developments. This report will outline student requirements at each school involved in the process and then consider these in light of the appraisal of community sport and leisure needs.

White City Development

- 1.16 It has been proposed in the borough's recent Core Strategy that this area to the north of the borough is redeveloped so as to provide high quality residential accommodation, accompanied by suitable sport and leisure infrastructure.
- 1.17 This report has based its analysis on several theoretical population growth scenarios and proposed high level solutions as to how the sport and leisure needs can be addressed over future years, given the expected developments. Relatively, quite a deprived area, the delivery of accessible sport and leisure in the area will be a critical element in regenerating White City and Shepherds Bush.

Report structure

1.18 The rest of this study comprises the following sections:

- demographic review and supply and demand modelling of leisure facilities
- review of library provision
- stakeholder consultation (national governing bodies)
- Building Schools for the Future opportunities
- White City development opportunities
- conclusions and recommendations.

Basis of information

- 1.19 It is not possible to guarantee the fulfilment of any estimates or forecasts contained within this report, although they have been conscientiously prepared on the basis of our research and information made available to us at the time of the study. Neither PMP as a company nor the authors will be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied in a number of areas on information provided by the client and PMP have not undertaken additional independent verification of this data.
- 1.20 For further information on the contents of this report, please contact Andy Farr, PMP, on 0161 660 4618.

SECTION 2

SUPPLY AND DEMAND ANALYSIS

Supply and Demand Analysis

- 2.1 This section provides a supply and demand analysis of sport and leisure facilities across the LBHF. Identifying a balance in facility provision will be critical in justifying future capital expenditure.
- 2.2 This section initially outlines the demographic profile of the local authority and how this impacts on propensity to participate in different activities. It then identifies and reviews current sport and leisure provision, from a qualitative and quantitative perspective. The final element of this section reviews library provision across the borough.
- 2.3 The supply and demand analysis covers the following facilities:
- swimming pools
 - sports halls
 - health & fitness gyms (including exercise studios)
 - synthetic turf pitches
 - athletics tracks
 - climbing walls
 - tennis facilities.
- 2.4 For each facility, we have carried out the following:
- an assessment of current provision within the catchment
 - an analysis of whether current provision is adequate, based on identified demand. This has been assessed using the following tools:
 - Sport England's **Facilities Planning Model**
 - Sport England's **Sports Facilities Calculator**
 - Sport England's **Active Places Power** strategic planning tools
 - PMP's in-house health and fitness supply and demand model
 - consultations with key local stakeholders, such as the representatives from national governing bodies
 - examination of any participation trends relevant to that type of facility (where appropriate).

Overview of the London Borough of Hammersmith and Fulham

Demographic analysis

- 2.5 Table 2.1 summarises the key demographic statistics within the LBHF and draws comparison with the wider London population. Data is based on the 2001 Office of National Statistics (ONS) Survey:

Table 2.1 Demographic overview of the LBHF

	London Borough of Hammersmith and Fulham	Greater London															
Overall population	2001 ONS: 165,242 2006 mid year estimate: 171,400 2031 LDF estimate: 203,827	2001 ONS: 7,171,428 2006 mid year estimate: 7,512,400 2031 GLA estimate: 8,561,900															
Age and gender structure	Female 0-15: 8.2% Female 16-59: 36.0% Female 65+: 15.3% Male 0-15: 8.3% Male 16-59: 35.2% Male 65+: 4.4%	Female 0-15: 10.0% Female 16-59: 32.5% Female 65+: 9.3% Male 0-15: 10.3% Male 16-59: 32.9% Male 65+: 5.2%															
Ethnicity	White: 77.8% Black: 11.1% Mixed: 3.8% Indian: 1.7%	White: 71.1% Black: 10.9% Mixed: 3.2% Indian: 6.1%															
General Health	Good health: 73.0% Fairly good health: 18.8% Not good health: 8.2% Long term illness: 14.7%	Good health: 70.8% Fairly good health: 20.9% Not good health: 8.3% Long term illness: 15.5%															
Employment	<table> <tr> <th></th><th>LBHF</th><th>London</th></tr> <tr> <td>Economically active</td><td>74.9%</td><td>74.4%</td></tr> <tr> <td colspan="3">Occupation (16 years old to retirement)</td></tr> <tr> <td>Part time</td><td>14.5%</td><td>19.1%</td></tr> <tr> <td>Full time</td><td>85.5%</td><td>80.9%</td></tr> </table>			LBHF	London	Economically active	74.9%	74.4%	Occupation (16 years old to retirement)			Part time	14.5%	19.1%	Full time	85.5%	80.9%
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	London Borough of Hammersmith and Fulham	Greater London	
Socio-economic status		LBHF	London
	AB: Higher and intermediate managerial/administrative/professional	37.1%	29.6%
	C1. Supervisory, clerical, junior managerial/administrative/professional	35.6%	33.9%
	C2. Skilled manual workers	8.0%	12.7%
	D. Semi-skilled and unskilled manual workers	12.1%	16.2%
	E. On state benefit, unemployed, lowest grade workers	7.3%	7.7%
	Household tenure and mobility		LBHF
Own their home		44.0%	56.5%
Social rented		32.6%	26.2%
Rented privately		21.2%	15.5%
Living rent free		2.3%	1.8%
No car ownership		48.6%	37.5%
One car ownership		40.4%	43.1%
Two or more cars		11.0%	19.5%

- 2.6 Table 2.1 illustrates that the population across the LBHF is expected to increase by 23.4% between 2001 to 2031, compared to an increase across Greater London of 19.4%. There is a significantly larger number of females aged 16 and over in the borough compared to Greater London with levels of good health again higher in the LBHF.
- 2.7 There is a higher number of those in full time employment in the LBHF than the London average and a significant number more (in excess of 9%) are in the upper socio-economic groups, AB and C1. While this would infer a more prosperous community there are less residents in ownership of their homes and a large number either in social housing or renting privately. There are also fewer residents in ownership of a car than the London average.
- 2.8 Based on the 2007 Index of Multiple Deprivation, a sub-ward of Wormholt and White City (E01001955 – around Wormholt Park) is identified as being in the top 6% of most deprived areas nationally. In contrast, areas of Palace Riverside (E01001916 – Hurlington Park) are in the top 35% least deprived areas nationally.
- 2.9 Based on Statistics from the Metropolitan Police, crime rate has fallen by 9.7% from 2006/7 to 2008/9. The wards with the highest crime rate are Hammersmith Broadway and Shepherd's Bush Green. The lowest crime rates are in Wormholt and White City and Munster. The LBHF has a higher crime rate than all neighbouring boroughs.

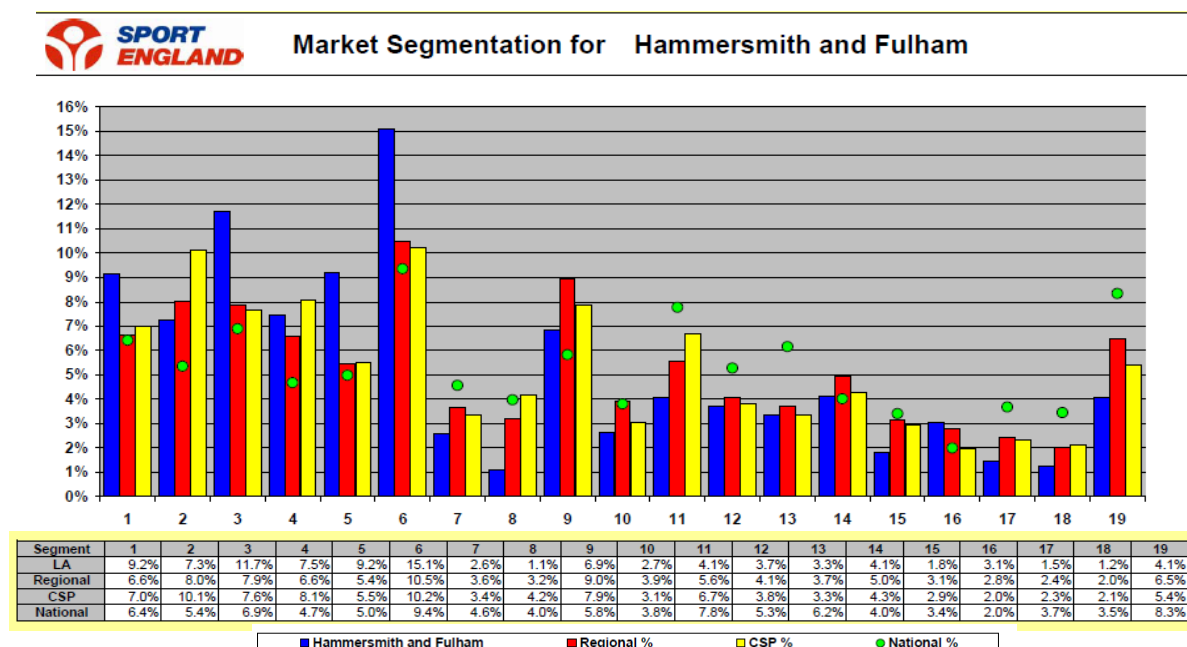
SECTION 2 – SUPPLY AND DEMAND ANALYSIS

- 2.10 Additional analysis of Indexes of Multiple Deprivation at a ward level and how this compares with current sport and leisure provision across the LBHF is provided later in this section.

Market segmentation

- 2.11 Sport England market segmentation data models particular groups and provides information on sporting behaviors and attitudes as well as motivations for and barriers to 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.
- 2.12 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 that people take part in and reasons why people do sport, together with the level of interest in and barriers to doing more sport.
- 2.13 By applying this information to demographic and socio-economic data for the LBHF the model is able to estimate the likely behaviour and activity patterns of residents within the local authority. In addition to being used to determine which type of facilities are most appropriate to meet resident's needs, the model can also be used as a prerequisite to any intervention programme to facilitate greater activity levels.
- 2.14 Figure 2.1 illustrates the market segmentation for the LBHF and compares the results to regional averages, County Sports Partnership averages (Pro Active West London), and national averages.

Figure 2.1 Market segmentation



- 2.15 The segment with the highest percentage above the national average is segment BO6 (a settling down male). This segment is 5.7% above the national average and 4.6% above the regional average.

- 2.16 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.
- 2.17 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.
- 2.18 Analysis of 'Peer Group' indices allows greater accuracy in that it enables 'like for like' comparisons rather than comparisons between segments containing, for example, 18 year old males and 80 year old females whose behaviours and attitudes towards sport are inherently different.
- 2.19 Details of the four most popular segments for the LBHF are provided below:
- **Segment 6, a settling down male:** 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. In comparison to other people of similar age there is a greater interest in water sports and less of an interest in equine sports. **Time is the main barrier to doing more sport. The main sports of interest are football, sailing and motorised sports.**
 - **Segment 3, fitness class friend:** 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 rather than the gym. **Would exercise more if they had more free time, people to go with, or facilities were open longer.**
 - **Segment 1, competitive male urbanites:** 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.**
 - **Segment 5, career focussed females:** 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 levels.**

2.20 It is also important to consider the market segmentations that are least represented across the LBHF. While these groups may not form a critical mass whereby an entire facility can be justified there may be certain opportunities through programming at current sites or partnership with facilities outside of the LBHF whereby their needs can be met. The least represented groups include the following:

- **Segment 8, middle aged mum:** married with children their main type of activities are classes provided at leisure centres. Most popular activities include swimming, dance exercise, body pump, ice skating, walking and aqua aerobics.
- **Segment 17, retired couples:** quite affluent they enjoy a variety of activities, particularly those with a social element. Most popular sports include bowls, golf, tennis, table tennis, snooker, walking, fishing and swimming.
- **Segment 18, twilight years gent:** aged 66 and over, married, retired and is likely to be a member of a sport or social club that facilitates physical activity. Popular sports include bowls, golf, darts, pool, snooker, walking, fishing and swimming.

What does this mean?

The market profiling identifies that the LBHF is currently a very active borough.

Based on market segmentation the following facilities are likely to be most popular:

- Health and fitness sites (particularly private facilities)
- Sport halls that provide high intensity sport activities
- Swimming provision
- Synthetic turf pitches that allow for informal high intensity team sports

As a number of these activities are popular amongst certain groups a multi-facility site is likely to be popular.

Propensity to participate in sport and leisure

- 2.21 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.
- 2.22 The results from the Active People 2 Survey have recently been published and not only provide the most comprehensive participation data available for 2007-2008 but also allow for trend analysis between previous years.

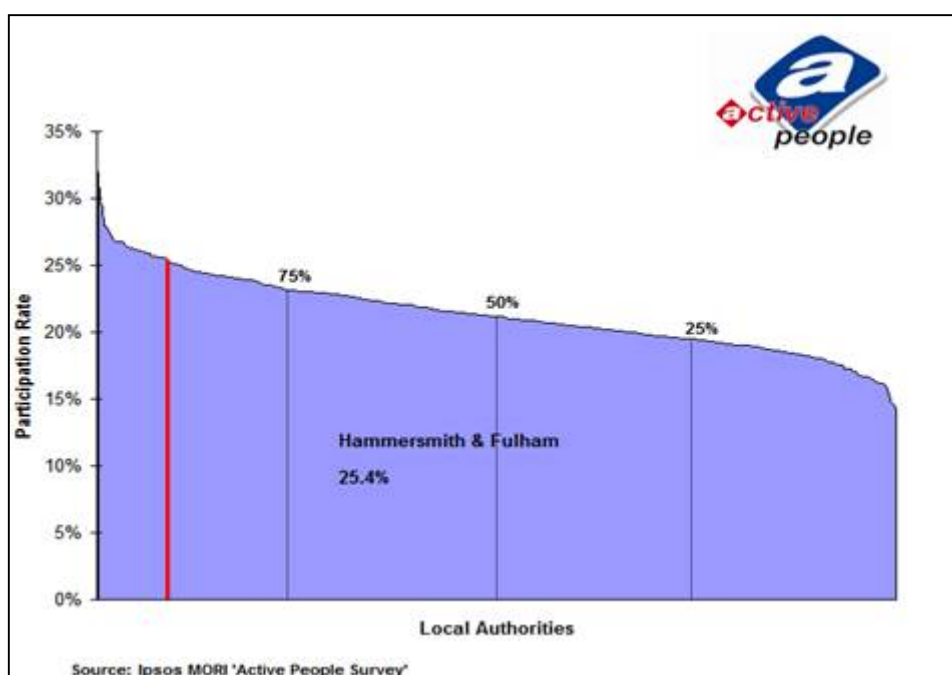
- 2.23 The survey assesses participation across a number of categories and identifies how rates vary from place to place and between different groups:
- participation in at least 3 x 30 minutes moderate physical activity per week (KPI 1)
 - sports club membership (KPI 3)
 - participation in organised competitive sport in past 12 months (KPI 5).
- 2.24 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.
- 2.25 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. LBHF's profile is shown in Table 2.2 below against the London and national picture.

Table 2.2 Active People 2 Survey 2007/8 – KPIs for LBHF

Key Performance Indicators	LBHF	London average	National average
KPI 1 – participation at least three days a week at moderate intensity for 30 minutes	27.0%	20.1%	21.7%
KPI 2 – at least one hour a week volunteering to support sport	2.4%	3.7%	5.2%
KPI 3 – member of sports club	31.7%	25.3%	25.1%
KPI 4 – received tuition from instructor or coach in the past 12 months	26.1%	19.9%	18.5%
KPI 5 – taken part in organised competitive sport in past 12 months	16.5%	12.5%	15.3%
KPI 6 – satisfaction with local sports provision	58.4%	62.7%	67.5%

- 2.26 These 2007/8 findings revealed that 27% of residents aged 16 years and over (circa 46,300 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 4th highest rate of participation in London and in the top quartile nationally as shown in Table 2.2.
- 2.27 Figure 2.2 overleaf displays the participation levels for KPI 1 from the original (2005/6) survey. Using the basis of this data it is possible to compare the trends for key performance indicators between those for the LBHF and those for the whole of London.

Figure 2.2 Overall adult participation (2005/6)



2.28 Table 2.3 below illustrates the trend variations between the LBHF and London.

Table 2.3 Key performance indicator trends

Key Performance Indicators	LBHF			London Average			Total % change variance LBHF/ London
	2005/6	2007/8	% change	2005/6	2007/8	% change	
KPI 1	25.4%	27.0%	1.6%	21.3%	20.1%	-1.2%	2.8%
KPI 2	3.1%	2.4%	-0.7%	3.5%	3.7%	0.2%	-0.9%
KPI 3	34.0%	31.7%	-2.3%	26.2%	25.3%	-0.9%	-1.4%
KPI 4	25.0%	26.1%	1.1%	19.2%	19.9%	0.7%	0.4%
KPI 5	14.2%	16.5%	2.3%	13.1%	12.5%	-0.6%	-2.9%
KPI 6	64.2%	58.4%	-5.8%	66.1%	62.7%	-3.4%	-2.4%

2.29 Table 2.3 illustrates that while the LBHF has increased its performance in terms of number of residents participating in physical activity for 30 minutes at least three times per week and is significantly above the London and national average, the borough is still struggling against several indicators. Considering regional trends, Table 2.3 provides a more accurate overview of where the LBHF should perform better. In terms of volunteering, sport club membership, organised competitive sport and overall satisfaction trends, the LBHF is performing negatively against London trends.

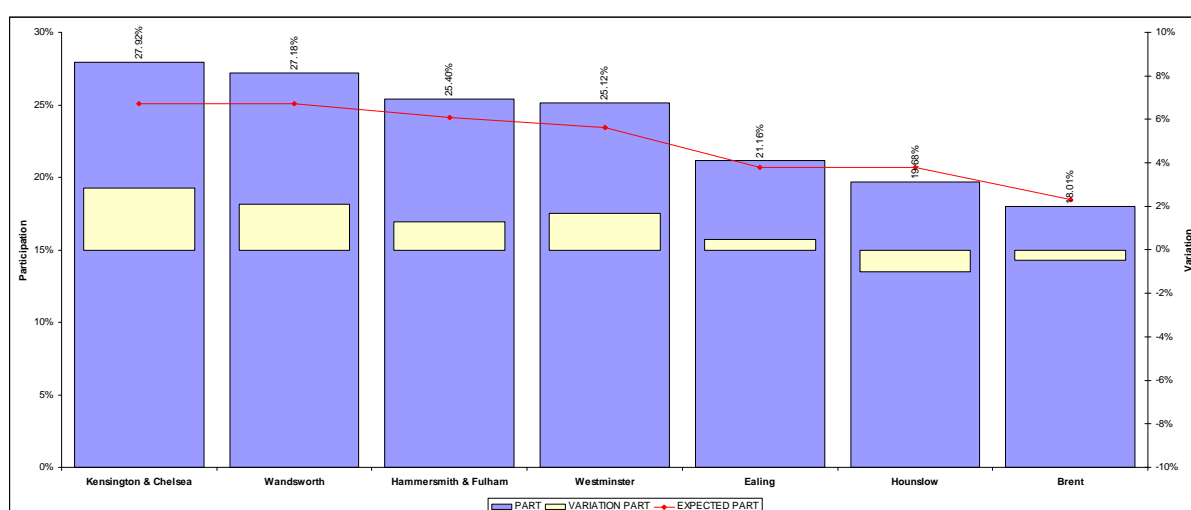
- 2.30 Despite these trends the club membership levels are still in the upper quartile nationally, a result one would expect given the market segmentation conclusions. However, given the negative trends there is the concern that sport and leisure facility infrastructure within the local authority may not be able to accommodate this high level of demand. This level of latent demand will be explored later in this section.
- 2.31 A concerning statistic is that the levels of customer satisfaction (KPI 6) has fallen significantly both within the LBHF and against the London average. This illustrates that the sport and leisure provision in the LBHF does not meet the expectations of its residents and is therefore likely to be limiting their levels of participation in certain activities.
- 2.32 The lower GLA population estimates have been used for the analysis in this report. The Council have recently released further estimates based on additional residential development across the Regeneration Areas. The total net number of additional dwellings across the LBHF is 16,889 (upper estimate of 29,000) of which 4,964 is planned for the White City Opportunity Area (upper estimate of 11,000). These additional developments will further exacerbate the undersupply of community facilities across the LBHF.

Expected participation levels

- 2.33 Sport England, in partnership with the Sports Industry Research Centre (SIRC) at Sheffield Hallam University, has created a model of demographically adjusted participation rates based on regression modelling which provides an indication of the expected participation rate in a designated local authority area.
- 2.34 This is determined by taking into account a wide range of economic and demographic variables outside the control of local authorities such as income, age, profession and family structure.
- 2.35 This rate takes into account a broad range of socio-demographic variables to indicate the expected participation rate. The definition of sport participation used is: 'Percentage of the adult (16 plus) population taking part in at least moderate intensity sport and active recreation for at least 30 minutes duration on at least three days a week'. The expected rate of participation is 24.12% (based on 2006 data). This means that the LBHF was performing 1.28% above the expected participation level and is now 2.88% above this level (2007/8 survey results). Benchmarked against neighbouring local authorities, with the exception of Kensington and Chelsea, the LBHF is exceeding expected participation levels by the greatest percentage.

Figure 2.3 Expected participation levels (2006)

LOCAL AUTHORITY	PARTICIPATION	EXPECTED PARTICIPATION	VARIATION
Kensington & Chelsea	27.92%	25.07%	2.86%
Wandsworth	27.18%	25.08%	2.09%
Hammersmith & Fulham	25.40%	24.12%	1.28%
Westminster	25.12%	23.43%	1.69%
Ealing	21.16%	20.67%	0.49%
Hounslow	19.68%	20.68%	-1.00%
Brent	18.01%	18.47%	-0.47%



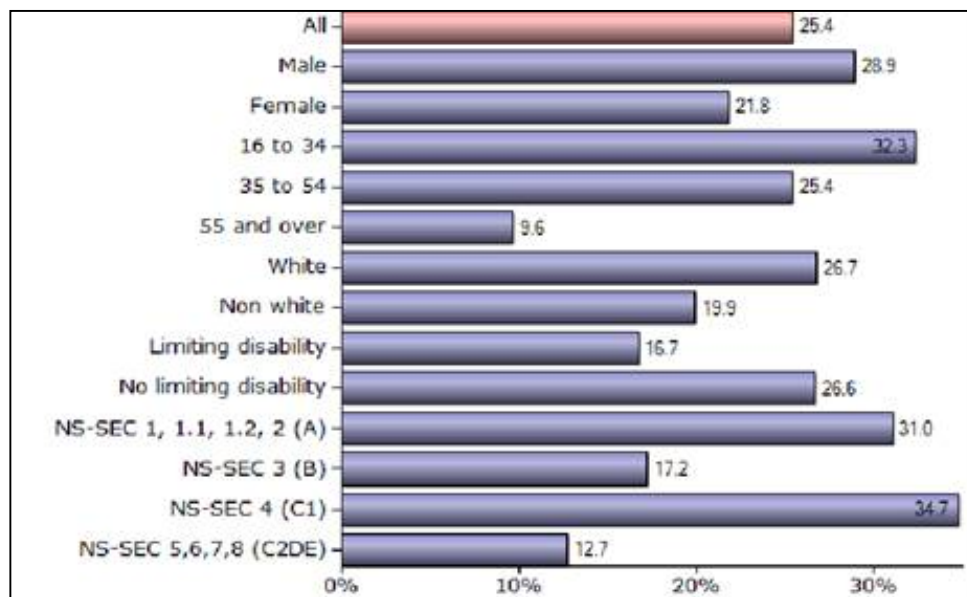
Variation in participation

2.36 By analysing the participation data further it is possible to identify those groups in the borough that participate least. This will subsequently allow for interrogation into the causal factor and thus identify whether a latent demand exists and to what extent this can be addressed through facility or programme delivery. Figure 2.4 below shows those aged 16 to 24 years are the most active group (32.3%) but people drop out of exercise and do less as they get older (based on data from the 2006 Active People Survey). In line with trends nationally, participation in at least 3 x 30 minutes of moderate intensity exercise per week is far lower amongst:

- older people – 55 years and over (9.6%)
- people with a limiting illness or disability (16.7%)
- lower NS-SEC classes (12.7%).

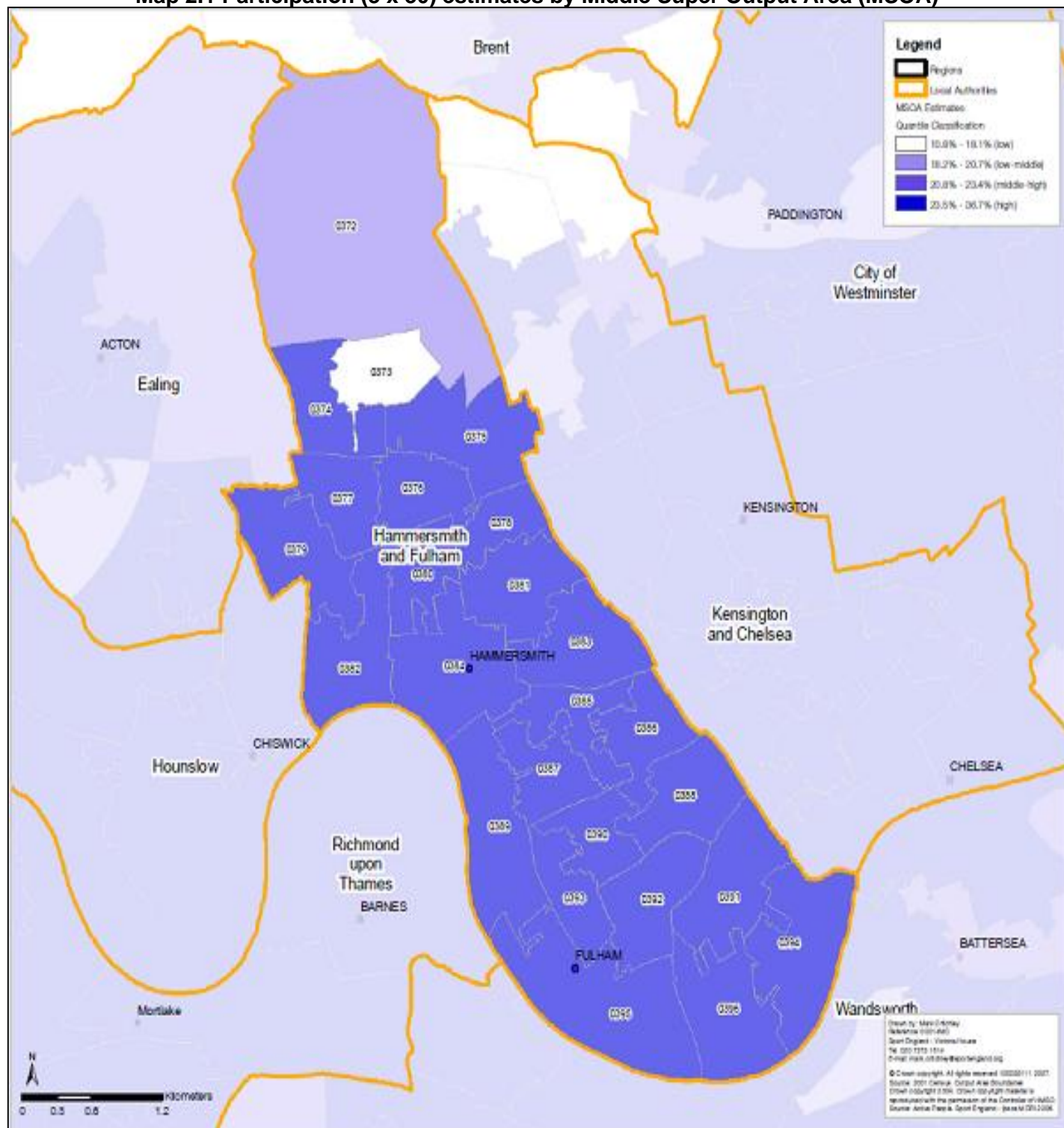
2.37 The proportion of females taking part in moderate intensity activity for 30 minutes, three times a week is actually higher than the England average at 21.8% compared with 18.5% nationally. However compared to male participation there is a large gap in genders of 7.1% in the LBHF compared to 5.2% in England as a whole.

Figure 2.4 LBHF Participation (3 x 30 minutes per week, 2006 data)



- 2.38 Sport England has also undertaken subsequent analysis of the Active People survey data to model participation rates at middle layer super output area (MSOA – i.e. smaller areas within a local authority). The information from this analysis for the LBHF is shown in Map 2.1 below. The higher rates of participation are shown by darker shading and the lower rates of participation are in white and lighter shading (based on 2006 data).

Map 2.1 Participation (3 x 30) estimates by Middle Super Output Area (MSOA)



- 2.39 The map illustrates that generally participation levels are high across the borough with the exception of the north. **The north east area of Wormholt and White City ward have significant lower levels of participation. There are also low levels of participation across the College Park and Old Oak ward.** The low levels of physical activity around the White City will be addressed later in this study. It is possible that the proposed development plans in the area could act as a catalyst for addressing these issues.

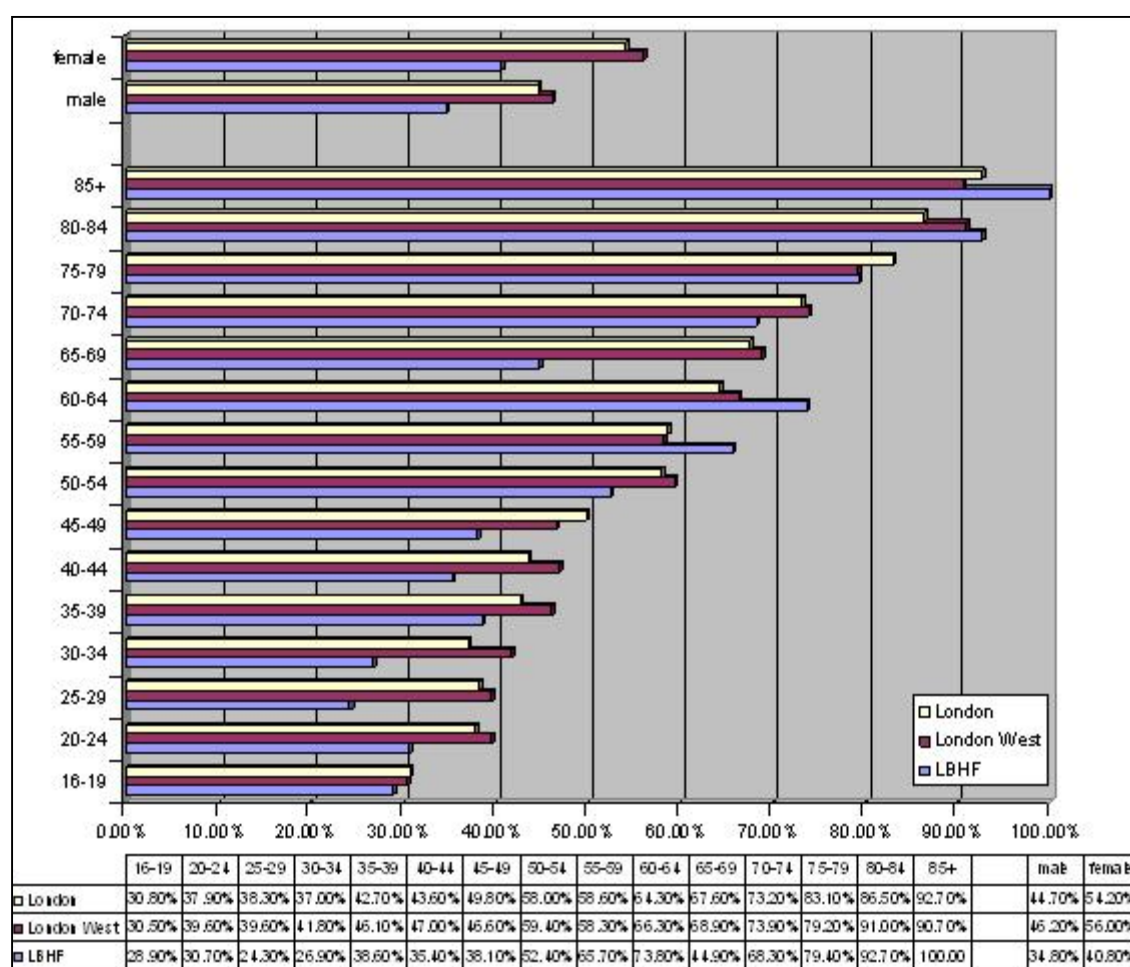
What does this mean?

Despite high levels of participation there are low levels of satisfaction with facility provision. Unless facility stock is improved participation levels are unlikely to reach their full potential. There are certain demographic groups and geographical areas in the LBHF that have very low levels of physical activity. Strategically locating leisure provision and ensuring suitable access policies will be critical in addressing these issues.

Low participation

- 2.40 Based on the Active People Surveys the LBHF has moved from ranked 32nd nationally (for KPI1) in 2005/6 to 26th in 2007/8. This demonstrates that generally the borough is highly active. However, the data also indicates that approximately half of people in the borough are not doing any sessions of 30 minutes exercise.
- 2.41 Of those in the LBHF who only recorded between one and three sessions of exercise per week the most common activities were football (15.7%), jogging (34.3%), swimming (12.6%), tennis (11.9%) and yoga (14.8%).
- 2.42 Figure 2.5 illustrates that 40.8% of residents (16+ years) had not taken part in any moderate intensity activity of 30 minutes duration in the last 4 weeks when surveyed (2006) compared to Brent (56.5%), Ealing (49.6%), Hounslow (54.2%), Kensington and Chelsea (39.4%), West London (51.2%), London (49.5%) and nationally (50.6%). Within the LBHF this includes:
- 100% of those aged 85+ years (is based on sampling but circa 2,400 people in 2006), two thirds or over of all those aged 55 to 84 or above (approximately 19,300 in 2006)
 - Other groups that have notably low participation levels for their demographic (and based on trends within the borough) are those aged 16-24 and 35-39 years old.
 - 49.4% of people from BME groups
 - Low levels of NS-SEC 1,2 (32.2%) and 4 (36.7%) but high inactivity amongst NS-SEC 3 (Intermediate occupations, 43.7%), NS-SEC 5 (Lower supervisory and technical occupations 58.2%) and NS-SEC 6.7 (Routine / semi-routine occupations, 60.7%). Of those that have never worked/ long term unemployment, 70.5% do not do 30 minutes of activity once a week
 - 40.8% of women (c 35,500 people)
 - Approximately 70,380 residents across the LBHF do not partake in at least 30 minutes of activity a week.

Figure 2.5 Non-participation (0 x 30)



Summary of physical activity in the LBHF

- 2.43 The LBHF has a high level of general physical activity. Given the demographic profile of the borough this would be expected although it is still outperforming Sport England estimates and favouring well against other neighbouring London boroughs. This high level of activity however is focussed around several demographic groups, particularly those more affluent residents aged between 25-34. This is reflective of the market segmentation and reiterates the demand from young professionals in the area.
- 2.44 In terms of facility requirements, individual sport popularity will be considered later in this section, however, given the background of those more active participants in the community there is likely to be a large demand for private facilities. An initial overview suggests that there is a large provision of private health clubs in the area, primarily in the central region (around Hammersmith) and in the south east of the borough. Attention is required in terms of facilitating greater activity levels amongst those more deprived in the community, especially towards the north of the borough. By analysing those sports which are most popular amongst these less affluent groups and comparing these to the supply of existing facilities and their usage rates it will be possible to conclude whether latent demand exists.

Where are we now?


Facility assessment


- 2.45 As part of the facility review an assessment of all public leisure facilities across the LBHF has been conducted. For each facility an assessment matrix was populated using an agreed set of criteria. To support this quantitative assessment, observation notes were recorded. This information can be used in line with the overall supply and demand analysis but also compared to usage level data provided by Greenwich Leisure Limited (GLL). Copies of both the leisure and library matrixes can be found in Appendix C.


Assessment matrix

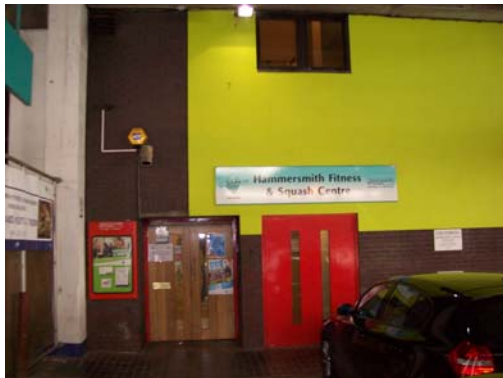
- 2.46 The leisure facilities have been assessed on a number of criteria, the key headings of which are as follows:
- access
 - cleanliness
 - housekeeping/ presentation
 - maintenance
 - standard of facilities
 - information provided
 - facilities and equipment on site.

Facility summary

Phoenix Leisure Centre (managed by GLL)			Bloemfontein Road White City W12 7DB		
Facilities on site: 1 x learner pool 25m (5 lane) swimming pool 45 station gym Studio (1 court) – limited height Sports hall (1 court) – limited height Average Scores (max 5):					
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Standard of facilities	Information
4.14	3.88	4.20	4.00	3.50	4.33
Total Score: 24.05 Facility summary: <p>Opened in 2006 the site is well used by local schools who have access to the main facilities from 11-4.30pm every day. The swimming pool is used for club practice and competitions two evenings per week and on Sundays.</p> <p>Generally the pools are in good condition and appear to be used regularly. The health and fitness area is spacious, and though basic has good quality equipment. The studio is of good size to accommodate classes of up to 15 people and is currently fully booked with demand from the community for more classes. The sports hall however is small (only one badminton court) and appears basic. The ceiling is low and therefore limits its practicality for sports such as badminton.</p> <p>Although road signage is minimal the site is easily accessible either on foot, by bike or car with parking on site, adequate lighting and CCTV. There is good disabled access. Generally the facility is clean and well maintained with basic décor and good provision of information.</p> <p>Membership numbers and trends are assessed later in this section.</p>					
Reported usage levels: <p>Currently approximately 490 members signed up on a monthly direct debit basis in addition to pay and play and lifestyle members. Overall membership usage trends are considered later in this section.</p> <p>£27.95 for use of all fitness facilities at GLL sites</p> <p>£26 for use of all swimming pools at GLL sites</p> <p>From April 2008-March 2009 the total swim visits was 68,519, a monthly average of 5,710</p> <p>From April 2008-March 2009 the total gym visits was 84,470, a monthly average of 7,039.</p>					


Lillie Road Fitness Centre (managed by GLL)			Lillie Road Fulham SW6 7PD		
Facilities on site: 40 station gym Dance studio Activity room Consultation/ meeting room Average Scores (max 5):					
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Standard of facilities	Information
3.14	3.00	3.60	4.00	3.50	3.66
Total Score: 20.90 Facility summary: A relatively small facility focused on health and fitness provision. All equipment in the gym appears new and of high quality. Access is generally good although signage from the road is poor and there is limited provision for parking. Maintenance is good and although circulation space is limited and poorly lit in places, the facility is well staffed and information provision is adequate. The activity room is L-shaped and has limited application due to its design. The façade of the building is dated and changing rooms are basic.					
Reported usage levels: Approximately 600 users registered on a monthly membership scheme. Overall membership usage trends are considered later in this section From April 2008-March 2009 the total gym visits was 92,590, a monthly average of 7,716.					

Fulham Pools (managed by Virgin Active)		Normand Park Lillie Road Fulham SW6 7ST			
Facilities on site: 25m (8 lane) swimming pool 1 x learning pool 25 station gym All weather tennis courts (3 courts) Crèche/ soft play area Dedicated café area Average Scores (max 5):					
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Standard of facilities	Information
4.57	4.66	4.80	5.00	4.50	3.33
Total Score: 26.86 Facility summary: Fulham Pools is the most recently constructed public facility in the LBHF. It is the overall highest quality public facility in the borough. Décor and maintenance is excellent throughout, especially around the pool area. The public gym is small and circulation space is limited around the stations. However, it is next door to the Virgin Active Gym. The pool is shared with Virgin Active users. Unlike the other public leisure sites in the LBHF, Fulham Pools is managed by Virgin Active.					
Reported usage levels: Approximately 5,000 Virgin Active members at the site use the private facilities. There is no monthly membership of the public facilities, instead a Fulham Pools loyalty card provide pay and play discounts. From April 2008-March 2009 the total swim visits was 156,236, a monthly average of 13,020 From April 2008-March 2009 the total gym visits (public gym) was 4,064, a monthly average of 339.					

Hammersmith Fitness and Squash Centre (managed by GLL)		Chalk Hill Road Hammersmith W6 8DW			
Facilities on site: 3 x squash courts (one glass back) 80 station gym including separate aerobic area 1 x spinning room Average Scores (max 5)::					
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Standard of facilities	Information
4.28	3.75	4.40	4.00	4.00	3.66
Total Score: 24.09 Facility summary: <p>The facility has recently been refurbished. The interior is of high quality, although there is only wheelchair access to the ground floor. All fitness equipment is new. Site is well signposted from the road and the facility has a deal agreed with the neighbouring hotel for car parking spaces at a discounted rate for its members. Good circulation space throughout with an open plan fitness studio. The facility also has access to a roof terrace which they're considering using for fitness classes during the summer.</p> <p>The site is let down by the appearance of the exterior. The approach to the entrance is poor and additional lighting/ redesign is required.</p>					
Reported usage levels: <p>Currently (May 2009) the centre has 942 members with a large corporate base. It experiences a high membership attrition rate.</p> <p>Membership prices include:</p> <p>£27.95 for use of all fitness facilities at GLL sites (special offer – normally £44.60)</p> <p>£49.95 fitness and squash facilities at GLL sites</p> <p>Overall membership usage trends are considered later in this section.</p> <p>From April 2008-March 2009 the total gym visits was 94,812, a monthly average of 7,901.</p>					

SECTION 2 – SUPPLY AND DEMAND ANALYSIS

Linford Christie Outdoor Sports Centre			Artillery Way Off Du Cane Road Wormwood Scrubs W12 OAE		
Facilities on site: 400m (8 lane) all weather running track Fully equipped athletic field (set up for rugby) Small terraced spectator stand 4 x small sided football STPs 1 x full size (6000m ²) STP 1 x basketball court Average Scores (max 5)::					
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Standard of facilities	Information
3.71	2.38	2.20	2.66	2.66	N/A
Total Score: 13.61 Facility summary: Accessible via the car park to the rear of the hospital. Only signage is from the footpath along the park. Footpath and cycle way onto the site. No evidence of reception area or any ancillary accommodation at time of assessment. Track and floodlighting appears in reasonable condition although other facilities such as surrounding buildings appear of poor quality. Graffiti evident on and outside of site. No information displayed at time of assessment.					
Reported usage levels April 2008-March 2009 (number of visits): All weather pitch (adult) –: 22,700 (32% of all users of the site) All weather pitch (junior) – 11, 100 (16%) Football on Wormwood Scrubs (use changing rooms): 7,400 (11%) Thames Valley Harriers: 5,200 (7%) Other users: rugby on Wormwood Scrubs, London Nigerians, Chiswick PHC, Primary and Secondary school use of STP and athletics track Total users: 69,950 Busiest month: April 2008 and March 2009					

Sands End Gym		The Community Centre 59 Broughton Road Fulham SW6 2LE			
Facilities on site:					
20 station gym Activity hall (1 x court) Crèche Craft workshop 2 x dance studios Small climbing/ bouldering wall					
Average Scores (max 5):					
Access	Cleanliness	Housekeepin g/ presentation	Maintenance	Standard of facilities	Information
3.00	3.14	3.40	3.33	3.25	3.33
Total Score: 19.45					
Facility summary:					
<p>The gym and small sports hall are located at the Sands End Community Centre. The hall is approximately one badminton court in size but has low ceilings which limit its capabilities. There are two small basketball nets that are used for group activities. Generally the facility is clean and in good condition despite appearing slightly dated.</p> <p>Notice boards are provided outside of the studio and all equipment appears in good quality. The site appeared well used at the time of assessment.</p> <p>This site works well as a multi-facility concept with library, meeting rooms, gym, activity hall and studios.</p>					
Reported usage levels:					
Approximately 600 registered members.					

QUEST assessment scores

- 2.47 QUEST is a Sport England scheme which accredits public leisure centres based on their performance against a number of quality criteria. There are three sites within the LBHF that are registered with the scheme, the Phoenix Sports Centre, Hammersmith Fitness and Squash Centre and Lille Road Fitness Centre. Table 2.4 below illustrates how both sites scored in the March 2009 assessment:

Table 2.4 QUEST assessment for the LBHF (March 2009)

QUEST Criteria	Phoenix Sports Centre	Hammersmith Fitness and Squash Centre	Lille Road Fitness Centre
FOP1: Responsibilities and systems	6.4	7	6.8
FOP2: Cleanliness	8.4	7	6.6
FOP3: Operations – housekeeping and presentation	8.6	7	6.7
FOP4: Maintenance	7.5	8	6.3
FOP5: Equipment	8.2	9	8.9
FOP6: Environmental management	7.8	6	6.9
FOP7: Changing rooms and toilets	8.8	8	6.6
FOP8: Health and safety	8.0	7	7.7
CR1: Customer care	8.1	8	7.8
CR2: Customer feedback	7.9	8	7.1
CR3: Research and business planning	6.8	6	6.8
CR4: Marketing	8.8	8	8.8
CR5: Bookings and reception	8.6	8	7.5
STAF1: Staff supervision and planning	8.2	8	8.2
STAF2: People management	8.3	9	8.6
STAF3: Management style	6.9	7	8.1
SDR1: Business management and strategies	6.8	7	8.2
SDR2: Programme development (targeting of deprived groups)	8.2	7	7.9
SDR3: Development of partnerships	8.5	7	8.5
SDR4: Performance management/ using performance indicators	7.5	9	9.0
SDR5: Information and communication (ICT)	7.5	Na	9.3
SDR6: Continuous improvement and feedback	6.7	Na	7.9
Total	172.5	151	170.2
OVERALL SCORE	78%	75%	78%

- 2.48 The table above illustrates the Phoenix Sports Centre scores slightly higher overall than the Lille Road Fitness Centre. Both were 'highly commended' as part of the QUEST assessment. It is possible to use these scores to benchmark best practice amongst other leisure facilities in the LBHF. The following areas should be seen as best practice from the **Phoenix Sports Centre**:
- operations, including housekeeping and presentation
 - quality and cleanliness of changing rooms and toilets
 - approach to marketing of the centre and its facilities.
- 2.49 The following areas were identified as high quality at the **Hammersmith Fitness and Squash Centre**:
- quality of equipment
 - maintenance of the site
 - People management and approach to human resourcing
- 2.50 The following areas were identified as high quality at the **Lille Road Fitness Centre**:
- quality of equipment
 - approach to marketing of the centre and its facilities
 - people management and customer services
 - performance management and the use of performance indicators to drive operation improvements
 - information and communication systems and the use of ICT.
- 2.51 Areas that scored lower scores include 'responsibilities and systems' at Phoenix Sports Centre, 'research and business planning' at Hammersmith and Fulham Squash Centre, and 'maintenance' at Lille Road Fitness Centre.

Facility supply

- 2.52 The remainder of this section considers the supply of sport, leisure and library facilities and how these serve the residents of the LBHF.

Department for Communities Local Government 2008 Place Survey Data

- 2.53 The 2008 DCLG Place Survey data results have been recently released, which benchmark user satisfaction levels with regional government offices and national data. The following criteria is of relevance to this report (the percentage scores indicate the number of residents ‘very or fairly satisfied’ with provision):
- sport and leisure facilities – LBHF 43.1%, London 46.5%, England 46.2%
 - libraries – LBHF 63.6%, London 67.6%, England 69.0%
 - agree that the local council provides value for money – LBHF 45.0%, London 34.7%, England 33.2%
 - state that their health is good or very good – LBHF 84.2%, London 79.4%, England 75.8%.
- 2.54 These results illustrate that while residents in the LBHF feel that their health is generally good and they receive value for money from the Council, relative to the region, satisfaction with sport, leisure and library facilities is however low.

Comprehensive Performance Assessment

- 2.55 Local authorities were evaluated by the Audit Commission on the level of service that they provide for local people through the 2006 Choice and Opportunity evaluation. This includes the level and quality of leisure facilities. The Comprehensive Performance Assessment (CPA) for leisure facilities is judged on the following criteria:

“The percentage of the population that are within 20 minutes travel time (Urban areas – by walk; Rural areas – by car) of a range of three different sports facility types of which one has achieved a quality assured standard”

- 2.56 The CPA indicator looks at choice in terms of travel time to quality facilities, using a walking travel time for urban areas, and a drive travel time for rural areas (defined using the ONS Rural and Urban Area Classification 2004). The indicator is set at a choice of at least three different facility types, of which one must meet a recognised quality assurance standard, from a list of the following six facility types:
- Swimming Pool
 - Sports Hall
 - Health and Fitness
 - Synthetic Turf Pitch
 - Golf Course
 - Grass Pitch.
- 2.57 The 2006 CPA Choice and Opportunities scores indicated that 22.16% (37,982 residents) fell within the catchment areas for the required facilities in the LBHF. Compared to a national average of 32% and London average of 48.50% this illustrates a poor supply of facilities across the local authority. **OUT OF ALL**

LONDON BOROUGH THE LBHF WAS 6TH POOREST IN TERMS OF SPORT AND LEISURE PROVISION.

Supply and demand best practice

- 2.58 Calculating the demand for facility types is a multifaceted task that is both qualitative and quantitative. In addition to the mapping of current facilities and the geographical gaps in provision this shows, this section has used best practice industry tools and processes to assess the extent to which facility provisions meet current and future resident demands. The main tools are described below.
- 2.59 The results of these calculations should be used in parallel with stakeholder consultation findings to arrive at an overall picture of leisure needs in the LBHF.

Active Places Power (APP) model

- 2.60 Active Places Power is produced by Sport England and analyses data from both Active Places (a facility audit) and Active People (a participation survey). The prime use of the APP model is to provide an overview as to the number of facilities per 1,000 population for the local authority or ward and benchmark this against other neighbouring local authorities.
- 2.61 This model cannot be used for estimating the requirements of additional population growth (Sports Facilities Calculator) and for modeling demand levels for pools and sport halls has been superseded by the Facilities Planning Model. This model provides data for all other sport and leisure facilities assessed in this section.

Facilities Planning Model (FPM)

- 2.62 This data is provided by Sport England and is in line with Sport England's planning guidance. The data is a complete supply and demand analysis of local authority and regional leisure facility provision. The current data is based on 2007 ONS mid year population estimates and accounts for criteria such as facility access policies, opening time, quality of provision etc. This is in addition to overall size of the site and catchment population.
- 2.63 The FPM provides data for swimming pools and sports halls. It considers cross-boundary provision as well as mobility and migration of leisure users.

Sports Facilities Calculator (SfC)

- 2.64 The SfC is a Sport England model that estimates the additional requirements of sport halls and swimming pools based on future population growth projections. While the model is not as detailed as the FPM it uses local authority specific demographics to provide an accurate estimate of additional future need.

PMP's in-house supply and demand model

- 2.65 PMP's in-house supply and demand model was developed from the 'Mapping the Future' package and is based on similar parameters to the FPM. The assumptions are provided in more detail later in the section but are derived primarily from the Million Plus Panel Survey which provided leisure participation rates. A propensity to participate percentage is derived from the Active People Survey and therefore estimates are tailored to the specific local authority. This model is only applicable for health and fitness facility analysis.

Assessing The Future

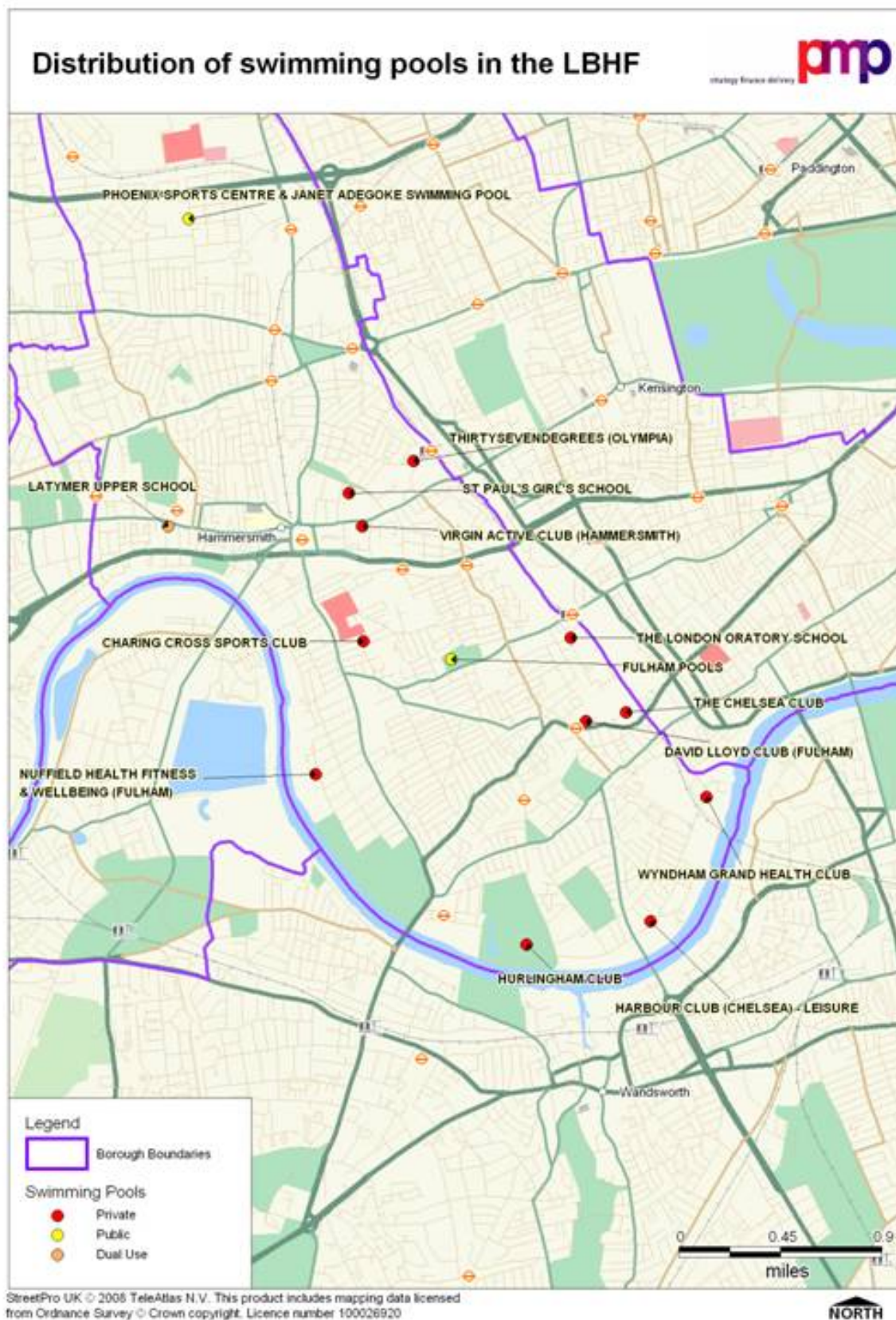
Swimming pools

- 2.66 Swimming pools are one of the main leisure provisions with any local authority and are a key activity to enabling residents to achieve the 30 minutes of physical activity three times a week targeted by Sport England and identified within the LBHF Sport and Physical Activity Strategy (2006-12).
- 2.67 The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of swimming, participation has fallen by 0.2%, with regular (once a week) swimming decreasing most amongst male, aged 35-44 years old and in the higher (groups 1-4) socio-economic groups. 5.4 million adults nationwide (13%) reported that they would like to swim more often (accounts for 24.2% of latent demand across all sports). This latent demand for swimming includes 8.7% of males and 17.1% of females that were surveyed.
- 2.68 The LBHF has signed up to provide free swimming to the Over 60s as part of Sport England's Free Swim initiative, receiving over £30k in grant funding from the DCMS. Ensuring that adequate facilities are available within the LBHF to satisfy the needs of these residents will be critical in helping the DCMS to achieve their growth target of a 1% annual increase on overall activity levels. The Council has recently agreed to provide free swimming to U16's.
- 2.69 Table 2.5 illustrates the current provision of swimming pools in the LBHF and Map 2.2 the overall distribution of sites in the LBHF.

Table 2.5 Swimming pool audit for the LBHF (all pools – no minimum length)

Facility	Ward	Postcode	Pool area (m2)
CHARING CROSS SPORTS CLUB	Fulham Reach Ward	W6 8LH	250
DAVID LLOYD CLUB (FULHAM)	Parsons Green and Walham Ward	SW6 1BW	200
FULHAM POOLS	North End Ward	SW6 7ST	375
FULHAM POOLS	North End Ward	SW6 7ST	250
HARBOUR CLUB (CHELSEA)	Sands End Ward	SW6 2RR	250
HARBOUR CLUB (CHELSEA) - leisure	Sands End Ward	SW6 2RR	168
HURLINGHAM CLUB	Palace Riverside Ward	SW6 3PR	300 and 420
LATYMER UPPER SCHOOL	Ravenscourt Park Ward	W6 9LR	300
NUFFIELD HEALTH FITNESS & WELLBEING (FULHAM)	Palace Riverside Ward	SW6 6PF	160
PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL	Wormholt and White City Ward	W12 7DB	180
PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL	Wormholt and White City Ward	W12 7DB	300
ST PAUL'S GIRL'S SCHOOL	Avonmore and Brook Green Ward	W6 7BS	325
THE CHELSEA CLUB	Parsons Green and Walham Ward	SW6 1HS	250
THE LONDON ORATORY SCHOOL	Fulham Broadway Ward	SW6 1RX	119
THIRTYSEVENDEGREES (OLYMPIA)	Avonmore and Brook Green Ward	W14 0PP	200
VIRGIN ACTIVE CLUB (HAMMERSMITH)	Hammersmith Broadway Ward	W6 8BS	160
WYNDHAM GRAND HEALTH CLUB	Sands End Ward	SW10 0XG	102

Map 2.2 Distribution of swimming provision across the LBHF



Swimming pool supply

- 2.70 Active People (2006) survey results for aquatic based sports are shown below in Table 2.6. The results reflect overall participation rates in the borough and a higher than average propensity to engage in physical activity.

Table 2.6 Aquatic activities in the LBHF

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Any aquatic activity	16.1	13.0	14.3
Casual swimming	15.2	12.3	13.6
AquaFit/ aqua aerobics	0.2	0.5	0.4

- 2.71 Table 2.7 below provides details of the current provision of water space for the LBHF, neighbouring London boroughs and London and national averages. This highlights an extensive supply of swimming provision in the LBHF compared to other areas. Current provision equates to 27.23m² per 1,000 population in the LBHF, accounting for over 4,500m² of water provision across the borough.
- 2.72 The majority of provision is within private clubs or those for registered members. There are two public pay and play sites (Phoenix Sports Centre and Fulham Pools) and one dual use site (Latymer Upper School) although the reality of public access to this site is extremely limited.

Table 2.7 Swimming pool provision comparators (APP)

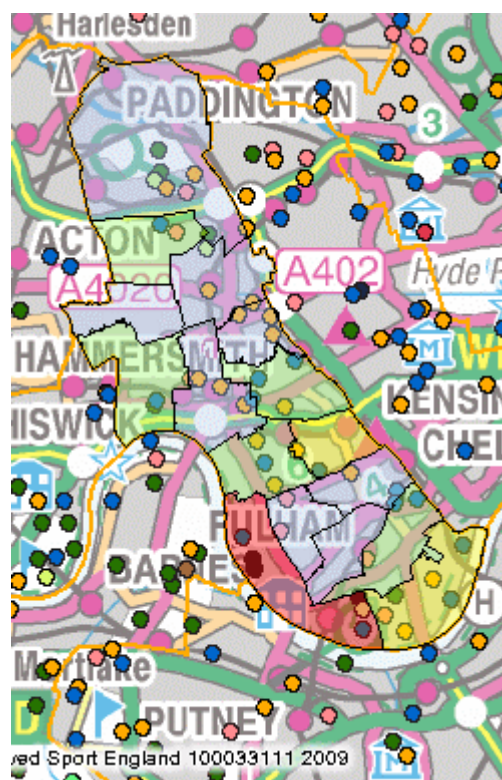
Area	M ² per 1,000 Population
England	18.12
London	17.01
Hammersmith and Fulham	27.23
Brent	6.08
Ealing	13.74
Hounslow	20.70
Kensington and Chelsea	14.47

- 2.73 Provision can be broken down to ward level as shown by Table 2.8 below. This table illustrates that the greatest provision is in Palace Riverside Ward, North End Ward, and Sands End Ward, all within the southern half of the borough. The least provision is in Addison Ward, Askew Ward, College Park and Old Oak Ward, Munster Ward, Shepherd's Bush Green Ward, and Town Ward (all but two of which are in the northern half of the borough).

Table 2.8 Swimming pool ward provision (APP)

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	0	11182	0
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	525	11526	45.55
College Park and Old Oak Ward	0	7645	0
Fulham Broadway Ward	119	10176	11.69
Fulham Reach Ward	250	10181	24.56
Hammersmith Broadway Ward	160	11572	13.83
Munster Ward	0	9870	0
North End Ward	702	10891	64.46
Palace Riverside Ward	880	7306	120.45
Parsons Green and Walham Ward	462	10292	44.89
Ravenscourt Park Ward	300	10790	27.8
Sands End Ward	620	9713	63.83
Shepherd's Bush Green Ward	0	10241	0
Town Ward	0	9893	0
Wormholt and White City Ward	480	11989	40.04

Population based on 2001 Census
Includes all water provision (i.e. training pools)



Symbol	Range	Ward Count
	0 - 24.09	(8)
	24.1 - 48.18	(5)
	48.19 - 72.27	(2)
	96.37 - 120.45	(1)

- 2.74 The above table and accompanying map illustrate that greatest provision of water space is in the south west of the borough. The largest deficiencies are across the northern half and in the southern central regions.

Sport Facility Calculator

- 2.75 The Sports Facility Calculator can be used to calculate additional demand based on population projections. Table 2.9 illustrates that based on GLA 2031 projections there will be an additional demand for 429m² of water space across the LBHF (equivalent to two 25m, 4 lane pools). This does not consider cross-border demand and population growth in other neighbouring London boroughs.

Table 2.9 Future swimming requirements

Year	Population growth	Additional requirements (m ²)	Adjusted m ² per population
2006	6,158	68.39 (1.29 lanes/ 0.32 pools)	26.26
2031	38,585	428.52 (8.07 lanes/ 2.02 pools)	22.08

- 2.76 Given the expected increase in population there will be an additional demand for approximately two 25 metre swimming pools across the Borough, preferably in the north and central areas. This figure does not however consider the current levels of supply and it is possible that no new facilities are required to meet this additional demand. The additional population would mean that the provision of water space would equate to approximately 22m² per 1,000 population. While this is significantly less than current levels it is still higher than existing levels in all neighbouring boroughs and the London average.

Facilities Planning Model (Sport England)

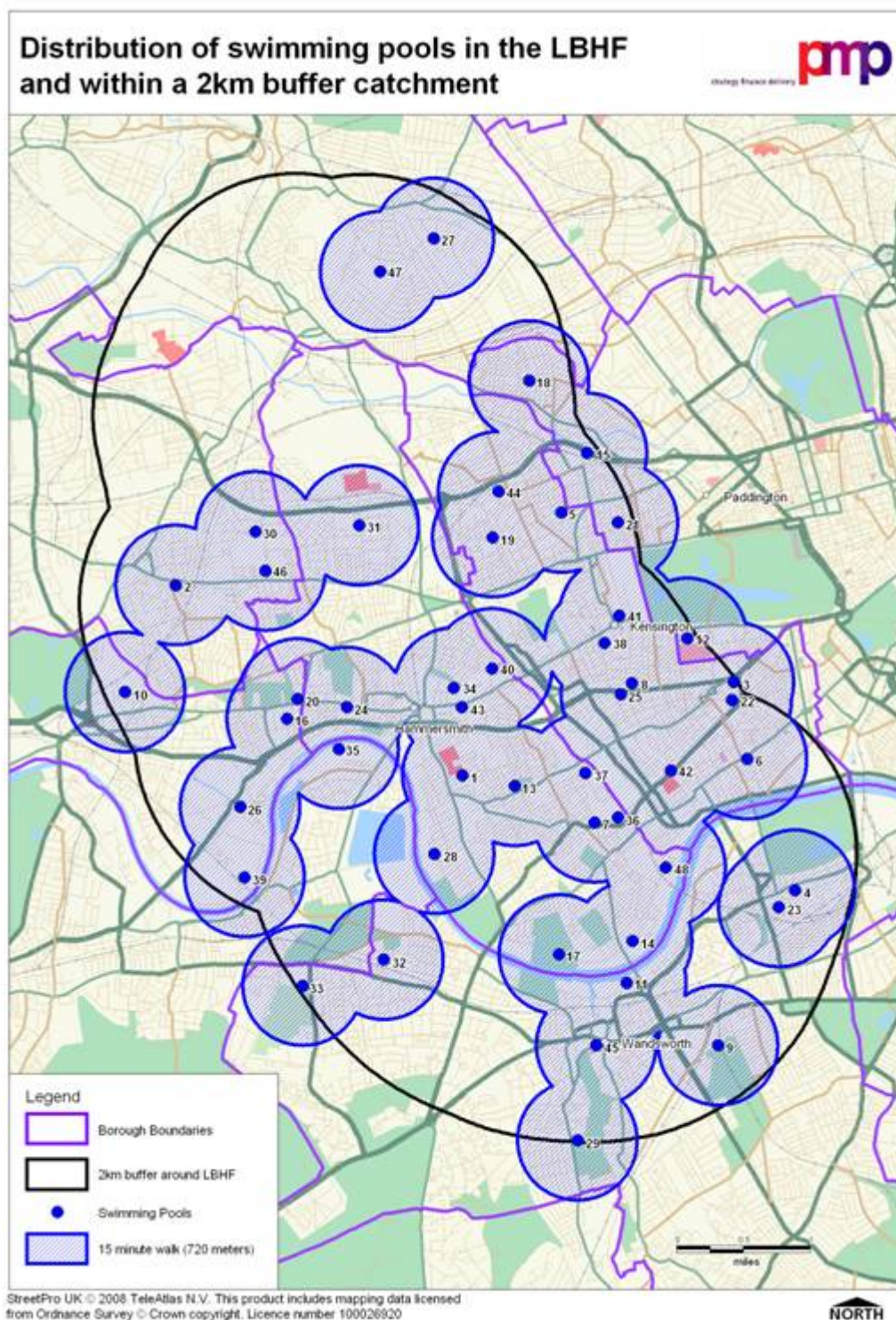
- 2.77 The FPM is the latest guidance from Sport England on leisure needs at a local authority and regional level. The calculations provided in Table 2.10 overleaf are based on the following assumptions:
- Inclusion of all operational indoor pools that are available for community use
 - Excludes all pools less than 20 metre in length or less than 160m² in total
 - Quality of facilities has been accounted for based on, in the first instance, how recently they were constructed and then on when the most recent major refurbishment occurred
 - IMD scoring has been used to reflect affluence of an area, and thus the degree to which a commercial (higher priced) facility will be used
 - Capacity of facilities have been based on size of pool, opening hours (for community use) and maximum one time user levels (1 user/ 6m²)
 - To account for the range of activities taking place in the pool and the assumption that pools are not always at full capacity (and if they were it would be unattractive to the user) a target 'comfort' level of 70% should be used for guidance purposes. Facilities encroaching upon this level of usage are deemed to be successfully utilised by the resident population.

Table 2.10 Facilities Planning Model key outputs (October 2008)

AREAS:			London	West London	LBHF	Brent	Ealing	Hounslow
Supply	Public sites	Number of sites	160	27	3	3	3	5
		Water space (m²)	65,789	11,051	1,432	1,022	1,685	2,299
	Commercial sites	Number of sites	111	29	7	2	8	6
		Water space (m²)	26,165	7,067	1,730	364	1,825	1,560
	All sites	Total potential peak capacity per week (number of swims)	652,309	133,725	23,462	10,628	27,530	29,956
		Available water space per 1,000 m²	12.2	12.5	17.9	5	11.2	17.1
		TOTAL public water space m² (scaled for peak hrs – approx 87%)	80,284	15,459	2,888	1,308	3,388	3,687
Demand		Population (2007)	7,564,554	1,454,263	177,133	277,546	313,214	226,266
	Demand at peak time from resident population	Swims per week	460,402	87,873	11,211	16,798	19,019	13,783
		TOTAL water space required m² (inc. comfort factor)	80,950	15,450	1,971	2,953	1,971	2,423
Supply and demand balance m²			-666	+9	+917	-1,645	+44	+1,264
Net importer/ exported of demand			10.1% Export	7.8% Export	10.6% Importer	42.4% Export	9.3% Export	7.4% Importer
% of demand not being satisfied (unmet)			6.4	7.5	6.2	12.1	7.0	6.7
Unmet demand accounting for a comfort factor m²			5,088	1,161	123	357	233	162
% of overall capacity of pools being used at peak times			59.0	55.7	49.8	71.9	57.8	46.3

- 2.78 Table 2.10 reiterates high level of swimming provision in the LBHF. The balance is a surplus of approximately 917m² of water space. This exceeds all other comparator local authorities with the exception of Hounslow. While 6.2% of demand is not met due to issues such as capacity at peak times this is relatively low and should not be deemed an issue for concern, especially when this accounts for the equivalent of under one 25m four lane pool.
- 2.79 A more prominent issue is that the LBHF is currently a 10.6% importer of demand. Overall London has a deficit of swimming provision. A focus for the LBHF should be ensuring that swimming provision is fully utilised by all the residents within it's borough before accommodating external demand. Further consideration is required of marketing strategies and promotional initiatives that target local residents.
- 2.80 While the analysis suggests that there is currently a number of residents that are unable to use facilities due to capacity levels this is a hypothetical figure given the need for comfort levels and varying types of activity that require in excess of 6m² of water per user. In realistic terms the supply of swimming provision more than exceeds demand in the LBHF, even with the significant amount of demand imported from other London boroughs. A review of usage levels is considered later in this section.
- 2.81 The FPM also reviews the modes of travel of those using facilities. According to the model 46% of users travel by both car and foot and 8% use public transport in the LBHF. Compared to areas such as Brent where car and public transport use is much more frequent (69% and 11% respectively). Given that Brent exports approximately 42% of its swimming demand and given the potential for the LBHF to accommodate additional users, facility design should consider ancillary requirements such as additional parking and public transport routes that can best meet the needs of this influx market. This potential market is reiterated by Table 2.10 which illustrates that the percentage of overall capacity of pools being used at peak time in the LBHF is 49.8% (20% below Sport England guidelines), compared to Brent at almost 72%.
- 2.82 Map 2.3 overleaf illustrates that the main geographical areas not currently served by swimming provision are to the very north of the borough (College Park and Old Oak Ward), around the Shepherd's Bush and Askew Ward area, and to the south of the borough around Fulham Road. A more extensive analysis of travel times to each facility is provided later in this section.

Map 2.3 Swimming pool distribution in the LBHF (2km buffer)



SECTION 2 – SUPPLY AND DEMAND ANALYSIS

ID	Facility
1	CHARING CROSS SPORTS CLUB
2	ACTON SWIMMING BATHS
3	AQUILLA HEALTH & FITNESS CENTRE
4	BATTERSEA PARK SCHOOL
5	BODYWORKS WEST @ LAMBTON PLACE
6	CHELSEA SPORTS CENTRE
7	DAVID LLOYD CLUB (FULHAM)
8	DAVID LLOYD CLUB (KENSINGTON)
9	EMANUEL SCHOOL
10	ESPORTA HEALTH & FITNESS (CHISWICK PARK)
11	ESPORTA HEALTH & FITNESS (WANDSWORTH)
12	ETHOS
13	FULHAM POOLS
14	HARBOUR CLUB (CHELSEA)
15	HARBOUR CLUB (NOTTING HILL)
16	HOGARTH HEALTH CLUB
17	HURLINGHAM CLUB
18	JUBILEE SPORTS CENTRE (QUEENS PARK)
19	KENSINGTON LEISURE CENTRE
20	L.S.S.T
21	LA FITNESS (BAYSWATER)
22	LA FITNESS (SOUTH KENSINGTON)
23	LATCHMERE LEISURE CENTRE
24	LATYMER UPPER SCHOOL
25	MARRIOTT LEISURE CLUB (KENSINGTON)

ID	Facility
26	NEW CHISWICK POOL
27	NUFFIELD HEALTH FITNESS & WELLBEING (BRONDESBURY PARK)
28	NUFFIELD HEALTH FITNESS & WELLBEING (FULHAM)
29	NUFFIELD HEALTH FITNESS & WELLBEING (WANDSWORTH)
30	PARK CLUB (ACTON)
31	PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL
32	PUTNEY LEISURE CENTRE
33	ROEHAMPTON CLUB
34	ST PAUL'S GIRL'S SCHOOL
35	ST PAULS SCHOOL
36	THE CHELSEA CLUB
37	THE LONDON ORATORY SCHOOL
38	THE OASIS FITNESS & SPA
39	THE RIVERSIDE HEALTH AND RACQUETS CLUB CHISWICK
40	THIRTYSEVENDEGREES (OLYMPIA)
41	VIRGIN ACTIVE CLASSIC (KENSINGTON)
42	VIRGIN ACTIVE CLUB (CHELSEA)
43	VIRGIN ACTIVE CLUB (HAMMERSMITH)
44	VIRGIN ACTIVE CLUB (NOTTING HILL)
45	VIRGIN ACTIVE CLUB (WANDSWORTH)
46	VIRGIN ACTIVE CLUB (WEST LONDON)
47	WILLESSEN SPORTS CENTRE
48	WYNDHAM GRAND HEALTH CLUB

What does this mean?

Based on the above analysis it is possible to draw the following conclusions for swimming provision in the LBHF:

- there is currently a surplus of provision in the borough, although the majority is only available to registered members
- despite significant population growth projections, the supply of pool water will still be significantly higher than neighbouring boroughs and London averages
- there is the potential of attracting users from outside of the LBHF, particularly from Brent. Swimming provision, programming and marketing in the north of the borough should consider this market opportunity.

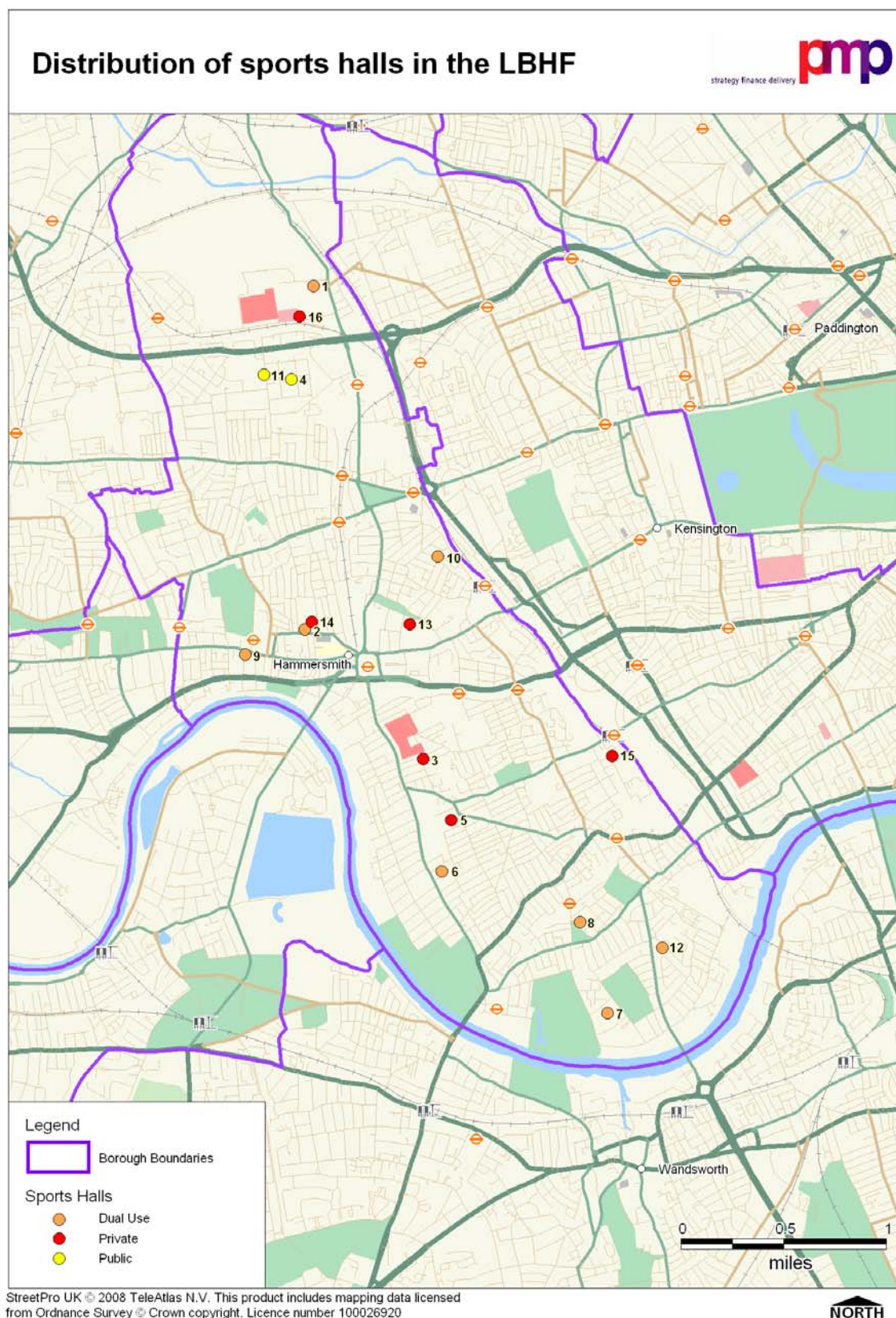
Sport halls

- 2.83 Sports halls are an important multi-use facility for a community. It is vital that both formal and informal sporting and leisure opportunities are provided across a local authority. In addition to suitable programming the facility design should reflect the type of activity and competition levels.
- 2.84 The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of badminton, participation has remained static across England. Groups that have increased most in participation are those aged 30-34 years, lower social groups (NS SEC 5-8) and amongst ethnic minority groups. In terms of latent demand, the survey identified that 2.1% of the population would like to participate more. In terms of basketball there has been a significant increase of 0.06% of the population and is spread across both genders, particularly those aged 20-24 and 35-44 years and within the higher social groups (NS SEC 1-4). 0.5% of the population would like to participate more in the sport if opportunities were available.
- 2.85 Sports halls are also a key requirement within the national curriculum. Prescribed by The Department of Children, Schools and Families (DCSF) all students at primary and secondary school must have access to sport hall facilities. Through BB98 and BB99 guidelines the DCSF identify suitable provision for each type of school. If this cannot be located on the school site then public leisure facilities are required. This is discussed within the Building Schools for the Future section of this report.
- 2.86 Table 2.11 overleaf illustrates the current provision of swimming pools in the LBHF. Map 2.4 overleaf illustrates the distribution of sports halls in the LBHF.

Table 2.11 Sport hall audit for the LBHF (all halls – no minimum court number)

Facility	Ward	Postcode	Badminton courts (main hall)
BURLINGTON DANES ACADEMY	College Park and Old Oak Ward	W12 0HR	4
CAMBRIDGE SCHOOL	Hammersmith Broadway Ward	W6 0LB	1
CHARING CROSS SPORTS CLUB	Fulham Reach Ward	W6 8LH	2
FATIMA COMMUNITY CENTRE	Wormholt and White City Ward	W12 7QR	1
FULHAM CROSS SECONDARY SCHOOL	Munster Ward	SW6 6BP	3
HENRY COMPTON SECONDARY SCHOOL	Munster Ward	SW6 6SN	1
HURLINGHAM AND CHELSEA SECONDARY SCHOOL	Sands End Ward	SW6 3ED	1
HURLINGHAM AND CHELSEA SECONDARY SCHOOL	Sands End Ward	SW6 3ED	1
LADY MARGARET CHURCH OF ENGLAND SCHOOL FOR GIRLS	Parsons Green and Walham Ward	SW6 4UN	1
LATYMER UPPER SCHOOL	Ravenscourt Park Ward	W6 9LR	6
MASBRO CENTRE	Addison Ward	W14 0LR	1
PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL	Wormholt and White City Ward	W12 7DB	1
SANDS END COMMUNITY SPORTS HALL	Sands End Ward	SW6 2LA	1
ST PAUL'S GIRL'S SCHOOL	Avonmore and Brook Green Ward	W6 7BS	4
THE GODOLPHIN AND LATYMER SCHOOL	Hammersmith Broadway Ward	W6 0PG	1
THE LONDON ORATORY SCHOOL	Fulham Broadway Ward	SW6 1RX	1
WOODLANE HIGH SCHOOL	College Park and Old Oak Ward	W12 0TN	2

Map 2.4 Distribution of sport hall provision in the LBHF



ID	Facility
1	BURLINGTON DANES ACADEMY
2	CAMBRIDGE SCHOOL
3	CHARING CROSS SPORTS CLUB
4	FATIMA COMMUNITY CENTRE
5	FULHAM CROSS SECONDARY SCHOOL
6	HENRY COMPTON SECONDARY SCHOOL
7	HURLINGHAM AND CHELSEA SECONDARY SCHOOL
0	HURLINGHAM AND CHELSEA SECONDARY SCHOOL
8	LADY MARGARET CHURCH OF

ID	Facility
	ENGLAND SCHOOL FOR GIRLS
9	LATYMER UPPER SCHOOL
10	MASBRO CENTRE
11	PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL
12	SANDS END COMMUNITY SPORTS HALL
13	ST PAUL'S GIRL'S SCHOOL
14	THE GODOLPHIN AND LATYMER SCHOOL
15	THE LONDON ORATORY SCHOOL
16	WOODLANE HIGH SCHOOL

Sport hall supply

- 2.87 Active People (2006) survey results for hall based sports are shown below in Table 2.12. The results reflect overall participation rates in the borough and a higher than average propensity to engage in physical activities such as basketball, volleyball and yoga but a lower current level of participation for badminton and football (indoors).

Table 2.12 Sport hall activities in the LBHF

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Badminton	0.2	1.9	2.2
Basketball	1.3	1.2	0.7
Football (indoors)	0.5	1.6	2.0
Volleyball	0.4	0.2	0.2
Yoga	3.6	2.4	1.4
Dance exercise	0.5	0.6	0.5

- 2.88 Table 2.13 provides details of the current provision of sport hall courts for the LBHF, neighbouring London boroughs and London and national averages. This highlights an extensive undersupply of sport hall provision in the LBHF compared to other areas. Current provision equates to 31.70 courts per 1,000 population in the LBHF. This is significantly below neighbouring boroughs such as Brent (74 courts per 1,000 population) and the London average (61 courts per 1,000 population).
- 2.89 The majority of provision is dual use at schools or academies. This invariably means that there is a limitation in access for the public due to school hours. The main public sports hall is at the Phoenix Sports Centre although this is limited to one badminton court in size and also has a low ceiling which restricts its usability for formal sports. The most recently built halls were constructed in 2003. A large amount of facility stock, especially those at schools, was constructed in the 1960s or 1970s.

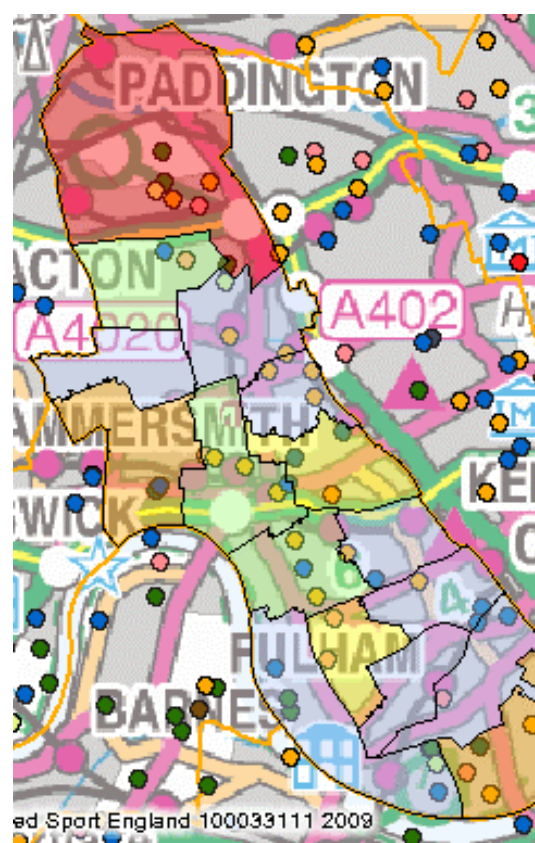
Sport hall supply**Table 2.13 Sport hall provision comparators**

Area	M ² per 1,000 Population
England	76.42
London	60.90
Hammersmith and Fulham	31.70
Brent	74.39
Ealing	45.36
Hounslow	66.00
Kensington and Chelsea	21.18

Table 2.14 Sport hall ward provision

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	180	11182	16.1
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	544	11526	47.2
College Park and Old Oak Ward	867	7645	113.41
Fulham Broadway Ward	180	10176	17.69
Fulham Reach Ward	324	10181	31.82
Hammersmith Broadway Ward	360	11572	31.11
Munster Ward	639	9870	64.74
North End Ward	0	10891	0
Palace Riverside Ward	0	7306	0
Parsons Green and Walham Ward	180	10292	17.49
Ravenscourt Park Ward	918	10790	85.08
Sands End Ward	684	9713	70.42
Shepherd's Bush Green Ward	0	10241	0
Town Ward	0	9893	0
Wormholt and White City Ward	360	11989	30.03

Population based on 2001 Census



Symbol	Range	Ward Count
	0 - 22.682	(8)
	22.683 - 45.364	(3)
	45.365 - 68.046	(2)
	68.047 - 90.728	(2)
	90.729 - 113.41	(1)

- 2.90 Table 2.14 above and the supporting map illustrate that the largest number of sport hall courts relative to population size are located to the north, south and west of the borough. The largest deficiencies can be found around Shepherd's Bush and Askew Wards in the north and around Parsons Green, Fulham Broadway and West Kensington areas in the south.

Sport Facility Calculator

- 2.91 Table 2.15 illustrates that based on 2031 population projections the overall provision of sports halls will reduce to 25.70m² per 1,000 population. Given that provision is already significantly below neighbouring local authorities this would imply a significant future shortfall in facilities across the LBHF.

Table 2.15 Sport Facility Calculator – additional requirements

Year	Population growth	Additional requirements (courts)	Adjusted m ² per 1,000 population
2006	6,158	1.98 (0.50 halls)	30.56
2031	38,585	12.43 (3.11 halls)	25.70

- 2.92 The current provision of halls is below regional and national levels. With the exception of Kensington and Chelsea the LBHF is below all comparators. When the market segmentation analysis is considered there is a large demand for competitive court games, particularly those that involve teams. It is possible that the supply of facilities is restricting residents participation levels and a latent demand exists within the borough.

Facilities Planning Model (Sport England)

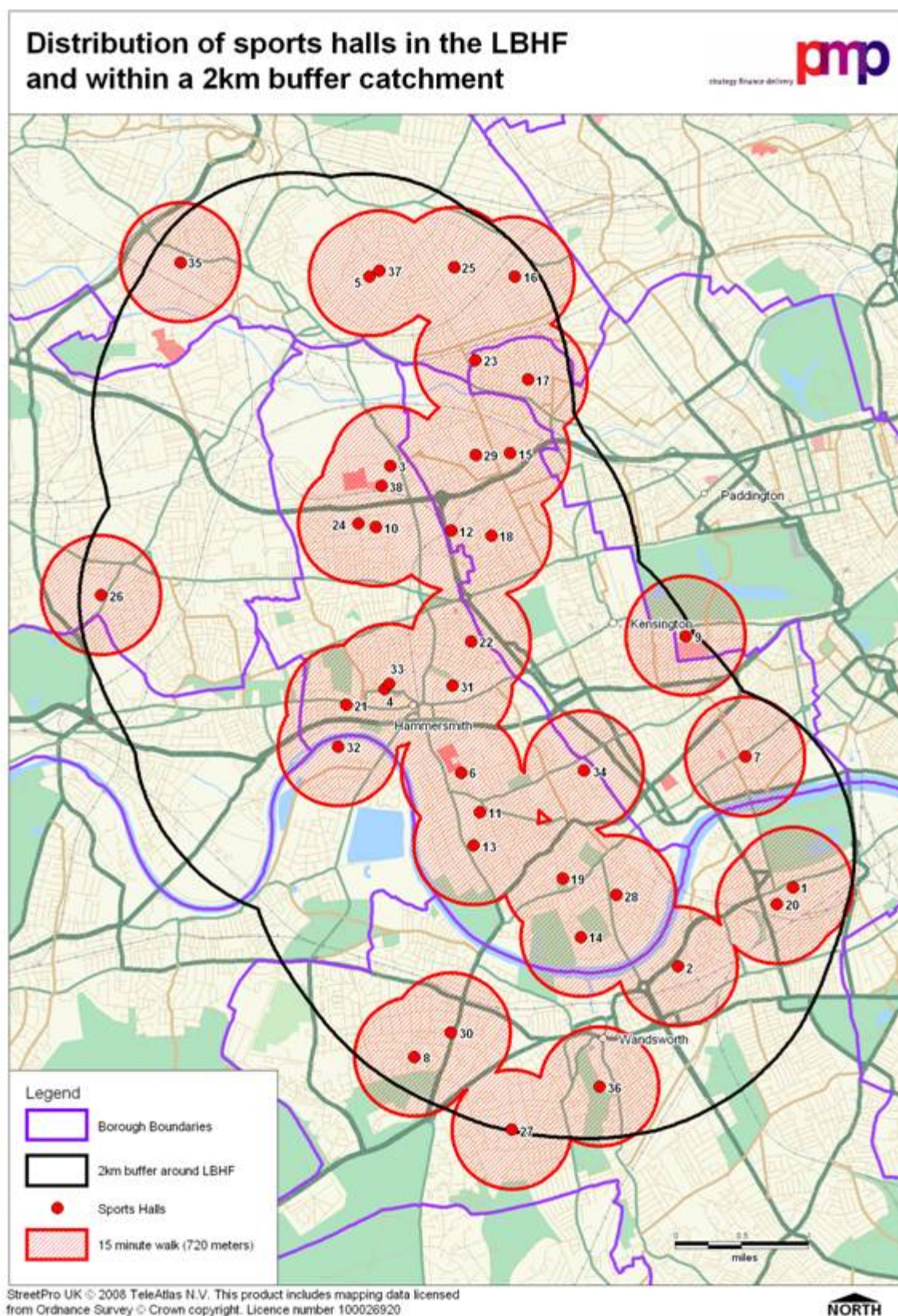
- 2.93 The FPM is the latest guidance from Sport England on leisure needs at a local authority and regional level. The calculations provided in Table 2.16 overleaf are based on the following assumptions:
- Inclusion of all operational sport halls that are available for community use
 - Excludes all halls less than three courts in size and with a ceiling clearance height of less than 5.7 metres
 - Smaller ancillary halls (must be on the same site as a large hall that meets requirements) are also included and modeled at a slightly higher capacity given their use for intensive activities (i.e. yoga) or as classrooms
 - Quality of facilities has been accounted for based on, in the first instance, how recently they were constructed and then on when the most recent major refurbishment occurred
 - IMD scoring has been used to reflect the affluence of an area, and thus the degree to which a commercial (higher priced) facility will be used (only used for commercial facilities)
 - A less balanced programme will be provided at school sites with a large number of block bookings. It is assumed that this will be less attractive to the pay and play user
 - Capacity of facilities have been based on the size of pool, opening hours (for community use) and maximum one time user levels (3 users/ court)
 - To account for the range of activities taking place in a sports hall and the assumption that halls are not always at full capacity (and if they were it would be unattractive/ impractical to the user for certain activities) a target 'comfort' level of 80% should be used for guidance purposes. Facilities encroaching upon this level of usage are deemed to being successfully utilised by the resident population.

Table 2.16 Facilities Planning Model key outputs (October 2008)

AREAS:		London	West London	LBHF	Brent	Ealing	Hounslow
	Number of main halls (3+ courts)	541	86	2	17	15	18
	Number of sites	393	66	2	13	11	14
	Number of courts	2,034	337	9	70	56	69
All sites	Capacity (visits per week at peak time)	332,108	58,290	1,323	12,570	9,655	11,365
	Courts available per 10,000	2.7	2.3	0.5	2.5	1.8	3
	TOTAL publically available courts (scaled for peak hrs – approx 80-85%)	1,640	288	7	62	48	56
	Population (2007)	7,564,554	1,454,263	177,133	277,546	313,214	226,266
Demand at peak time from resident population	Demand for courts from resident population (visits per week)	332,108	71,041	9,290	13,497	15,321	11,076
	TOTAL courts required (inc. comfort factor)	2,308	439	57	83	95	68
Supply and demand balance (courts)		-668	-151	-50	-21	-47	-12
Net importer/ exported of demand		8.5% Export	13.9% Export	49.1% Export	1% Import	25.1% Export	3.6% Import
% of demand not being satisfied (unmet)		19.3	19.7	38.7	22.9	18.5	17.3
Unmet demand accounting for a comfort factor (courts)		446	87	22	19	17	12
% unmet demand due to lack of capacity		64.1	55.5	25	70.8	66.2	68.5
% of capacity being utilised at peak times		81.3	80.9	85.7	83.8	89.5	84.1

- 2.94 The FPM illustrates that there is currently a shortfall of approximately 50 courts across the LBHF. Assuming the average hall has four courts, this equates to 12 facilities. Based on the SfC and 2031 population projections there will be a requirement for a further 12.4 courts and would support the provision of 15 additional four court sport halls. This is obviously theoretical and provision needs to meet specific resident requirements for example. A large six or eight court facility may be more suitable in meeting community needs and providing greater flexibility.
- 2.95 Given the market segmentation and demographic analysis the LBHF should have a higher than average usage level of sport halls than most other London boroughs. The actual undersupply of facilities (70.8% of unmet demand) will prevent participation. There is likely to be a significant latent demand amongst residents of the LBHF, not just due to the lack of facilities within the LBHF but due to the availability of facilities within an accessible catchment around the borough.
- 2.96 Out of all comparators listed above, the LBHF is the largest exporter of demand (with almost half of all demand sourcing facilities outside of the borough), representing a significant commercial opportunity. If the undersupply of courts is correlated with the percentage of capacity being utilised at peak times, boroughs such as Brent, Ealing and Hounslow have a lower shortfall but similar if not higher percentage of occupied capacity within their facilities at peak times, implying programming, marketing, quality of facilities, perceived access and pricing at facilities in the LBHF may be less attractive to residents.
- 2.97 The majority of residents travel to sports halls by car (62.6%), with 31% walking and 6.4% taking public transport. Compared to other local authorities and the London average, more people chose to walk and take public transport and less use their car. Of the unmet demand in the LBHF 25% is due to a lack of capacity at facilities (relatively low given the significant shortfalls of provision and in comparison to other areas) and 75% of unmet demand is due to residents being outside of a facility catchment. This raises the importance of travel times and distances, an issue that is discussed later in this section.
- 2.98 Map 2.5 shows the geographical spread of facilities across the LBHF. The map highlights the area of shortfalls in the Askew, College Park and Old Oak, Shepherds Bush Green, North End and Avonmore and Brook Green Wards. The map also illustrates the large number of dual-use sites to the south of the borough.

Map 2.5 Sport hall distribution in the LBHF (2km buffer)



ID	Facility
1	BATTERSEA PARK SCHOOL
2	BATTERSEA YOUTH CENTRE
3	BURLINGTON DANES ACADEMY
4	CAMBRIDGE SCHOOL
5	CAPITAL CITY ACADEMY SPORTS FACILITIES
6	CHARING CROSS SPORTS CLUB
7	CHELSEA SPORTS CENTRE
8	ELLIOTT SCHOOL
9	ETHOS
10	FATIMA COMMUNITY CENTRE
11	FULHAM CROSS SECONDARY SCHOOL
12	HARROW CLUB W10
13	HENRY COMPTON SECONDARY SCHOOL
14	HURLINGHAM AND CHELSEA SECONDARY SCHOOL
15	INSTITUTO ESPANOL VINCENTE CANADA BLANCH
16	ISLAMIA GIRLS HIGH SCHOOL
17	JUBILEE SPORTS CENTRE (QUEENS PARK)
18	KENSINGTON LEISURE CENTRE
19	LADY MARGARET CHURCH OF ENGLAND SCHOOL FOR GIRLS

ID	Facility
20	LATCHMERE LEISURE CENTRE
21	LATYMER UPPER SCHOOL
22	MASBRO CENTRE
23	MOBERLY SPORTS & EDUCATION CENTRE
24	PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL
25	QUEENS PARK COMMUNITY SCHOOL
26	REYNOLDS SPORTS CENTRE
27	SAINT CECILIA'S CHURCH OF ENGLAND SCHOOL SPORTS HALL
28	SANDS END COMMUNITY SPORTS HALL
29	SION-MANNING RC SCHOOL FOR GIRLS
30	SOUTH THAMES COLLEGE
31	ST PAUL'S GIRL'S SCHOOL
32	ST PAULS SCHOOL
33	THE GODOLPHIN AND LATYMER SCHOOL
34	THE LONDON ORATORY SCHOOL
35	THE PAVILION AT STONEBRIDGE RECREATION GROUND
36	WANDLE RECREATION CENTRE
37	WILLESDEN SPORTS CENTRE
38	WOODLANE HIGH SCHOOL

What does this mean?

Based on the above analysis it is possible to draw the following conclusions for sport halls in the LBHF:

- there is currently a significant quantitative shortfall of facilities across the borough which is predicted to increase through to 2031
- the main cause for the unmet demand is that facilities are not within accessible catchments for residents. In addition, a large number of sites are dual use with limitations on hours of access
- despite the significant shortfall of halls the capacity levels at peak times relative to other London boroughs is average to low, implying other issues affecting usage rates, such as user perceptions of quality, cost and access.

Health and fitness

- 2.99 The audit of health and fitness facilities across the LBHF is provided below in table 2.17. There are four public facilities. Compared to other local authorities there is a large stock of private/ commercial facilities. Map 2.6 overleaf illustrates the distribution of health and fitness sites across the LBHF.

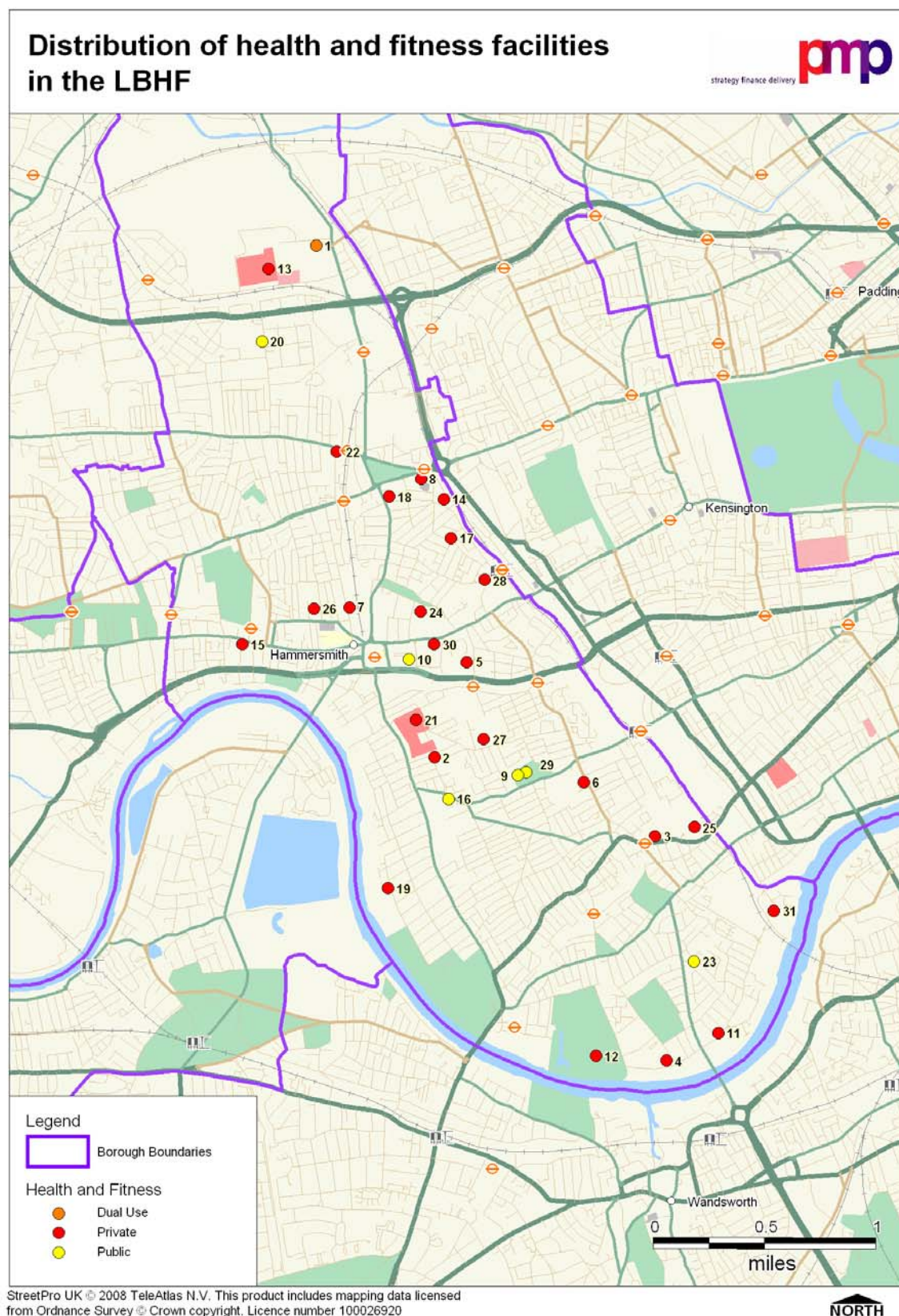
Table 2.17 Health and fitness facility provision in the LBHF

Facility	Ward	Postcode	stations
BURLINGTON DANES ACADEMY	College Park and Old Oak Ward	W12 0HR	25
CHARING CROSS SPORTS CLUB	Fulham Reach Ward	W6 8LH	54
DAVID LLOYD CLUB (FULHAM)	Parsons Green and Walham Ward	SW6 1BW	135
ENERGIE FITNESS CLUB (FULHAM)	Sands End Ward	SW6 3EF	60
ENERGIZE FITNESS CENTRE (HAMMERSMITH CAMPUS)	Avonmore and Brook Green Ward	W14 9BL	50
FIT ROOMS	Fulham Broadway Ward	SW6 1NJ	88
FITNESS FIRST HEALTH CLUB (HAMMERSMITH)	Hammersmith Broadway Ward	W6 7HA	100
FITNESS FIRST HEALTH CLUB (SHEPHERDS BUSH)	Addison Ward	W12 8PP	123
FULHAM POOLS	North End Ward	SW6 7ST	25
HAMMERSMITH FITNESS & SQUASH CENTRE	Hammersmith Broadway Ward	W6 8DW	80
HARBOUR CLUB (CHELSEA)	Sands End Ward	SW6 2RR	120
HURLINGHAM CLUB	Palace Riverside Ward	SW6 3PR	34
IMPETUS AT HAMMERSMITH	College Park and Old Oak Ward	W12 0NN	17
K WEST HOTEL AND SPA	Addison Ward	W14 0AX	38
LATYMER UPPER SCHOOL	Ravenscourt Park Ward	W6 9LR	16
LILLIE ROAD FITNESS CENTRE	Fulham Reach Ward	SW6 7PD	40
MASBRO CENTRE	Addison Ward	W14 0LR	12
NEW GRAMPIANS SQUASH CLUB	Addison Ward	W6 7LN	7
NUFFIELD HEALTH FITNESS & WELLBEING (FULHAM)	Palace Riverside Ward	SW6 6PF	91
PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL	Wormholt and White City Ward	W12 7DB	45
REYNOLDS GYM	Fulham Reach Ward	W6 8RP	17

SECTION 2 – SUPPLY AND DEMAND ANALYSIS

Facility	Ward	Postcode	stations
ROYAL FITNESS	Shepherd's Bush Green Ward	W12 8LH	43
SANDS END COMMUNITY SPORTS HALL	Sands End Ward	SW6 2LA	21
ST PAUL'S GIRL'S SCHOOL	Avonmore and Brook Green Ward	W6 7BS	23
THE CHELSEA CLUB	Parsons Green and Walham Ward	SW6 1HS	100
THE GODOLPHIN AND LATYMER SCHOOL	Hammersmith Broadway Ward	W6 0PG	12
THE QUEEN'S CLUB	North End Ward	W14 9EQ	21
THIRTYSEVENDEGREES (OLYMPIA)	Avonmore and Brook Green Ward	W14 0PP	80
VIRGIN ACTIVE CLUB (FULHAM POOLS)	North End Ward	SW6 7ST	160
VIRGIN ACTIVE CLUB (HAMMERSMITH)	Hammersmith Broadway Ward	W6 8BS	80
WYNDHAM GRAND HEALTH CLUB	Sands End Ward	SW10 0XG	18

Map 2.6 Distribution of health and fitness facilities across the LBHF



SECTION 2 – SUPPLY AND DEMAND ANALYSIS

ID	Facility	ID	Facility
1	BURLINGTON DANES ACADEMY	16	LILLIE ROAD FITNESS CENTRE
2	CHARING CROSS SPORTS CLUB	17	MASBRO CENTRE
3	DAVID LLOYD CLUB (FULHAM)	18	NEW GRAMPIANS SQUASH CLUB
4	ENERGIE FITNESS CLUB (FULHAM)	19	NUFFIELD HEALTH FITNESS & WELLBEING (FULHAM)
5	ENERGIZE FITNESS CENTRE (HAMMERSMITH CAMPUS)	20	PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL
6	FIT ROOMS	21	REYNOLDS GYM
7	FITNESS FIRST HEALTH CLUB (HAMMERSMITH)	22	ROYAL FITNESS
8	FITNESS FIRST HEALTH CLUB (SHEPHERDS BUSH)	23	SANDS END COMMUNITY SPORTS HALL
9	FULHAM POOLS	24	ST PAUL'S GIRL'S SCHOOL
10	HAMMERSMITH FITNESS & SQUASH CENTRE	25	THE CHELSEA CLUB
11	HARBOUR CLUB (CHELSEA)	26	THE GODOLPHIN AND LATYMER SCHOOL
12	HURLINGHAM CLUB	27	THE QUEEN'S CLUB
13	IMPETUS AT HAMMERSMITH	28	THIRTYSEVENDEGREES (OLYMPIA)
14	K WEST HOTEL AND SPA	29	VIRGIN ACTIVE CLUB (FULHAM POOLS)
15	LATYMER UPPER SCHOOL	30	VIRGIN ACTIVE CLUB (HAMMERSMITH)
		31	WYNDHAM GRAND HEALTH CLUB

Model parameters

2.100 PMP's in-house model has been used to provide an overview to health and fitness supply and demand in the LBHF. The following parameters and assumptions have been applied to the modelling for health and fitness facilities:

- the model defines health and fitness users as all people participating in health and fitness, including private club members, users of local authority facilities and home users
- health and fitness stations are pieces of fixed equipment – either resistance or cardiovascular. Free weights are not included in the calculations
- penetration rates of health and fitness users are defined using results from The 2005/6 Sport England Active People Survey. This report is derived from surveying approximately 1,000 people in each local authority. Propensities to participate rates are specific to the borough (18.7%)
- facilities at public, private and dual use sites are all included with equal weighting since peak use is in the evenings and weekends
- peak times are 6-10pm Monday to Friday and 12pm-4pm at weekends (28 hours in a week)
- the average user participates on average 2.4 times per week or 9.5 times every four weeks
- the 'at one time' capacity of a health and fitness facility is calculated by the ratio of one user per station. 65% of use is at peak times.

- 2.101 Table 2.18 below provides results from the 2006 Active People Survey. It is evident that overall gym use levels are significantly higher in the LBHF (18.7% of those reporting participation over the previous four weeks) than West London or the London average. Other activities such as aerobics and weight training are lower in the LBHF than wider regions; this could be due to programming at facilities.

Table 2.18 Health and fitness participation in the LBHF (penetration rates)

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Aerobics	0.7	1.5	1.5
Weight training	0.5	0.8	1.0
Gym (general)	18.7	12.9	10.5

- 2.102 Based on the above assumptions Table 2.19 illustrates the current (based on 2007 demographics) and future (2031) balance of health and fitness stations across the LBHF.

Table 2.19 Health and fitness provision (borough wide)

	Supply/demand in the catchment (unit = number of stations)
SUPPLY 2007	1,735
DEMAND 2007	1,506
SURPLUS / (SHORTFALL) – 2007	229
SUPPLY 2031	1,735
DEMAND 2031	1,779
SURPLUS / (SHORTFALL) – 2031	(44)

- 2.103 The model demonstrates that there is currently an oversupply of facilities in the LBHF, equating to approximately 229 stations. A significant number of the total stock are in commercial facilities for registered members. Based on the 2031 population projections the surplus of provision falls to a small undersupply of approximately 44 stations borough-wide. This would justify a medium sized commercial gym. Given the additional residential developments in the Regeneration Area it is likely that a new health and fitness facility will be required.

Health and fitness supply (Active Places Power)

- 2.104 Sport England, through their APP tool are able to model the amount of square metre space within health and fitness sites against populations levels (2001 ONS). The results below have been benchmarked against neighbouring authorities and regional data.

Table 2.20 Health and fitness provision comparators

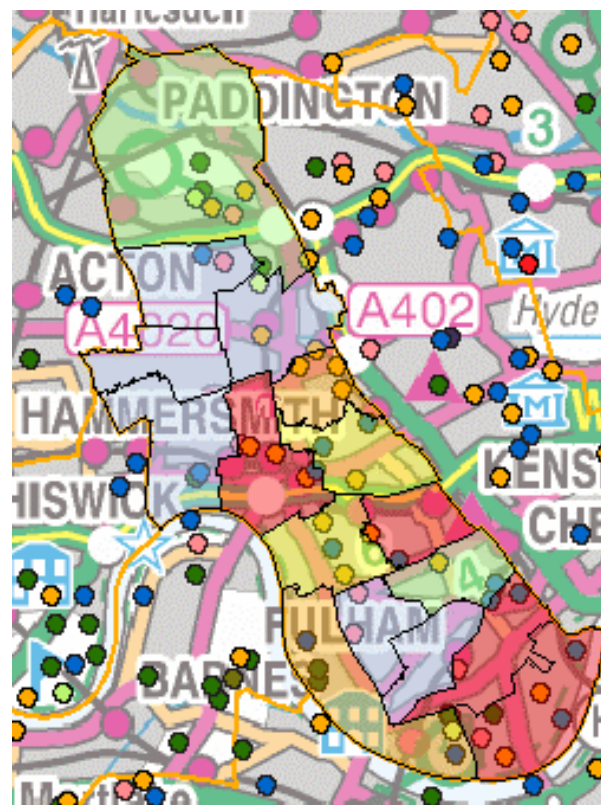
Area	M ² per 1,000 Population
England	5.35
London	6.51
Hammersmith and Fulham	10.51
Brent	4.93
Ealing	6.51
Hounslow	6.94
Kensington and Chelsea	8.38

- 2.105 Table 2.20 shows that health and fitness provision in the LBHF, at 10.51 stations per 1,000 population, is significantly higher than any neighbouring borough and the regional average. It should be noted that Brent, Ealing and Hounslow have lower provision and this could provide a potential market for attracting new users (particularly in the north) to facilities in the LBHF. This model does not account for the daily influx of commuters.
- 2.106 Provision of health and fitness provision is broken down to ward level and details are provided in Table 2.21.

Table 2.21 Health and fitness ward provision

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	180	11182	16.1
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	153	11526	13.27
College Park and Old Oak Ward	42	7645	5.49
Fulham Broadway Ward	88	10176	8.65
Fulham Reach Ward	111	10181	10.9
Hammersmith Broadway Ward	272	11572	23.51
Munster Ward	0	9870	0
North End Ward	206	10891	18.91
Palace Riverside Ward	125	7306	17.11
Parsons Green and Walham Ward	235	10292	22.83
Ravenscourt Park Ward	16	10790	1.48
Sands End Ward	219	9713	22.55
Shepherd's Bush Green Ward	43	10241	4.2
Town Ward	0	9893	0
Wormholt and White City Ward	45	11989	3.75

Population based on 2001 Census

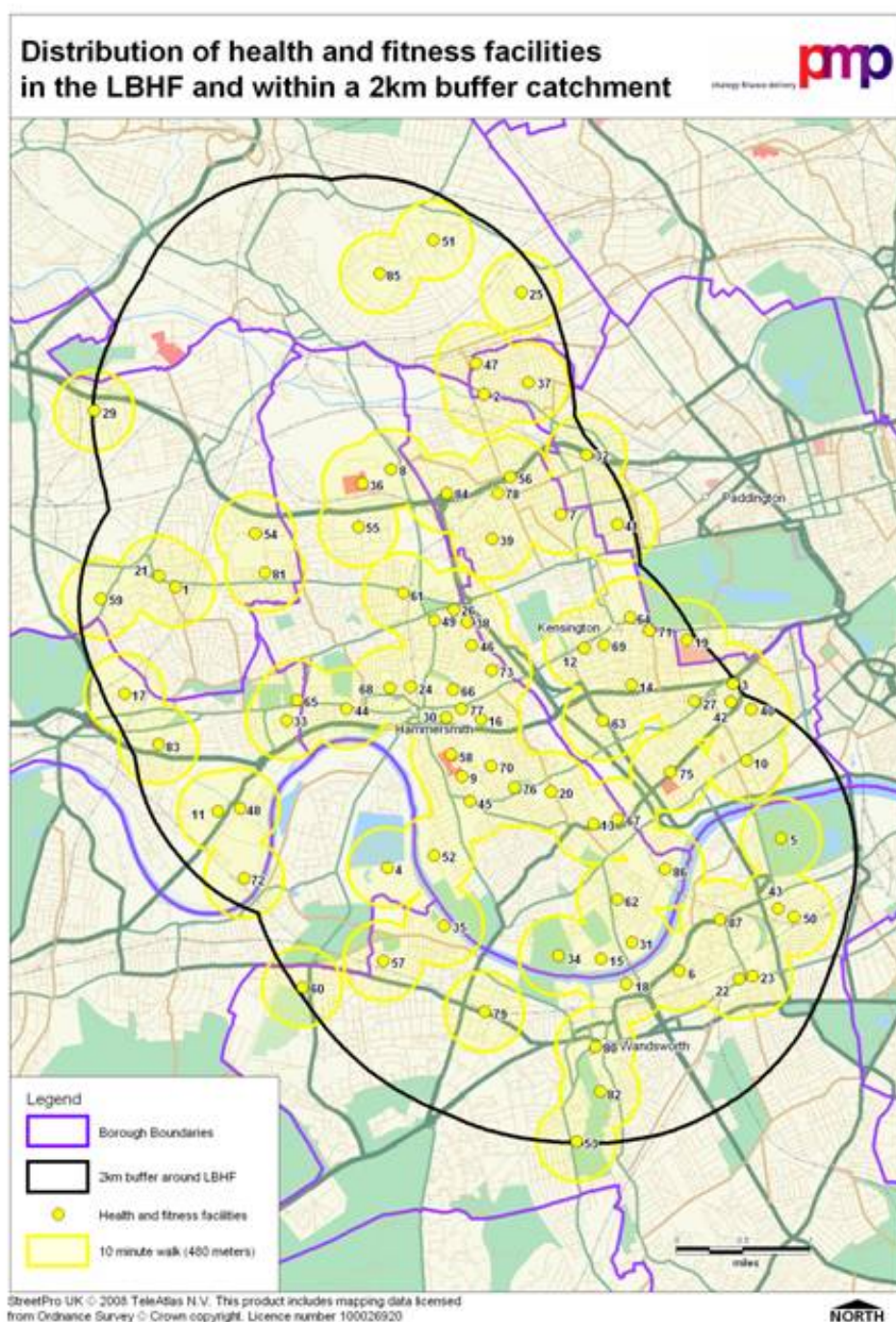


Symbol	Range	Ward Count
	0 - 4.702	(6)
	4.703 - 9.404	(2)
	9.405 - 14.106	(2)
	14.107 - 18.808	(2)
	18.809 - 23.51	(4)

2.107 The above table and accompanying map illustrate that generally the north of the borough is poorly served by health and fitness facilities. Areas in the centre of the borough such as Hammersmith Broadway, North End Wards, and much of the south have very high levels of health and fitness provision. Further analysis of travel times and catchments is provided later in this section.

2.108 Map 2.7 below shows the distribution of health and fitness facilities across the borough and illustrates a 10 minute walk time catchment around each site. It reiterates the relative low levels of provision in the north of the borough and in the south within wards such as Munster and Town. The spread of private facilities is fairly even. Most public facilities are located in the southern half of the borough.

Map 2.7 Distribution of health and fitness facilities in the LBHF (2km buffer)



SECTION 2 – SUPPLY AND DEMAND ANALYSIS

ID	Facility	ID	Facility
1	ACTON SWIMMING BATHS	32	HARBOUR CLUB (NOTTING HILL)
2	ALL STARS BOXING GYM AND YOUTH CLUB	33	HOGARTH HEALTH CLUB
3	AQUILLA HEALTH & FITNESS CENTRE	34	HURLINGHAM CLUB
4	BARN ELMS SPORTS CENTRE	35	IMPERIAL COLLEGE BOATHOUSE
5	BATTERSEA PARK MILLENNIUM ARENA	36	IMPETUS AT HAMMERSMITH
6	BATTERSEA YOUTH CENTRE	37	JUBILEE SPORTS CENTRE (QUEENS PARK)
7	BODYWORKS WEST @ LAMBTON PLACE	38	K WEST HOTEL AND SPA
8	BURLINGTON DANES ACADEMY	39	KENSINGTON LEISURE CENTRE
9	CHARING CROSS SPORTS CLUB	40	KX PRIVATE MEMBERS CLUB
10	CHELSEA SPORTS CENTRE	41	LA FITNESS (BAYSWATER)
11	CHISWICK SPORTS HALL	42	LA FITNESS (SOUTH KENSINGTON)
12	CLUB KENSINGTON	43	LATCHMERE LEISURE CENTRE
13	DAVID LLOYD CLUB (FULHAM)	44	LATYMER UPPER SCHOOL
14	DAVID LLOYD CLUB (KENSINGTON)	45	LILLIE ROAD FITNESS CENTRE
15	ENERGIE FITNESS CLUB (FULHAM)	46	MASBRO CENTRE
16	ENERGIZE FITNESS CENTRE (HAMMERSMITH CAMPUS)	47	MOBERLY SPORTS & EDUCATION CENTRE
17	ESPORTA HEALTH & FITNESS (CHISWICK PARK)	48	NEW CHISWICK POOL
18	ESPORTA HEALTH & FITNESS (WANDSWORTH)	49	NEW GRAMPIANS SQUASH CLUB
19	ETHOS	50	NUFFIELD HEALTH FITNESS & WELLBEING (BATTERSEA)
20	FIT ROOMS	51	NUFFIELD HEALTH FITNESS & WELLBEING (BRONDESBURY PARK)
21	FITNESS FIRST HEALTH CLUB (ACTON)	52	NUFFIELD HEALTH FITNESS & WELLBEING (FULHAM)
22	FITNESS FIRST HEALTH CLUB (CLAPHAM JUNCTION STATION)	53	NUFFIELD HEALTH FITNESS & WELLBEING (WANDSWORTH)
23	FITNESS FIRST HEALTH CLUB (CLAPHAM)	54	PARK CLUB (ACTON)
24	FITNESS FIRST HEALTH CLUB (HAMMERSMITH)	55	PHOENIX SPORTS CENTRE & JANET ADEGOKE SWIMMING POOL
25	FITNESS FIRST HEALTH CLUB (KILBURN)	56	PORTOBELLO GREEN FITNESS CLUB
26	FITNESS FIRST HEALTH CLUB (SHEPHERDS BUSH)	57	PUTNEY LEISURE CENTRE
27	FITNESS FIRST HEALTH CLUB (SOUTH KENSINGTON)	58	REYNOLDS GYM
28	FULHAM POOLS	59	REYNOLDS SPORTS CENTRE
29	GOLDS GYM (PARK ROYAL)	60	ROEHAMPTON CLUB
30	HAMMERSMITH FITNESS & SQUASH CENTRE	61	ROYAL FITNESS
31	HARBOUR CLUB (CHELSEA)	62	SANDS END COMMUNITY SPORTS HALL
		63	SOHO GYMS (EARLS COURT)
		64	SOMA CENTRE

ID	Facility	ID	Facility
65	SPORT DIMENSIONS	76	VIRGIN ACTIVE CLUB (HAMMERSMITH)
66	ST PAUL'S GIRL'S SCHOOL	77	VIRGIN ACTIVE CLUB (MARYLEBONE)
67	THE CHELSEA CLUB	78	VIRGIN ACTIVE CLUB (OXFORD STREET)
68	THE GODOLPHIN AND LATYMER SCHOOL	79	VIRGIN ACTIVE CLUB (STRAND)
69	THE OASIS FITNESS & SPA	80	VIRGIN ACTIVE CLUB (WEST LONDON)
70	THE QUEEN'S CLUB	81	WALDEGRAVE SCHOOL
71	THE REJUVENATION SPA	82	WEST 4 HEALTH & FITNESS
72	THE RIVERSIDE HEALTH AND RACQUETS CLUB CHISWICK	83	WESTWAY SPORTS CENTRE
73	THIRTYSEVENDEGREES (OLYMPIA)	84	WHITTON SPORTS & FITNESS CENTRE
74	VIRGIN ACTIVE CLUB (CHELSEA)	85	WYNDHAM GRAND HEALTH CLUB
75	VIRGIN ACTIVE CLUB (EALING)	86	YORKY'S GYM
		87	ZEST!

What does this mean?

Based on the above analysis the following conclusions can be drawn for health and fitness provision in the LBHF:

- a surplus of facilities currently exists although based on 2031 population projections this is expected to fall to a small undersupply
- relative to the south, the north of the borough has significantly less provision
- the majority of current provision has access to private members only and is likely to be of high quality. It will therefore be important to enhance public facilities where necessary so that they can compete with the private market, while ensuring access policies cater for all community groups
- relative to other neighbouring boroughs, especially those to the south of the LBHF, the overall supply of facilities is high, the majority of which are available only to registered members.

Synthetic turf pitches (STP)

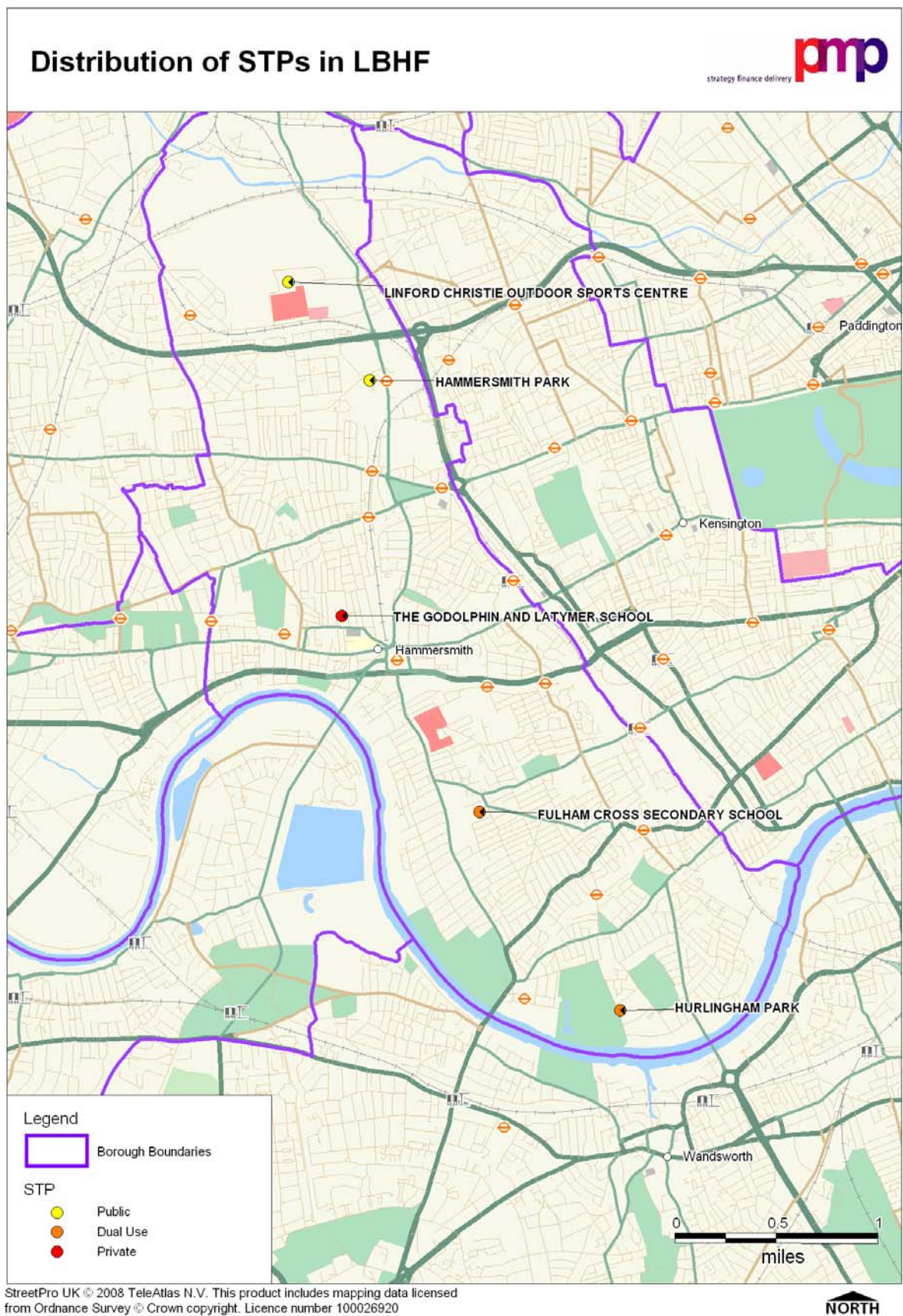
2.109 STPs are becoming an ever more popular surface for outdoor sports due to their versatility and all-weather capabilities. Football and hockey are the main sports played on STPs. The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of football there has been a national increase of 0.2% between 2006-8 particularly amongst males, those aged 35-44 years and within lower social groups (NS SEC 5-9). 3.3% of the population is estimated to want to participate more in football given the right opportunities. In terms of hockey there has been no statistical change in participation rates.

2.110 The audit of STP provision within the LBHF is provided in Table 2.22. Map 2.8 overleaf illustrates the distribution of STPs across the LBHF.

Table 2.22 STP provision in the LBHF

Site Name	Ward	Access Type	Postcode	Surface type
HAMMERSMITH PARK	Shepherd's Bush Green Ward	Free Public Access	W12 7PA	sand
HURLINGHAM PARK	Palace Riverside Ward	Sports Club / Community Association	SW6 3DP	sand
LINFORD CHRISTIE OUTDOOR SPORTS CENTRE	College Park and Old Oak Ward	Pay and Play	W12 0DF	sand
THE GODOLPHIN AND LATYMER SCHOOL	Hammersmith Broadway Ward	Private Use	W6 0PG	sand
FULHAM CROSS SECONDARY SCHOOL	Munster Ward	Sports Club / Community Association	SW6 6BP	3G

Map 2.8 Distribution of STPs across the LBHF



- 2.111 Table 2.22 shows that there are five facilities across the borough. The first three are owned by the local authority and the bottom two are independent and community schools. Due to the nature of management, community access policies vary between each facility. There is only one Third Generation (3G) rubber crumb pitch in LBHF.
- 2.112 Table 2.23 below illustrates that the popularity of small sided football and hockey, two sports that utilise STPs, is greater in LBHF than the rest of the West London CSP and nationally. The overall popularity and trends within football in LBHF are considered later in this section.

Table 2.23 STP activity in the LBHF

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Football (includes 5/ 6 aside) outdoors	7.0	6.6	5.8
Hockey	0.6	0.3	0.3

STP supply

- 2.113 Sport England's Active Places Power model is shown below. It outlines the level of STP provision per 1,000 population within the LBHF, neighbouring boroughs and at a regional and national level.

Table 2.24 STP provision comparators

Area	M ² per 1,000 Population
England	0.03
London	0.02
Hammersmith and Fulham	0.03
Brent	0.02
Ealing	0.02
Hounslow	0.04
Kensington and Chelsea	0.01

- 2.114 The table above illustrates that STP provision in the LBHF is slightly above average. Current facilities equate to 0.03 full size pitches per 1,000 population which is in line with the national average and above the London average.
- 2.115 The distribution of STPs across each ward in the LBHF is shown overleaf in table 2.25. This table and the accompanying map demonstrate that provision is isolated to a few wards, primarily in the north and south peripheries. Areas in the east and west have limited access to STPs.

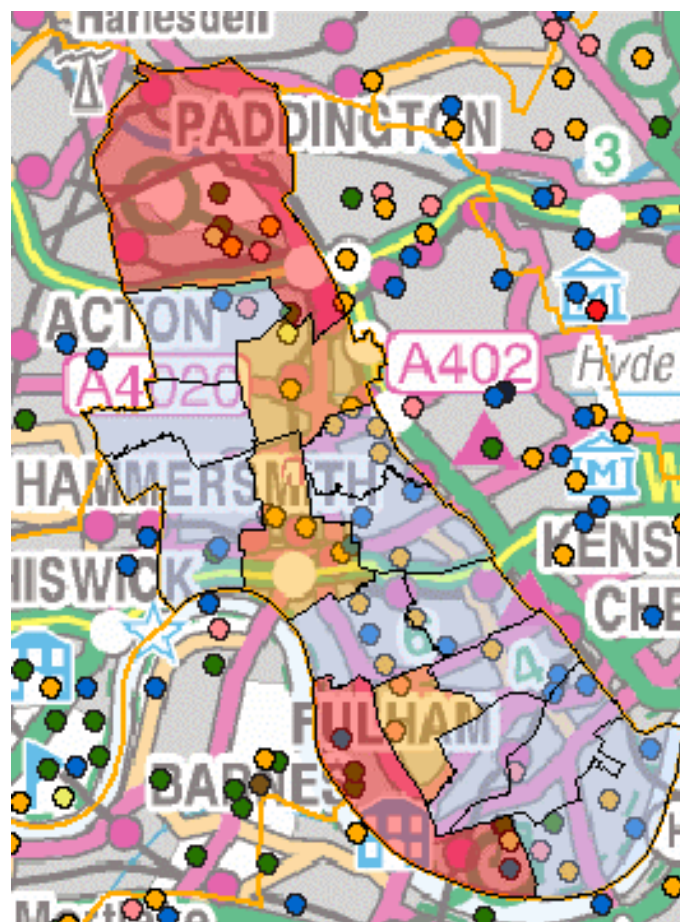
SECTION 2 – SUPPLY AND DEMAND ANALYSIS

- 2.116 It is worth identifying that the only 3G rubber crumb pitch is in the Munster Ward at Fulham Cross Secondary School. Due to the nature of the borough and the way that the A4 (Hammersmith Flyover) dissects the borough there may be limited access to this facility for residents in the northern half of the LBHF. Rubber crumb is the most suitable surface for football activities and this facility is therefore critical for the high number of participants in the LBHF.

Table 2.25 STP ward provision

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	0	11182	0
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	0	11526	0
College Park and Old Oak Ward	1	7645	0.13
Fulham Broadway Ward	0	10176	0
Fulham Reach Ward	0	10181	0
Hammersmith Broadway Ward	1	11572	0.09
Munster Ward	1	9870	0.1
North End Ward	0	10891	0
Palace Riverside Ward	1	7306	0.14
Parsons Green and Walham Ward	0	10292	0
Ravenscourt Park Ward	0	10790	0
Sands End Ward	0	9713	0
Shepherd's Bush Green Ward	1	10241	0.1
Town Ward	0	9893	0
Wormholt and White City Ward	0	11989	0

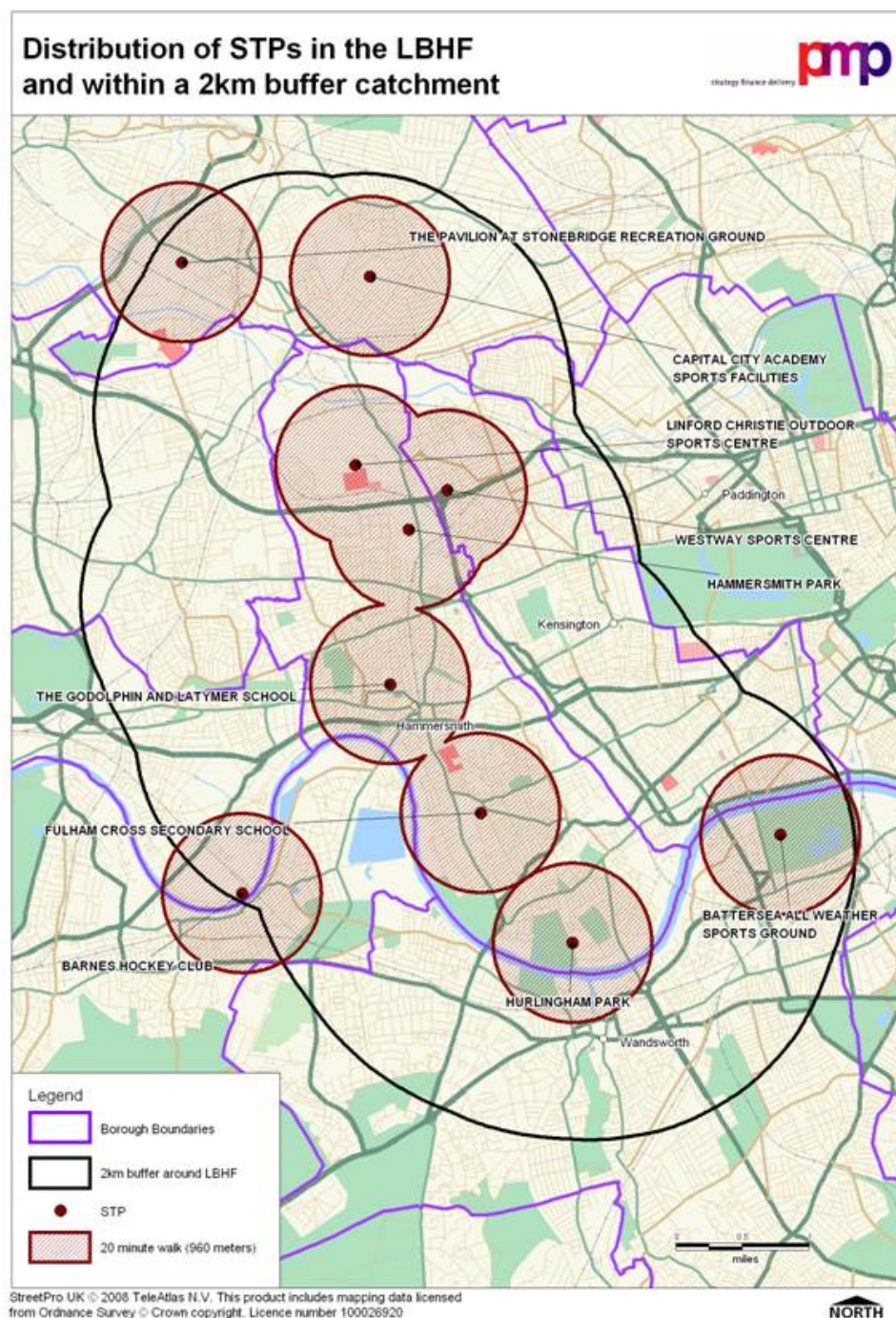
Population based on 2001 Census



Symbol	Range	Ward Count
	0 - 0.028	(11)
	0.085 - 0.112	(3)
	0.113 - 0.14	(2)

- 2.117 Table 2.25 and accompanying map show that the main STP provision is on the northern and southern peripheries of the LBHF. Further consideration is given to travel times for each ward and cross-border provision later in this section.
- 2.118 Map 2.9 demonstrates the spread of facilities across the LBHF and shows (industry standard) 20 minute walk time catchments around each site. While there may be few wards within the borough with STPs due to only five facilities in total, the sites are generally well distributed throughout the LBHF and the majority of residents are within a 20 minute walk of at least one STP.

Map 2.9 Distribution of STPs across the LBHF (2km buffer)



Football Association (FA) conversion rates

- 2.119 The FA has conducted a detailed review (2007-8) of football participation in each local authority across England. Conversion rates identify the percentage of potential participants that are registered to teams and provides easy comparison with similar local authorities. The ONS has divided the country into seven groups of local authorities based on factors such as demographics, household composition, housing, socio economics, employment and industry sector. On the basis of this breakdown, the LBHF falls into the London Suburbs, Centre and Cosmopolitan (LSCC) benchmarking group.
- 2.120 Benchmarking quartiles have been established for each local authority grouping, with Table 2.26 highlighting participation in the LBHF against the 25% and 75% quartile conversion rates for all authorities within the LSCC group.

Table 2.26 LBHF conversion rates against LSCC group benchmarks

Type of football	LSCC Group Conversion rate		LBHF conversion rate	Quartile
	25% benchmark (25 th percentile)	75% benchmark (75 th percentile)		
Mini soccer	1.7%	5.5%	2.9%	25-50%
Youth female	0.6%	1.7%	0.0%	0-25%
Youth male	8.9%	19.2%	10.7%	25-50%
Adult female	0.1%	0.1%	0.0%	0-25%
Adult male	2.0%	3.8%	1.9%	0-25%
Small sided adult male	0.6%	2.7%	0.4%	0-25%
Total	2.2%	4.9%	1.6%	0-25%

(*) calculated as percentage of the total population 'converted' into active football players

- 2.121 When benchmarked against similar local authorities, this analysis suggests that the LBHF is performing poorly for all football categories in comparison to those in their ONS grouping. The types of football with highest relative conversion rates are mini soccer (under 10s) and youth male football. This is surprising given the affluent demographics and propensity to participate (market segmentation) in competitive activities such as small sided football. Amongst other factors, this may indicate that adequate facilities are not available to meet a significant market demand. A further feasibility study should be carried out that identifies latent demand and potential team generation rates within prescribed catchment areas.
- 2.122 The FA data is based on registered teams. Given the high levels of general participation in football indicated within the Sport England Survey (Table 2.23) and the low levels of actual registered teams within the LBHF it is possible to conclude that the infrastructure (clubs, coaches, officials, facilities) isn't in place to formalise an existing interest in football participation. Infrastructure shortfalls can emanate from a lack of adequate facilities or limited competitions and programming that targets community football competition.

What does this mean?

Based on the above analysis the following conclusions can be drawn for STP provision in the LBHF:

- there are gaps in accessible provision across the borough. It may be possible that new provision at schools through the BSF programme may cater for these shortfalls
- a latent demand exists for small sided football in the area given the shortfall of commercially operated small sided leagues/ STPs and the market segmentation profile of residents.

Athletic facilities

2.123 Athletic tracks are a specialised facility and therefore suitable location is paramount. The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of athletics there has been an increase of 0.3% in the national population currently participating (2006-8). This increase is across both genders and all ages with the exception of those aged 20-24 years. There is also an increase amongst lower social groups (NS-SEC 5-8) and ethnic minorities. In terms of latent demand 2.6% of the population would participate more if the necessary infrastructure was made available.

2.124 Table 2.27 below provides details of the athletics provision in the LBHF.

Table 2.27 Athletics provision in the LBHF

Site Name	Ward	Number of Lanes	Ownership	Access	Year Built	Refur-bished	Postcode
			Type	Type			
LINFORD CHRISTIE OUTDOOR SPORTS CENTRE	College Park and Old Oak Ward	8	Local Authority	Pay and Play	1987	2005	W12 0AE

2.125 A full review of this facility is provided earlier in this section. The athletics track is the home to Thames Harriers Running Club, the leading London based athletics organization.

2.126 Table 2.28 shows the results from the 2006 Active People Survey. The results illustrate that athletics is more popular in the LBHF than the West London and national average. According to the survey 9.8% of residents reported taking part in athletics of some form in the four weeks prior to the survey. This is relatively high and indicates a large potential user group for athletic based facilities.

Table 2.28 Athletic participation levels

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Athletics and road running	9.8	6.2	5.0

Athletic facility supply (Active Places Power)

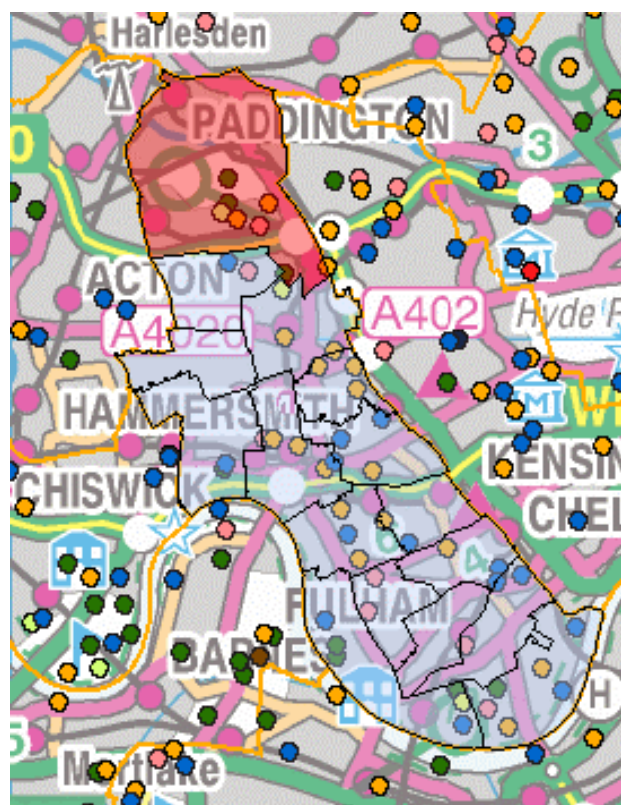
- 2.127 The Sport England Active Places Power model identifies the level of provision per 1,000 population in a local authority. This has been benchmarked against other neighbouring London boroughs, the London average and national average in Table 2.29.
- 2.128 The table shows that provision in the LBHF is above all other London areas at 0.05 facilities per 1,000 population. This level of provision is in line with the national average. Given the relative high level of provision compared to neighbouring London boroughs it is likely that the Linford Christie Athletics Track could become a central hub for athletic practice and competition across West London.

Table 2.29 Athletic facility provision comparators

Area	M ² per 1,000 Population
England	0.05
London	0.04
Hammersmith and Fulham	0.05
Brent	0.02
Ealing	0.03
Hounslow	0.00
Kensington and Chelsea	0.00

Table 2.30 Athletic facility ward provision

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	0	11182	0
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	0	11526	0
College Park and Old Oak Ward	8	7645	1.05
Fulham Broadway Ward	0	10176	0
Fulham Reach Ward	0	10181	0
Hammersmith Broadway Ward	0	11572	0
Munster Ward	0	9870	0
North End Ward	0	10891	0
Palace Riverside Ward	0	7306	0
Parsons Green and Walham Ward	0	10292	0
Ravenscourt Park Ward	0	10790	0
Sands End Ward	0	9713	0
Shepherd's Bush Green Ward	0	10241	0
Town Ward	0	9893	0
Wormholt and White City Ward	0	11989	0

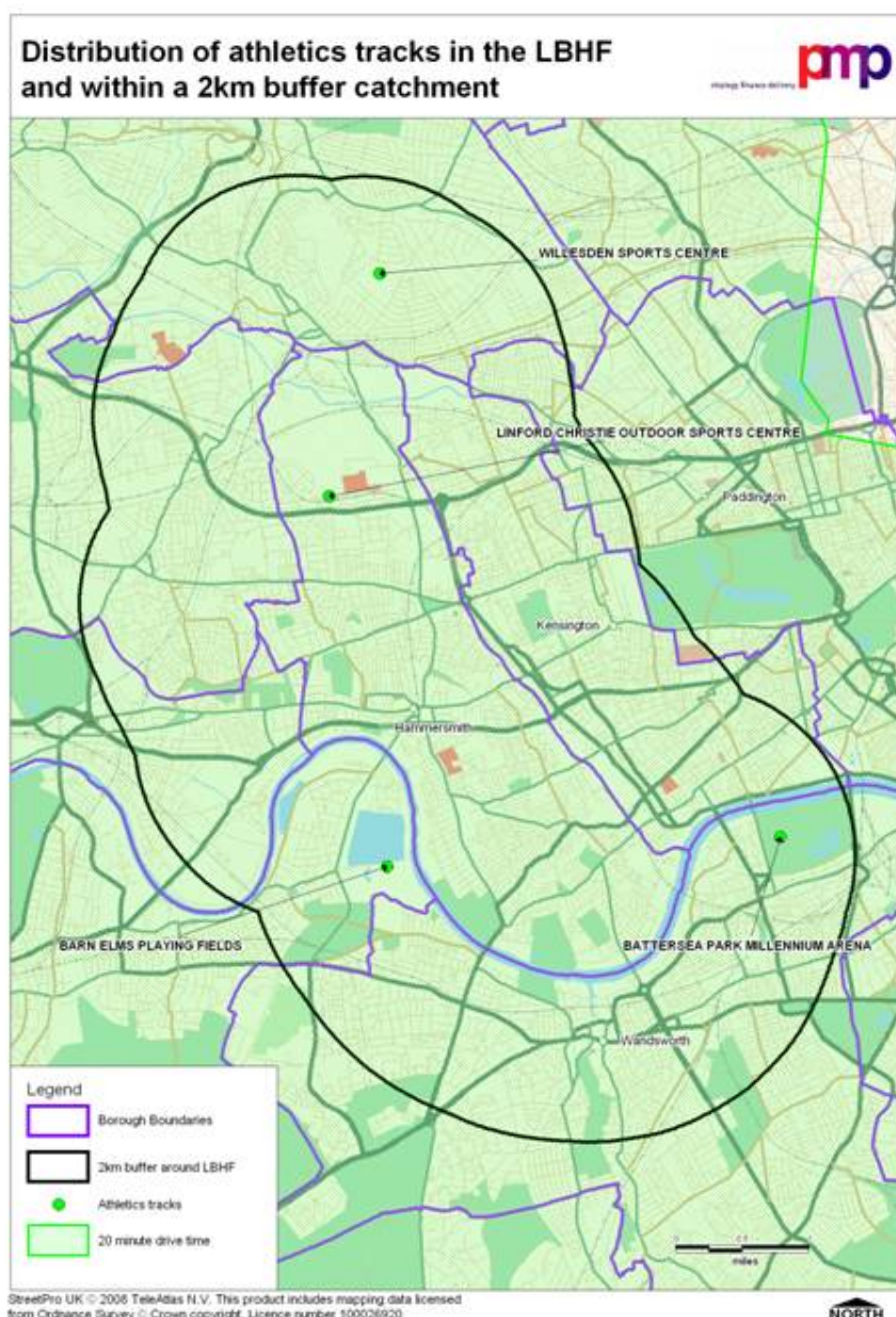


Symbol	Range	Ward Count
	0 - 0.21	(15)
	0.85 - 1.05	(1)

2.129 The table and map above clearly show that the only provision is within the College Park and Old Oak Ward. Further consideration is given to travel times across the region for athletic tracks and other facilities later in this section.

2.130 Map 2.10 shows a 20 minute drive time catchment around the Linford Christie Stadium. This extends as far west as Richmond, north of Brent, east of Paddington and down to Wandsworth in the south.

Map 2.10 Catchment around the Linford Christie Sports Complex (2km buffer)



What does this mean?

Based on the above analysis the following conclusions can be drawn for athletic facilities in the LBHF:

- provision in the borough is above all other neighbouring local authorities
- the catchment of the facility extends across most of west London. Given its prominent status and as home to Thames Harriers the facility is critical to the future of competitive athletics in the area.

Indoor Tennis facilities

- 2.131 Similar to athletic tracks, indoor tennis provision is a specialized facility and is not always present within public leisure centres. The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of tennis there has been no overall statistical change in participation. Numbers have decreased among those aged 35-44 years (2006-8) and increased among 45-64 and 65+ year olds. The sport has also become more popular with lower social groups (NS SEC 5-8) and those with a disability. 2.5% of the population would participate more in tennis if greater opportunities were available.
- 2.132 Table 2.31 below outlines the current indoor tennis provision within the LBHF. The main site in the borough is the internationally recognized Queens Tennis Club. All facilities have a registered members policy although several are accessible to casual players at specific times.

2.31 Indoor tennis provision in the LBHF

Site Name	Ward	Number of courts	Access	Year Built	Postcode	Specification
			Type			
HARBOUR CLUB (CHELSEA)	Sands End Ward	4	Registered Membership use	1995	SW6 2RR	Airhall
HARBOUR CLUB (CHELSEA)	Sands End Ward	9	Registered Membership use	1995	SW6 2RR	Framed fabric
HURLINGHAM CLUB	Palace Riverside Ward	3	Registered Membership use	1995	SW6 3PR	Permanent
THE QUEEN'S CLUB	North End Ward	10	Registered Membership use	1886	W14 9EQ	Permanent
THE QUEEN'S CLUB	North End Ward	2	Registered Membership use	1886	W14 9EQ	Airhall - seasonal

- 2.133 Table 2.32 below indicates that based on the Active People Survey (2006) tennis is significantly more popular amongst residents within the LBHF than the West London CSP and national averages.

Table 2.32 Tennis participation

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Tennis	6.0	2.9	2.1

Indoor Tennis facility supply (Active Places Power)

- 2.134 The Active Places Power model results are provided below in Table 2.33. The provision per 1,000 population for indoor tennis in the LBHF has been benchmarked against neighbouring London boroughs, and the London and national average.

Table 2.33 Indoor tennis provision comparators

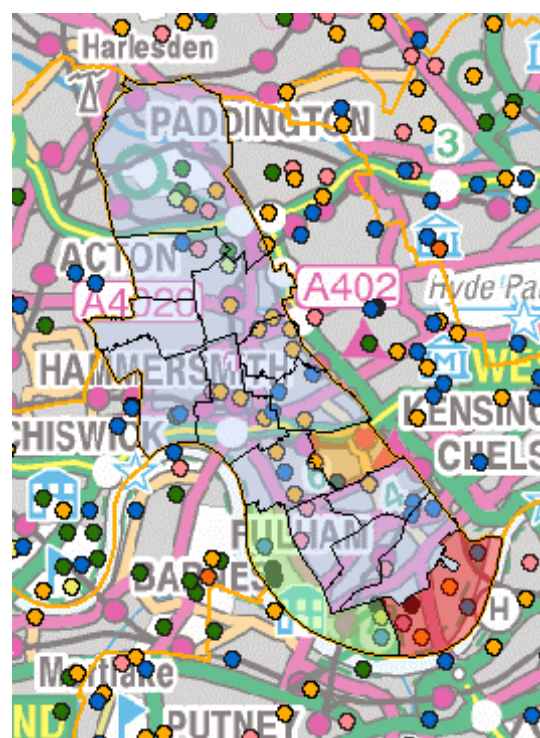
Area	M ² per 1,000 Population
England	0.03
London	0.03
Hammersmith and Fulham	0.16
Brent	0.00
Ealing	0.01
Hounslow	0.14
Kensington and Chelsea	0.09

- 2.135 The above table illustrates that indoor tennis provision in the LBHF is significantly higher than all surrounding areas with the exception of Hounslow. The current level is 0.16m² of court provision per 1,000 population in the LBHF compared with a London average of 0.03m².

Table 2.34 Indoor tennis facility ward provision

Ward	Total Area In m ²	Total Population	Capacity Ratio Per 1000
Addison Ward	0	11182	0
Askew Ward	0	11889	0
Avonmore and Brook Green Ward	0	11526	0
College Park and Old Oak Ward	0	7645	0
Fulham Broadway Ward	0	10176	0
Fulham Reach Ward	0	10181	0
Hammersmith Broadway Ward	0	11572	0
Munster Ward	0	9870	0
North End Ward	10	10891	0.92
Palace Riverside Ward	3	7306	0.41
Parsons Green and Walham Ward	0	10292	0
Ravenscourt Park Ward	0	10790	0
Sands End Ward	13	9713	1.34
Shepherd's Bush Green Ward	0	10241	0
Town Ward	0	9893	0
Wormholt and White City Ward	0	11989	0

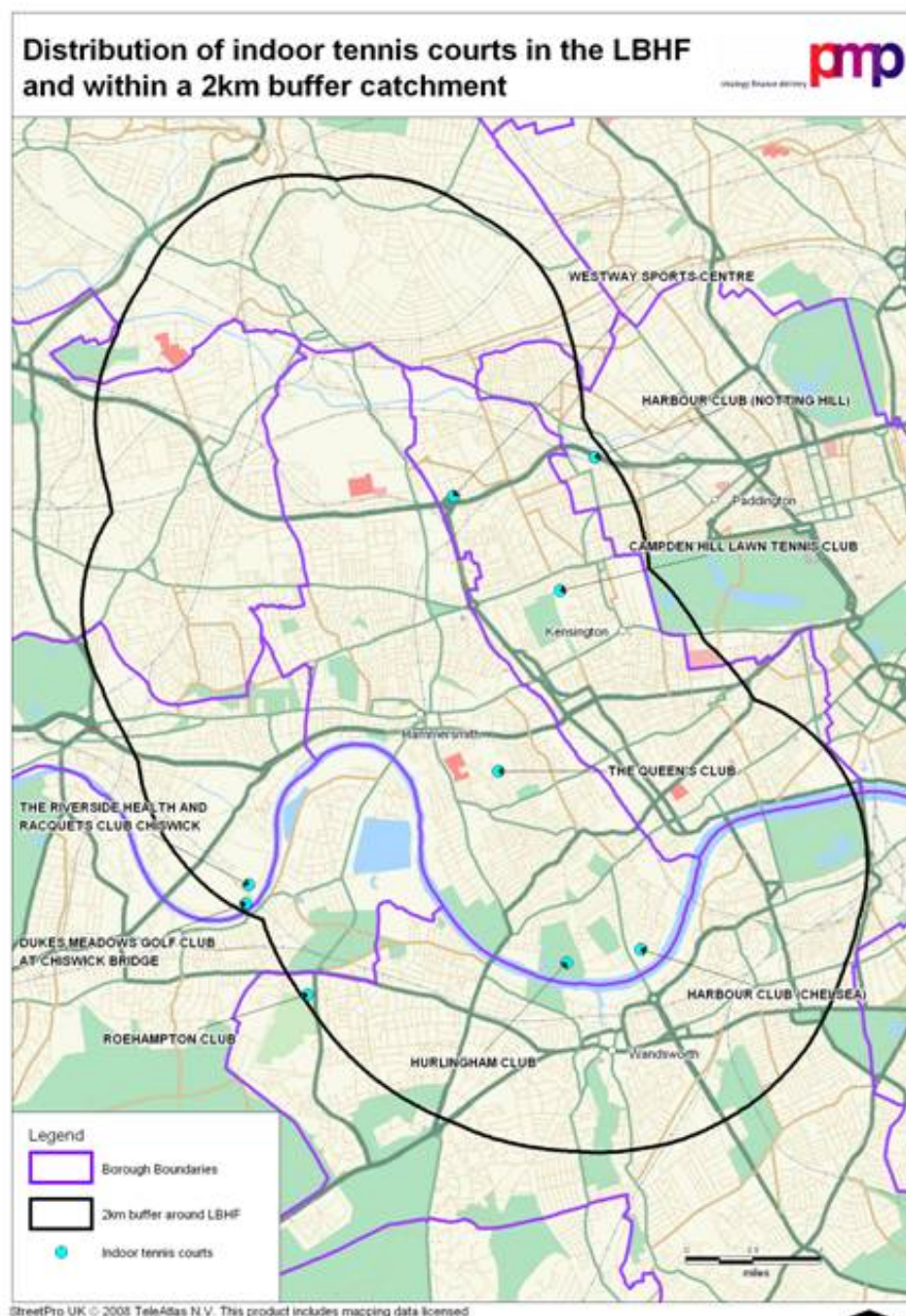
Population based on 2001 Census



Symbol	Range	Ward Count
	0 - 0.268	(13)
	0.269 - 0.536	(1)
	0.805 - 1.072	(1)
	1.073 - 1.34	(1)

- 2.136 The above table and accompanying map illustrate that all provision is in the more affluent areas in the south of the LBHF. The highest levels of supply are in the Sands End and North End (Queens Club) wards.
- 2.137 Map 2.11 shows the exact locations of the three indoor tennis sites in the LBHF. Further consideration later in this section is given to travel distances to indoor tennis facilities within surrounding wards outside of the LBHF.

Map 2.11 Distribution of indoor tennis provision in the LBHF (2km buffer)



What does this mean?

Based on the above analysis of indoor tennis provision in the LBHF the following conclusions can be drawn:

- the borough has a relatively high provision of indoor tennis facilities
- all facilities are located in the south of the borough (more affluent areas).

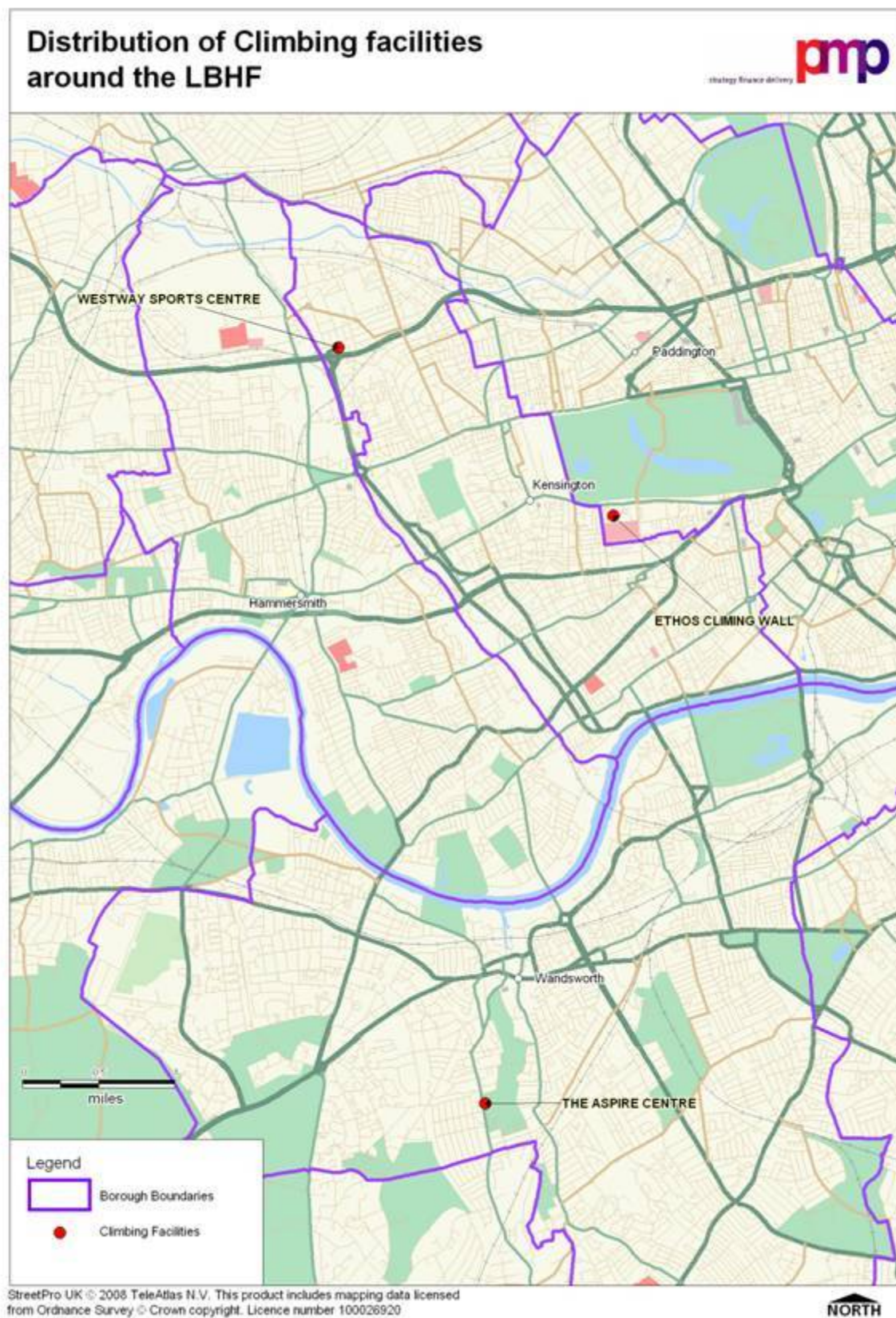
Climbing walls

- 2.138 There has been an upward trend nationally in the popularity of climbing. The majority of facilities are either indoor or outdoor walls or low rise indoor bouldering walls.
- 2.139 Table 2.35 below outlines the provision of climbing facilities within the LBHF and a buffer catchment of 3 miles. Map 2.12 illustrates the distribution of facilities.

Table 2.35 Climbing wall provision around the LBHF

Site Name	Postcode	Specification	Access
WESTWAY SPORTS CENTRE	W10 6RP	12.5m walls	Pay and play
ETHOS CLIMING WALL	SW7 2AZ	28 different walls	Registered members (play and pay option)
THE ASPIRE CENTRE	SW18 5JU	external wall and bouldering area	Pay and play (dual use)

Map 2.12 Distribution of climbing walls across the LBHF



- 2.140 Based on the Active People Survey (2006) there is a lower level of climbing participation in the LBHF than in the wider London or national area. This would be expected given the urban nature of the borough. However, other areas in London have introduced dedicated climbing centres, or incorporated walls as part of leisure complexes, as they have acted as a catalyst in stimulating interest in the sport. An example of this has been in Mile End (Tower Hamlets) which has a participation rate of 0.7%, significantly higher than national and regional averages.

Table 2.36 Climbing participation

Activity	% of residents (over the previous four weeks)		
	LBHF	West London (CSP)	National
Climbing, mountaineering, caving	0.1	0.2	0.4

What does this mean?

Further investigation is required into the potential market for climbing within the LBHF. It is a growing sport and can act as a relative high income generator given the limited footprint required.

SECTION 2 – SUPPLY AND DEMAND ANALYSIS

Average Travel times (cross boundary) and IMD assessment – LBHF (full CSP results and maps provided in Appendix A)

Table 2.37 Average ward travel times and IMD scores (based on road travel distances)

Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD (LBHF)	CRIME	HEALTH DEPRIVATION AND DISABILITY SCORE	INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND SERVICES SCORE	EDUCATION SKILLS AND TRAINING SCORE	IMD SCORE
Addison	700.20	394.11	212.30	1136.00	2791.80	1663.70	8	0.48	0.22	0.17	0.11	53.89	30.55	8.97	26.97
Askew	1040.60	1246.84	893.90	1395.90	2050.40	2498.80	4	0.66	0.61	0.25	0.14	53.20	29.71	13.61	33.27
Avonmore and Brook Green	489.40	670.89	358.70	1420.60	3229.30	1023.90	12	0.34	0.04	0.17	0.09	49.00	30.36	7.83	23.72
College Park and Old Oak	879.70	668.23	680.40	726.30	820.50	1669.90	1	0.35	0.82	0.34	0.17	39.08	37.71	26.96	41.20
Fulham Broadway	425.10	573.08	315.10	1137.90	2922.60	1108.10	5	1.02	0.55	0.21	0.12	53.74	29.22	14.00	31.89
Fulham Reach	344.50	362.83	251.60	696.80	2048.30	565.30	11	0.16	0.22	0.16	0.09	47.19	30.07	13.76	23.95
Hammersmith Broadway	757.30	510.53	425.20	569.10	2544.60	1745.40	6	0.66	0.46	0.22	0.12	53.66	32.14	12.12	30.68
Munster	786.60	418.11	728.50	596.30	1939.70	1146.00	15	0.45	-0.12	0.12	0.07	49.18	26.32	7.90	19.14
North End	547.60	918.77	397.70	1100.20	2892.30	517.80	7	0.31	0.27	0.24	0.12	39.47	29.79	28.69	30.11
Palace Riverside	491.40	634.85	456.70	717.70	1549.40	1166.40	16	0.59	-0.50	0.09	0.05	45.24	25.68	6.05	16.42
Parsons Green and Walham	592.20	438.92	528.80	1095.50	2954.20	1109.90	14	0.99	-0.28	0.11	0.07	44.31	26.30	8.45	20.27
Ravenscourt Park	531.00	566.76	480.60	946.50	2679.70	2553.90	10	0.63	0.02	0.18	0.10	49.02	32.28	7.21	25.61
Sands End	425.50	334.92	252.50	984.00	3055.90	484.70	9	0.10	0.21	0.22	0.10	43.92	28.15	14.05	25.65
Shepherd's Bush Green	1064.00	808.33	375.70	691.60	1859.90	1533.50	3	0.62	0.64	0.25	0.14	57.54	32.75	11.83	35.75
Town	864.20	585.41	852.80	971.10	2450.00	1275.00	13	0.35	-0.05	0.15	0.09	32.56	20.37	16.30	21.47
Wormholt and White City	515.50	459.26	513.10	782.30	1062.80	1602.00	2	0.81	0.63	0.35	0.15	40.81	31.82	17.54	38.45
Good performance equals	low	low	low	low	low	low	high	low	low	low	low	low	low	low	low
AVERAGE (LBHF)	653.4	599.49	482.73	935.49	2303.21	1354.02	12	0.53	0.23	0.20	0.11	46.99	29.58	13.45	27.78
COUNT	16.0	16	16	16	16	16	0	16	16	16	16	16	16	16	16
MAX	1064.0	1246.8	893.9	1420.6	3229.3	2553.9	0	1.0	0.8	0.3	0.2	57.5	37.7	28.7	41.2
MIN	344.5	334.9	212.3	569.1	820.5	484.7	0	0.1	-0.5	0.1	0.1	32.6	20.4	6.1	16.4
AVERAGE (Pro Active WL)	1238.6	826.53	862.44	1717.30	3302.59	3748.21	62	0.34	-0.05	0.19	0.10	28.68	29.77	12.88	23.31

2.141 Table 2.37 illustrates the average travel times for each facility type in the LBHF. These figures have been aggregated up from data supplied through the Active Places Power model for super lower output areas (circa 1,500 residents in each). These distances are then compared to Index of Multiple Deprivation Scores for each ward. Green cells highlight where wards are performing better than the borough average, red cells highlight where performance is below the borough average. The Pro Active West London averages are also displayed. The following conclusions can be drawn:

- Askew ward has extensive travel times for all facilities with the exception of athletic tracks. It also has high deprivation across all criteria
- Addison ward has extensive travel times for all facilities with the exception of sport halls and health and fitness. It also has poor levels of employment, living environment, and a number of barriers to housing deprivation.
- wards that have a good general sport provision and low levels of deprivation include Palace Riverside and Munster.

What does this mean?

Future priority areas should be selected based on current provision of facilities (travel distance), levels of deprivation and physical activity participation rates. In addition, demographic and market segmentation data should be used to indicate where areas of latent demand exist.

Leisure facility usage levels

- 2.142 The following section is an assessment of current usage levels for each main facility type. The tables below list the overall visits per month for each facility at each site. The sites are then compared with one another to identify levels of performance.

Fulham Pools**Table 2.38 Total sport centre user numbers**

Month	Total Number of Swims	Total Number of Gym Visits
Apr-08	15,605	360
May-08	17,114	400
Jun-08	17,517	418
Jul-08	4,970	330
Aug-08	3,515	565
Sep-08	15,660	333
Oct-08	15,849	471
Nov-08	14,964	166
Dec-08	3,706	117
Jan-09	15,321	416
Feb-09	16,261	325
Mar-09	15,754	163
Total	156,236	4,064

Lillie Road Fitness Centre
Table 2.39 Total sport centre user numbers

Month	Total number of gym visits	Total number of class visits
Apr-08	6,301	1049
May-08	6,708	1150
Jun-08	6,531	1175
Jul-08	6,354	1165
Aug-08	6,376	1162
Sep-08	6,389	1161
Oct-08	6,526	1149
Nov-08	6,397	1111
Dec-08	6,317	1091
Jan-09	11,145	1192
Feb-09	11,570	1241
Mar-09	11,976	1270
Total	92,590	13,916

Hammersmith fitness and squash centre
Table 2.40 Total sport centre user numbers

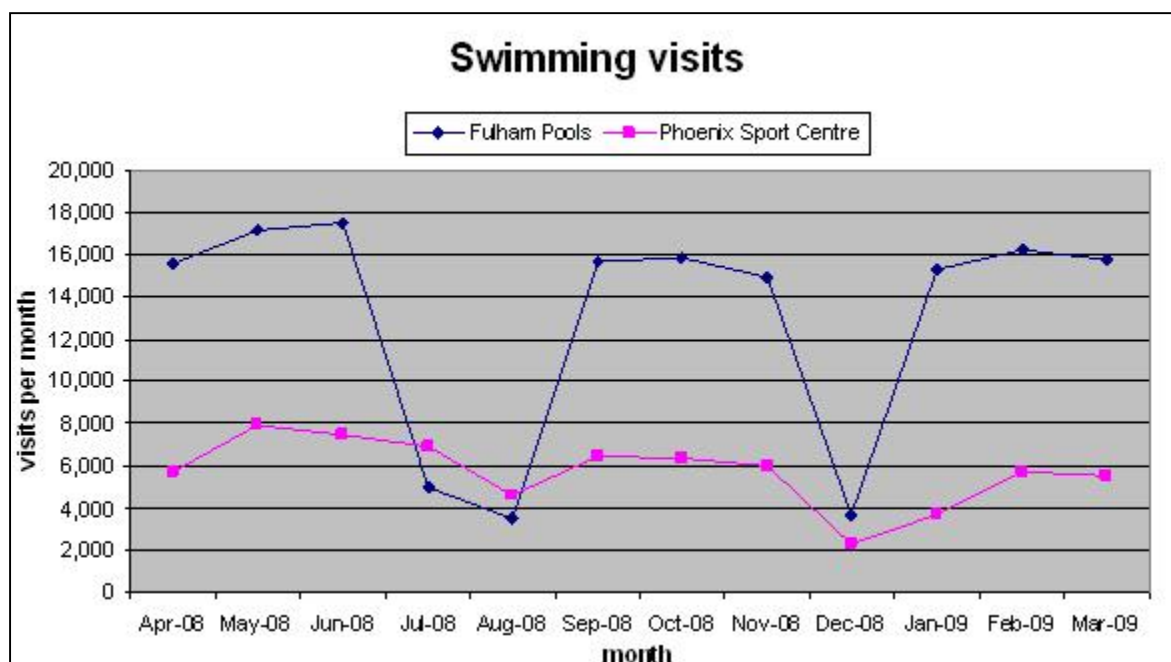
Month	Total number of gym visits	Total number of class visits	Total number of squash visits
Apr-08	6,125	774	524
May-08	6,065	766	544
Jun-08	5,936	746	555
Jul-08	6,202	772	608
Aug-08	6,323	745	577
Sep-08	6,341	808	589
Oct-08	6,438	819	615
Nov-08	6,377	797	593
Dec-08	6,336	745	503
Jan-09	12,800	819	622
Feb-09	12,330	846	673
Mar-09	13,539	883	707
Total	94,812	9,520	7,110

Phoenix Sports Centre
Table 2.41 Total sport centre user numbers

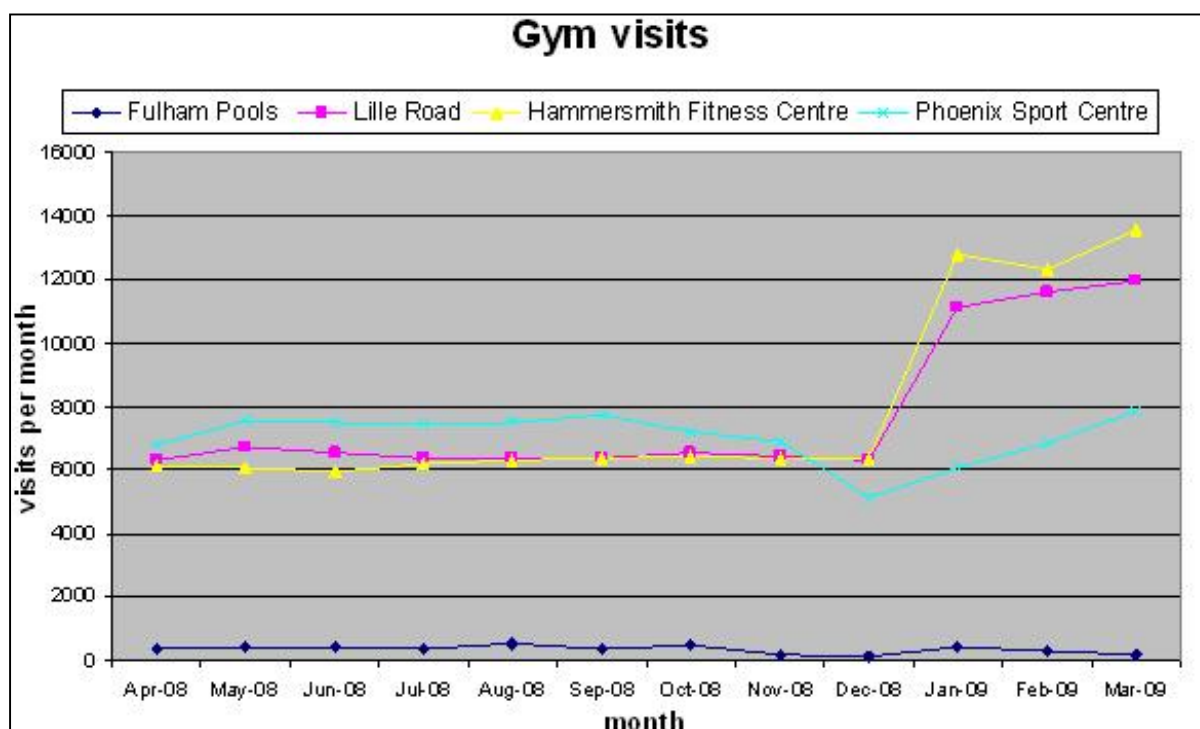
Month	Total number of swim visits	Total number of gym visits	Total number of class visits	Total number of badminton visits
Apr-08	5,730	6795	350	80
May-08	7,882	7534	365	60
Jun-08	7,446	7508	399	70
Jul-08	6,882	7447	397	80
Aug-08	4,605	7509	380	60
Sep-08	6,489	7742	478	60
Oct-08	6,317	7214	425	100
Nov-08	5,986	6878	517	80
Dec-08	2,283	5142	270	10
Jan-09	3,709	6053	259	30
Feb-09	5,690	6823	379	40
Mar-09	5,500	7825	425	70
Total	68,519	84,470	4,644	740

2.143 Based on the above data it is possible to compare the performance of each facility type across the public sites in the LBHF. Graphs 2.1 and 2.2 overleaf illustrate the performance of swimming pools and health and fitness facilities respectively.

Graph 2.1 Visits at swimming pools in the LBHF

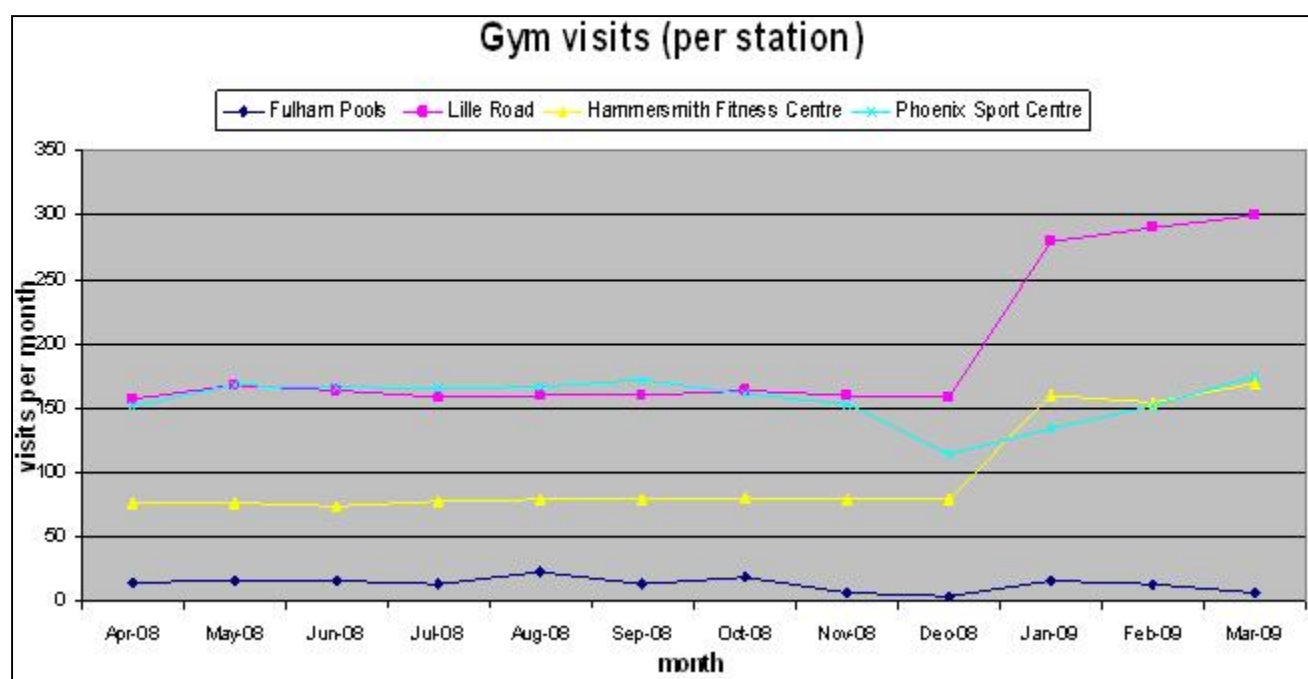


Graph 2.2 Visits at gyms in the LBHF



- 2.144 The graphs illustrate that for swimming, despite expected seasonal fluctuations in user levels, Fulham Pools is ahead of Phoenix Leisure Centre for all months with the exception of July and August 2008. This is to be expected given the limited opening hours at the Phoenix Centre.
- 2.145 In terms of gym usage Fulham Pools is consistently low, although this is a smaller facility and is adjacent to the large Virgin Active health and fitness centre. Phoenix Sport Centre up until December 2008 had the largest number of users of all public sites but fell below Lille Road and Hammersmith in 2009. Hammersmith Fitness Centre currently has the largest number of visits per month, marginally ahead of Lille Road.
- 2.146 The graph below aims to illustrate gym visit levels relative to the size of the facility (number of stations).

Graph 2.3 Gym visits per station



- 2.147 The graph illustrates that in terms of visits per station, Lille Road Fitness Centre is significantly outperforming all other health and fitness sites. Phoenix Sport Centre declined during November and December 2008, and following a gradual improvement in performance is now receiving approximately the same number of visits as Hammersmith Fitness Centre.
- 2.148 A further breakdown of individual facility visit number is provided in Appendix B.

Leisure supply and demand conclusions

2.149 The following are overarching conclusions based on the analysis above:

- There is a surplus of swimming provision and pools are currently not operating at full capacity despite the LBHF being an importer of demand
- There is a significant shortfall of sports hall provision. It is envisaged that dual use facilities will be provided through the BSF programme although planning officers must ensure these new facilities are strategically located so the maximum resident population is within an accessible catchment of a site
- The provision of health and fitness facilities is currently balanced although given the expected population growth across the borough it will be vital that public gyms position themselves so that they can compete for this additional market demand
- There are several gaps in STP provision in the LBHF, which may be addressed through the BSF programme, and a possible latent demand given the market segmentation profile of residents
- Provision of indoor tennis and athletic tracks is relatively good. New climbing wall provision should be seen as a commercial opportunity within the facility mix of any new site.

SECTION 3

LIBRARY PROVISION

Library Provision

Libraries in the LBHF


- 3.1 Libraries form a key element of the cultural facility stock in the LBHF. As with all other leisure, sport and cultural facilities, it is critical that they meet the demands of local residents.
- 3.2 This section initially sets out the current library context within the LBHF with a review of current facilities. It then goes on to assess the distribution of these sites and benchmark their performance against government guidelines.


Facility assessment

- 3.3 As part of the facility review an assessment of all public library facilities across the LBHF has been conducted. For each facility an assessment matrix was populated using an agreed set of criteria. To support this quantitative assessment, observation notes were recorded.
- 3.4 Copies of both the leisure and library matrixes can be found in Appendix C.


Assessment matrix

- 3.5 The library facilities have been assessed on a number of criteria, the key headings of which are as follows:
 - access
 - cleanliness
 - housekeeping/ presentation
 - maintenance
 - standard of facilities
 - information provided
 - facilities and equipment on site.


Fulham Library		598 Fulham Road Fulham SW6 5NX		
Facility details: Exhibition hall (with storage and stage) Learning library Reference Library (includes maps/ directories etc) Children's area 18+ PCs Reading groups Toilets Facility/ equipment score (max 5): 5 Other Scores (max 5):				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
3.57	4.75	4.80	5.00	4.33
Total Score: 27.45 Facility summary: There is limited parking around the library however wheelchair access is excellent with a lift from street level that provides access to all levels of the library. Generally the facility is excellently presented throughout and appears to be regularly maintained. Information is provided regularly throughout although a customer charter is not immediately evident. The library is fully equipped with all necessary facilities including a large study area with numerous PC terminals.				
Reported usage levels: Approximately 3,000 visits per week. Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				

Sands End Library		The Community Centre 59 Broughton Road Fulham SW6 2LE		
Facility/ equipment details: Small area for children Small kitchen area Large print books, DVDs, newspapers				
Facility/ equipment score (max 5): 2 Average Scores (max 5):				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
3.43	3.50	3.80	3.33	3.00
Total Score: 19.06 Facility summary: The Sands End library is one of the smaller library facilities in the LBHF. Access is generally good although it isn't directly served by a ready supply of public transport connections. Generally clean and well maintained however the facility is reasonably basic and has limited aesthetic appeal. Provision of information is adequate although there could be more diverse provisions of equipment and literature. This site works well as a multi-facility concept with library, meeting rooms, gym, activity hall and studios.				
Reported usage levels: Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				


SECTION 3 – LIBRARY PROVISION


Shepherds Bush Library		7 Uxbridge Road London W12 8LJ		
Facility/ equipment details: Not appealing décor Very basic layout/ appearance Information display not appealing Notice board well used				
Facility/ equipment score (max 5): 4 Average Scores (max 5):				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
4.14	2.50	3.40	2.00	3.33
Total Score: 19.37 Facility summary: While the external condition of the library is well maintained this is let down by its internal quality. The interior is poor with basic décor throughout. The lighting is basic and the facility does not have air conditioning. Various information is provided however these are not displayed in an appealing manner. Generally the facility feels sparse with limited modern equipment and poor layout of facilities.				
Reported usage levels: Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				

SECTION 3 – LIBRARY PROVISION

Askew Road Library		87/91 Askew Road London W12 9AS		
Facility/ equipment details: 10+ PCs Separate children's room Disabled toilets Activity groups Under 5s reading groups Facility/ equipment score (max 5): 2 Average Scores (max 5):				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
3.14	2.75	3.40	2.66	3.66
Total Score: 17.62 Facility summary: <p>The library has various graffiti and litter outside of the property. The interior is basic but reasonably clean and presented. Information is displayed although there is no particular organization to these displays. Circulation space is sufficient and the reception is prominently located in the centre of the building.</p> <p>Access is good as it is located on the main road although no specific provision has been made for wheelchair access with single door entry points.</p> <p>The facility could benefit from updated décor, improved lighting and layout.</p>				
Reported usage levels: Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				

SECTION 3 – LIBRARY PROVISION

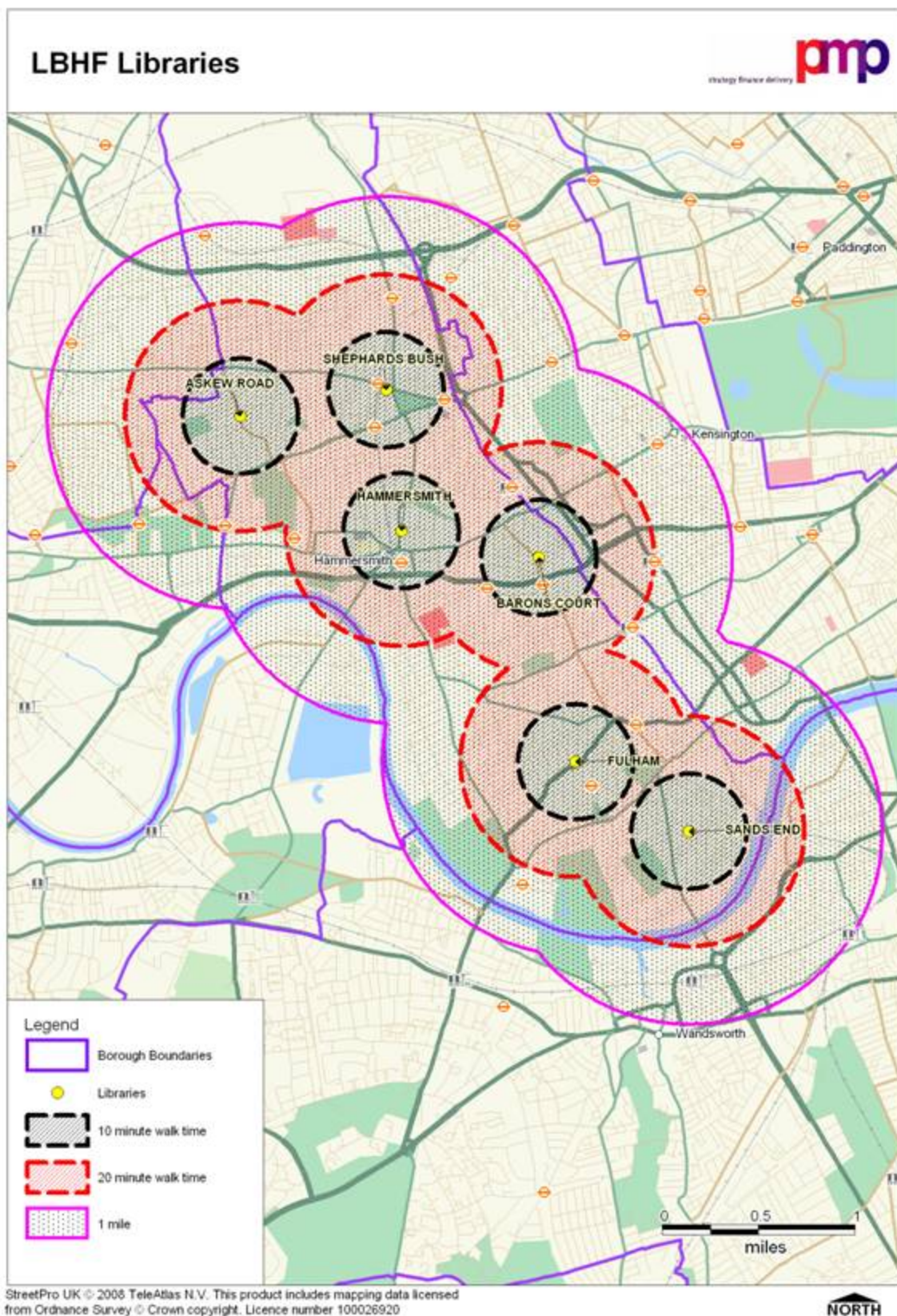
Barons Court Library		North End Crescent London W14 8TG		
Facility/ equipment details: Small study area Limited video selection 8 PCs Facility/ equipment score: 2 Average Scores:				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
3.43	2.75	3.60	3.00	3.33
Total Score: 18.11 Facility summary: <p>There is limited directional signage from the road to the library. The exterior is generally well maintained although the façade of the building appears dated.</p> <p>Internally there is limited storage and fairly basic. Good wheelchair access is provided throughout. No toilets on site and limited other ancillary facilities.</p> <p>Although the reception is prominently positioned at the entrance it appears very dated. Limited facilities throughout and a small study area.</p>				
Reported usage levels: Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				

Hammersmith Library		Shepherds Bush Road Hammersmith W6 7AT		
Facility/ equipment details: 30+ PCs U5s sessions Readings and talks given Facility/ equipment score: 4 Average Scores:				
Access	Cleanliness	Housekeeping/ presentation	Maintenance	Information
4.00	4.00	4.60	4.33	4.33
Total Score: 25.26 Facility summary: The site has limited car parking and there is no pedestrian crossing near the site (next to a main road). There is limited disabled access to first floor. The facility has good signage from road and is close to a number of public transport links. No evidence of customer charter during the visit however the quality of other facilities is good. A large study area on the first floor is well equipped. The ground floor décor appears slightly dated and layout could be better structured. It has one toilet/ changing area although this is basic. Overall the library is generally well presented and provides a good resource for the local community.				
Reported usage levels: 4,000-5,000 visits per week. Peak days are Wednesday. Thursday and Friday (mornings or around 3pm). Total LBHF library visits in 2008/9 was 1,053,996 and there were 587,863 loaned items.				

Library supply and demand

- 3.6 As with leisure facilities, the distribution and accessibility of libraries is crucial to ensuring they are fully utilised by residents. This section now considers the location of libraries across the borough and their respective catchment areas and then goes on to assess the current performance of the facilities, benchmarked against national standards.
- 3.7 The distribution of libraries across the LBHF is illustrated below in Map 3.1.

Map 3.1 Distribution of libraries across the LBHF



- 3.8 With the exception of the north and certain areas in the west, the LBHF has a good coverage of library provision. Based on 20 minute walk times the majority of residents in the borough have access to a library.
- 3.9 In terms of the Public Library Standard of 100% of all residents within a one mile catchment of a library in central London (Table 3.1), the LBHF currently has 98.5% of residents within the prescribed catchment (Map 3.1)

Summary of Public Library Service Standards (DCMS)

- 3.10 The DCMS published the Public Library Service Standards in June 2008. Standards set are the most recent revision of the Framework for the Future (first revised in 2004). Local authorities report their position against the service standards in their annual statistical return to CIPFA. Table 3.1 below sets out these targets.

Table 3.1 Public Library Service Standards

Standard	Details
PLSS1	Proportion of households living within specified distance of a static library: Inner London 100% within 1 mile (inner London)
PLSS2	Aggregate scheduled opening hours per 1,000 population for all libraries: 128 hours
PLSS3	Percentage of static libraries (as defined by CIPFA) providing access to electronic information resources connected to the Internet: 100% (Percentage of static service points open more than 10 hours a week that have public access to the Internet.)
PLSS4	Total number of electronic workstations with access to the internet and the libraries catalogue (available for public use through both static and mobile libraries, and other service outlets (as defined in PLSS1)) available to users per 10,000 population: 6
PLSS5	Requests: i Percentage of requests for books met within 7 days ii Percentage of requests for books met within 15 days iii Percentage of requests for books met within 30 days Targets: 50% within 7 days 70% within 15 days 85% within 30 days
PLSS6	Number of library visits per 1,000 population Targets: 7,650 in Inner London Boroughs (or 6,800 enhanced population) 8,600 in Outer London Boroughs
PLSS7	% of library users 16 and over who view their library service as: i very good ii good iii adequate iv poor v very poor

Standard	Details
	Standard suggested – 94% of respondents rate the library service as 'very good' or 'good'
PLSS8	<p>% of library users under 16 who view their library service as:</p> <ul style="list-style-type: none"> i good ii adequate iii bad <p>Standard suggested – 87% of respondents rate the library service as 'good'</p>
PLSS9	<p>Annual items added through purchase per 1,000 population.</p> <p>216 additions per 1000 population</p> <p>These include 'Books' and 'Other items' which include audio-visual materials, electronic publications and other formats but excludes newspapers, periodicals and other materials. CIPFA guidance for the Public Library Statistics Actuals return provides definitions of these categories.</p>
PLSS10	<p>Time taken to replenish the lending stock on open access or available on loan.</p> <p>6.7 years</p> <p>"Lending stock" means all books and other items available on open access or available for loan. Special collections, however, should be excluded.</p> <p>The count is based on books for loan including extra copies in sets and Audio-Visual materials for loan. It excludes reference materials and books held in reserve. This translates into the number of years it would take to replenish lending stock of books and audio-visual materials.</p>

Benchmarking library provision in the LBHF

- 3.11 As part of an in-house monitoring exercise the libraries have been assessed on a number of criteria and benchmarked against comparator London boroughs in inner and outer London. These results are due to be published in the LBHF Library Strategy in 2009. Table 3.2 lists the findings.

SECTION 3 – LIBRARY PROVISION

Table 3.2 Library key performance indicators (last 12 months)

Library Strategy Bench Marking Exercises											
Data		Inner London					Outer London				
No.	Column Heading	Camden	Hammersmith & Fulham	Kensington & Chelsea	Wandsworth	Westminster	Brent	Ealing	Hillingdon	Hounslow	Richmond
1	Total number of electronic work stations available per 10,000 user	13	6	6	9	8	6	6	7	6	8
2	Staff in Post per 1000 Population	0.58	0.52	0.62	0.45	0.62	0.49	0.46	0.5	0.43	0.61
3	Issues per 1000 population	3454	3438	3869	7150	8802	4243	3583	5600	5160	6747
4	Acquisition per 1000 Population	209	135	212	329	487	198	205	239	78	297
5	Stock Turn Total Books	3.1	3.7	3.5	4.5	4.8	3.4	2.9	3.6	3.5	5.2
6	Visits per 1000 Population	9191	5603	6408	9163	10527	6071	4463	5837	8174	8341
7	Average Cost of Books	7.6	7.28	8.39	6.39	6.47	7.3	5.23	6.43	9.17	9.54
8	Materials Expenditure as a % of Gross Expenditure	7%	6%	8%	10%	11%	9%	8%	10%	6%	11%
9	Employee Expenditure as % of Gross Expenditure	56%	69%	54%	55%	43%	61%	61%	55%	61%	49%
10	Employee costs per Employee	34089	33973	28861	30755	33503	29173	27874	24954	31738	24973
11	Use of public libraries	NA	47.50 %	48.4 0%	50.20 %	51.60 %	56.30 %	48.50 %	52.80 %	56.60 %	NA

4. Acquisition per 1000 Population:-

(Total book Acquisition + Total Audio, Visual, Electronic and other Acquisitions) / Residents population * 1000

5. Stock Turn: - Total Issues / Total Lending Stock

7. Average Cost of Books:- (Reference books + Adult Fiction + Adult Non-fiction + Children Fiction + Children Non-fiction.) X Resident Population / Total Book Acquisition

- 3.12 The table highlights several key findings with regard the LBHF when benchmarked against other London boroughs:
- the total number of electronic work stations available per 10,000 users is relatively low (6)
 - both the issues and acquisitions per 1,000 population is low
 - the total visits per 1,000 population (5,603) and overall use of libraries (47.50% of residents have visited a library over the last 12 months) is low compared with other boroughs. The national average is 48.5% and the highest performing local authority in England scored 58.4%. Relative to other cultural facilities such as museums and galleries (72.1%) and the arts (61.9%) within the LBHF, libraries attendance is also relatively low (based on Active People 2 findings, November 2008)
 - expenditure on materials as a percentage of gross expenditure is low, mainly due to the relatively high levels of expenditure on employees.
- 3.13 The availability of library facilities is another key government indicator. The opening hours of the six libraries in the LBHF have been benchmarked against other London boroughs in Table 3.3 below.

Table 3.3 Library opening hours

SERVICE POINTS OPEN TO THE PUBLIC AT 31 MARCH 2008				
NUMBER (AVERAGE HOURS OF OPENING PER WEEK)				
Local Authority	Open 60 Hrs and Over	Open 45 - 59 Hrs	Open 30 - 44 Hrs	Open 10 - 29 Hrs
Hammersmith & Fulham	3	3	0	0
Hillingdon	1	5	6	5
Richmond	0	4	4	5
Ealing	2	5	7	1
Kensington & Chelsea	0	4	0	2
Brent	1	6	4	1
Wandsworth	1	10	2	0
Hounslow	0	4	7	0
Westminster	2	9	1	0
Camden	0	8	3	2

- 3.14 The above table illustrates that access to library facilities in the LBHF is relatively good. All facilities are open in excess of 45 hours per week, with half of the sites open in excess of 60 hours per week. This level of availability on average per site is higher than any other borough in London.

Library conclusions

- 3.15 Based on the standards set out by the DCMS and the current performance of the libraries in the LBHF, Table 3.4 below identifies how the borough scores against the KPIs.

Table 3.4 Performance of libraries in the LBHF against DCMS KPIs

Standard	Details
PLSS1 (Access)	Target: 100% LBHF: 98.5% - 2,556 residents (based on 2001 ONS population) are outside of the prescribed catchment (FAIL)
PLSS2 (Opening hrs)	Target: 128 hours LBHF: total hrs per week (3 sites at 48hrs and 3 at 60hr) = 324hrs Total hrs per year = 16,848 Aggregate hr per 1,000 population = 98.3 hours (FAIL)
PLSS3 Internet access	Target: 100% LBHF: 100% (PASS)
PLSS4 Electronic work stations	Target: 6 per 10,000 population LBHF: 6 per 10,000 population (PASS)
PLSS5 Requests met	N/A
PLSS6 visits	Target: 7,650 per 1,000 population LBHF: 5,603 per 1,000 population (FAIL)
PLSS7 Public perception (adults)	N/A
PLSS8 Public perception (children)	N/A
PLSS9 Acquisitions	Target: 216 additions per 1,000 population LBHF: 135 additions per 1,000 population (FAIL)
PLSS10 Stock turn	Target: 6.7 years LBHF: 3.7 years (PASS)

- 3.16 Based on the above assessment it is recommended that the LBHF aim to improve upon the following standards:
- aggregate opening hours per 1,000 population
 - total visits per 1,000 population
 - new acquisitions per 1,000 population

- 3.17 It was identified in the site assessments (earlier in this section) that facilities and the general appearance of sites at several of the libraries required improving. The Council should aim to improve the quantity as well as quality of stock at each site, in addition to extending opening hours. The combination of these two approaches should facilitate a greater number of visits at each site. Issues such as the relative high employee expenditure and need to promote a greater presence of libraries within the LBHF cultural portfolio will also be critical success factors in achieving DCMS targets.

SECTION 4

STAKEHOLDER CONSULTATION

Stakeholder Consultation

National Governing Bodies

- 4.1 To supplement the supply and demand analysis, consultation has been undertaken with a sample of national governing bodies. These consultations focussed on the following aspects with regard the LBHF:
- future aspirations for their particular sport within the area – what facilities / services are most in need
 - current trends in local club activity and specific areas of low and high participation levels
 - any development plans (facility and programmes)
 - availability of funding for initiatives within the area (regional and national level)
 - current opinion of the overall sport facility stock in the LBHF.

NGB	Contact	Key issues and opportunities
Football Association	Josie Clifford, County Football Development Manager (Investments)	<p>National Game Strategy aims to increase the number of teams achieving the FA Charter Standard quality award (particularly amongst youth teams). £300 million will be invested by 2012.</p> <p>Football participation across the LBHF has increased year on year. There are currently 132 teams registered with the FA in the borough.</p> <p>In terms of investment, contact has been made with the Council regarding a full size 3G STP off South Africa Road (White City)</p> <p>The borough is involved with the following schemes:</p> <ul style="list-style-type: none"> • School Club Links programme (250 children) – facilitate players moving from school to club football • Currently trying to set up a Local Football Partnership (Year 2) which will provide strategic guidance to the county FA on local football issues and advise on local facility/ development interventions <p>Priority areas over the next year include:</p> <ul style="list-style-type: none"> • achieving Charter Standard at 5 clubs in the LBHF. • draw up a Service Level Agreement for Fulham FiTC Scheme to sign up to with them supporting grassroots clubs in Hammersmith and Fulham through the Charter Standard process and providing local benefits (eg. In-service training) as a reward • to meet with head of Sports Development to discuss projects for facility funding

SECTION 4 – STAKEHOLDER CONSULTATION

NGB	Contact	Key issues and opportunities
		<ul style="list-style-type: none"> support the female teams that exist and help with recruitment; 1 x female youth and 1 x adult female
Lawn Tennis Association	John Love, London Development Manager	<p>With the exception of Parsons Green (next to Hurlington Park) and Hartswood (Acton Green) Tennis Clubs, all other clubs are not community orientated and there is limited availability of facilities and programmes for residents.</p> <p>Currently there is a lack of club infrastructure within the LBHF to enable school students to progress to club involvement. Due to this lack of exit routes the interest in the sport has become stagnated.</p> <p>Mr Love identified that opportunities exist for outdoor tennis in several of the parks, particularly around the facilities at Bishops Park (currently 12 courts). This facility is currently run as 'pay and play' with limited school use. Through the 'Places to Play' Strategy there may be the possibility for funding to construct floodlighting and develop a club infrastructure around this facility. This would need further consultation with local residents.</p> <p>The Tennis Foundation sets up links between schools and clubs although the LBHF was not selected as a target borough due to the lack of exit routes to club participation (compared with boroughs such as Barnet, Enfield and Harrow). This foundation was linked to programmes such as the PESSYP which actively facilitated the school and club partnerships.</p> <p>The LTA are currently revising their budget and are looking to develop further school partnerships through a programme of educating primary school teachers to deliver tennis lessons and recruit tennis leaders to go into schools and run courses. If the LBHF is to capitalise on this initiative it is vital that the club set up in the borough is improved and becomes more community orientated.</p> <p>As part of the LTA's "Places to Play" strategy, the LTA a looking to create a million more tennis playing hours, which can be achieved through the development of more facilities (including full sized and mini tennis courts), or expansion of activity on existing facilities (eg through adding floodlights etc)</p> <p>Funding may be available from the LTA "Places to Play" strategy. Further discussions would need to be undertaken with the LTA. Bishops Park would be an area of interest for the LTA.</p>

SECTION 4 – STAKEHOLDER CONSULTATION

NGB	Contact	Key issues and opportunities
England Basketball	Steve Alexander, London Development manager	<p>The Janet Adegoke sports hall was knocked down in 2003 to be replaced by the Phoenix Sports Centre. Since then the two main clubs that operate in the area (Westside and Greenhouse) have struggled for adequate facilities within the LBHF. The only facility currently used in the borough is Phoenix High School. No facilities in the borough are suitable for regional or national league games. The national league games are played at Kensington Leisure Centre and regional matches at Burlington Danes School which both provide spectator facilities.</p> <p>Generally access to dual-use sport halls across the LBHF is poor. While the development officers have indicated a growing interest in the sport, the availability of facilities to run programmes has restricted the pathway from school to club participation. No capital funding for facilities is available from England Basketball.</p>
Badminton England	Paul Bickerton (London Development Manager)	<p>In order to hit their WSP target of an extra 70,000 adults participating in badminton by 2013, each priority borough would require an additional 4-8 court sports hall, providing 5-10 extra hours of badminton per week.</p> <p>The LBHF is not a priority borough however additional provision is required across the whole borough that conforms to club competition standards.</p> <p>No funding would be available from Badminton England – they do have a small facilities fund but this is most likely to be directed to the Performance Centre Programme.</p>
England Hockey	Peter Beard, Development Officer, Middlesex (inc London)	<p>There is no current comprehensive facilities strategy for England Hockey.</p> <p>Mr Beard's main aim is to work with Clubmark Clubs, linking them with Single System Development Pathways and implementing their Single System being in line with the County Hockey Association development plan.</p> <p>There is only one team in the LBHF (PHC Chiwick) who use the STP at the Linford Christie Stadium as their main home.</p> <p>England Hockey have no investment plans for the LBHF but would encourage the provision of more floodlit STPs (sand based).</p>
Swimming (ASA)	Colin Brown, Director of London Swimming (ASA)	<p>The LBHF are involved in the Sport England Free Swim Initiative which should increase participation across the borough.</p> <p>There are only two public swimming pools in the LBHF. There is relatively low community access to the school facilities and Mr Brown suggests that schools such as St Pauls and Latimer should improve their public access policy. Current access policies mean that there is inadequate provision of public water to cater for resident demand.</p>

SECTION 4 – STAKEHOLDER CONSULTATION

NGB	Contact	Key issues and opportunities
		<p>The main criticism of pool provision in the borough, and the factor that hinders access for the whole borough, is Virgin Active's management of Fulham Pools. This facility has a minimal focus on partnership arrangements and development opportunities for residents and has been reluctant to participate in any joint programmes with London Swimming. On the contrary, the GLL managed Phoenix Pool now hosts Ealing Swim Club which has seen membership numbers grow significantly and has had a positive impact on the north of the LBHF. This facility has helped facilitate the ASA strategy of creating a talent pathway in the West London area (for swimming and water polo). Mr Brown identified the Phoenix Centre as being hugely beneficial to the wider community.</p> <p>Mr Brown identified that the Phoenix Pool caters for all competitive needs and that a further competition pool would not be justifiable. Instead the ASA are investing in their Aquatics Strategy although this may have limited effect in the LBHF as half of the borough has limited access to pool provision due to the access policy at Fulham Pools.</p> <p>A further initiative which is beginning over the coming months is the provision of temporary mobile teaching pools at school and community sites across London (funded by the Mayors Office and private sponsors).</p>

4.2 It is recommended that any follow-up study consults with the following stakeholders:

- Sport Partnerships
- Building Schools for the Future steering group
- White City Development steering group
- London Borough of Hammersmith and Fulham internal officers
- local sport clubs.

4.3 In overall terms, the key conclusions emerging from the consultation are that:

- The consultees supported the findings of the FPM in terms of the need for sports halls and supply of swimming pools
- In line with earlier demand modelling, a 6 or 8 court hall would be beneficial to club use, in particular basketball
- Access arrangements at Fulham Pools should be clarified and involvement with ASA initiatives encouraged
- Development of a 3G pitch in the White City area was supported.

SECTION 5
BSF OPPORTUNITIES

BSF Opportunities

Building Schools for the future (BSF)

Introduction

- 5.1 In this section, we outline the requirements based on the school curriculum for those schools involved in the BSF programme within the LBHF.
- 5.2 These requirements are based on the guidelines produced by the Department for Children, Schools and Families (“DCSF”) and Partnerships for Schools (“PfS”), which are based on the number of children on the school roll and the likely programming and activities at the schools.
- 5.3 Further detail regarding these methods and the results produced is provided below.

School curriculum requirements

- 5.4 The primary consideration for any future facility mix is the direct need of students at the school and how the programming of classes and curriculum will fit with provision on-site.
- 5.5 DCSF has produced guidelines for secondary schools, called “BB98” (BB102 for special schools), containing formulae which account for the likely programming at schools and the necessary facilities, including sport and leisure, to accommodate student and staff needs. These formulae are based primarily on student numbers.
- 5.6 PfS has further developed the formulae for secondary schools to provide revised recommendations for BSF schools. These updated formulae have been used in our analysis.
- 5.7 Based on the projected student populations (Numbers on Roll or NOR) for the BSF schools, the necessary sports provision for the schools is laid out in Table 5.2 overleaf.

Schools included in the BSF Programme

Background

- 5.8 The LBHF is in Wave 6 of this funding stream with funding of around £162 million (based on projected pupil numbers in 2018). Schools that are refurbished/rebuilt have to contribute both to raising educational attainment but also act as community hubs/centres for extended activities (ie open doors to the community e.g. sports facilities etc).
- 5.9 The following information provides background detail on the major proposals planned for schools within the BSF programme:
 - **Sacred Heart** is looking to expand for its new sixth-form and the obvious site is Hammersmith Library. This ties into the ambition to move Hammersmith Library to a proposed redevelopment of the Lyric Theatre to expand the theatre’s educational space with the library as a key partner. Officers are also looking at additional funding from the DCSF to co-locate schools, educational bodies and other services such as libraries

- **Henry Compton/Fulham Cross.** These schools may be persuaded to have a joint sports hall on the site of the existing Lillie Road Recreation Centre which would become a joint schools/community facility managed by GLL. Proposals are at an early stage and will take careful negotiation with the schools
- **Hurlingham & Chelsea.** There will be a requirement for improved Sports Hall provision as part of the refurbishment of this school. Potential sites could be South Park (in which case the sports hall would be a joint one for a couple of schools and also community). However, space in the park is at a premium and this will be a difficult negotiation with pressures to realise capital assets in the park (Clancarty Lodge) and the requirements of local residents, as well as considerations around potential loss of open space.

5.10 The table below outlines all schools that have been selected and how the BSF monies will be spent.

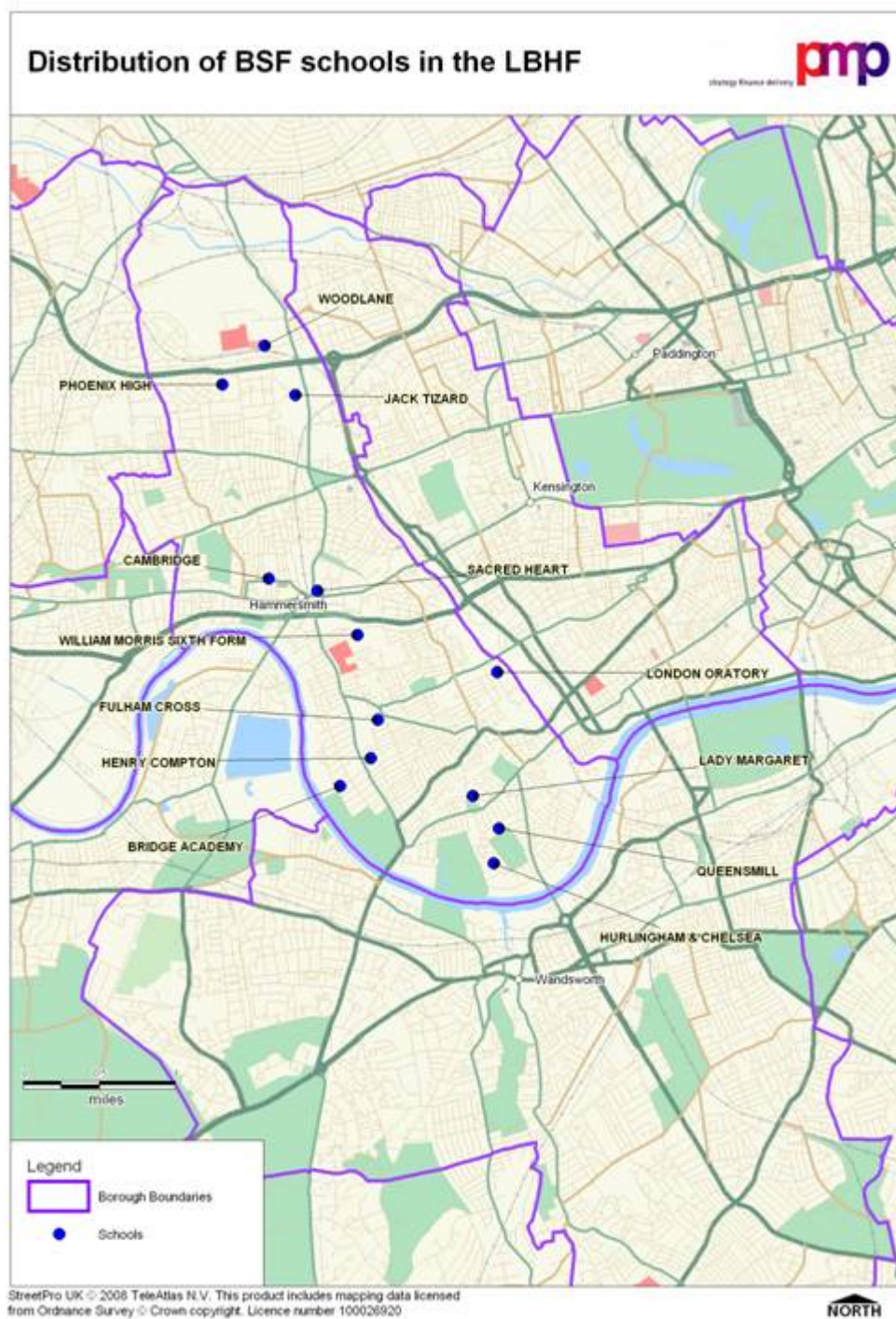
Table 5.1 BSF schools in the LBHF

School	New Build	Full Remodel/ Refurb	Medium/ Minor Refurb	Estimated Cost BSF (£m)	Estimated cost LSC (£m)	Total (£m)
Fulham Cross	50%	50%	-	19.3		19.3
Henry Compton	67%	33%		18.4		18.4
Hurlingham & Chelsea	70%	-	30%	19.6		19.6
Lady Margaret	70%		30%	14.4	6.5	20.9
London Oratory	-	47%	53%	16.9		16.9
Phoenix High	53%	13%	34%	14.9	9.5	24.4
Sacred Heart	17%	58%	25%	14.6	7.0	21.6
William Morris Sixth Form	63%	37%	-	19.1	5.0	24.1
Bridge Academy	100%	-	-	10.1		10.1
Cambridge	76%	24%	-	8.8		8.8
Jack Tizard	-	-	100%	1.1		1.1
Queensmill	100%	-	-	10.2		10.2
Woodlane	11%		89%	4.2		4.2
Total				171.6m	28.0m	199.6m

School locations

5.11 The following map illustrates the distribution of all the schools involved within the BSF programme.

Map 5.1 BSF schools in the LBHF



SECTION 5 – BSF OPPORTUNITIES

School requirements

- 5.12 The following table breaks down school requirements across the LBHF and compares these requirements with community provision (outlined in Section 2).

Table 5.1 DCSF and Partnerships for Schools' recommended requirements

Phasing			DCSF Requirements (BB102/ 98)			
	BSF Schools	Number of students	Hall Size (for sport/ PE)	Outdoor provision	Additional indoor sports provision	BSF Notes/ Community requirements in the area
Enabling project	Cambridge School	80 (Special School)	140-180m ²	1200-4018m ² pitches 700-1400m ² (1 hard court) – additional requirements for BESD schools. Currently use Barn Elms Sports Grounds for team games and athletics and Chiswick pool for swimming	(currently use a purpose built gym)	School is looking to relocate to a mainstream site
	William Morris 6 th Form	772 (FTE pupils)	594m ² (4 courts)	42,000m ² of pitches (c. 7 adult football pitches) 1,980m ² of hard-surfaced games courts	1 x activity studio (150m ²)	100% rebuild on a new site Currently 2 dance studios – opportunity for new dual-use sports hall
Sample project	Sacred Heart High School	796 (200 sixth form) (Looking to expand following BSF developments)	594m ² (4 courts)	48,000m ² of pitches (c. 8 adult football pitches) 2,475m ² of hard-surfaced games courts	1 x activity studio (150m ²)	Currently 2 dance studio and gymnasium - opportunity for new dual-use sports hall

SECTION 5 – BSF OPPORTUNITIES

Phasing			DCSF Requirements (BB102/ 98)			
	BSF Schools	Number of students	Hall Size (for sport/ PE)	Outdoor provision	Additional indoor sports provision	BSF Notes/ Community requirements in the area
	The Bridge Academy	175	450m ² (used also as activity studio)	18,000m ² of pitches 1,980m ² of hard-surfaced games courts	none	Currently limited provision in area – nearest sports hall is Henry Compton School
Phase 1	Fulham Cross Girls School	598 (150 sixth form)	594m ² (4 courts)	42,000m ² of pitches 1,980m ² of hard-surfaced games courts	1 x activity studio (150m ²)	Potential joint sports hall at Lille Road Recreation Centre. Currently 3 court hall, with community use could justify 4/6 court facility
	Henry Crompton School	608 (150 sixth form)	594m ² (4 courts)	42,000m ² of pitches 1,980m ² of hard-surfaced games courts	1 x activity studio (150m ²)	Currently only a once court hall – potential for expansion to accommodate demand from the west side of the LBHF
	Hurlingham and Chelsea	796 (200 sixth form)	594m ² (4 courts)	48,000m ² of pitches 2,475m ² of hard-surfaced games courts	1 x activity studio (150m ²)	New sports hall (proposed specialist sport college). Currently only a one court hall. Would serve a large section of the community to the south of the LBHF
	Phoenix High School	689 (260 sixth form)	594m ² (4 courts)	48,000m ² of pitches 2,475m ² of hard-surfaced games courts	1 x activity studio (150m ²)	Currently lacks a sports hall (next to Phoenix Sports Centre). Would justify a dedicated hall or expansion of the sports centre

SECTION 5 – BSF OPPORTUNITIES

Phasing			DCSF Requirements (BB102/ 98)			
	BSF Schools	Number of students	Hall Size (for sport/ PE)	Outdoor provision	Additional indoor sports provision	BSF Notes/ Community requirements in the area
	Queensmill School	100 (special school)	140-180m ²	1200-4018m ² pitches 700-1400m ² (1 hard courts) – additional requirements for BESD schools	Additional studio may be required for community dual-use	Close proximity to Sands End Community Hall although could justify own provision
Phase 2	Jack Tizard School	65 (special school)	140-180m ²	1200-4018m ² pitches 700-1400m ² (1 hard courts) – additional requirements for BESD schools	Additional studio may be required for community dual-use	Close to Fatima Community Centre – should have its own activity studio
	Lady Margaret School	454 (290 sixth form)	594m ² (4 courts)	42,000m ² of pitches 1,980m ² of hard-surfaced games courts	1 x activity studio (150m ²)	Currently a one court sports hall. Justify expanding to at least a 4 court facility as covers a large catchment to the south of the LBHF
	The London Oratory	1,010 (370 sixth form)	594m ² (4 courts)	60,000m ² of pitches 3,465 of hard surfaced games area	1 x activity studio (180m ²)	Currently has a one court facility. Would serve a large percentage of the east side of the LBHF. Justify a 4/6 court hall.
	Woodlane High School	65 special school	140-180m ²	1200-4018m ² pitches 700-1400m ² (1 hard courts) – additional requirements for BESD schools	Additional studio may be required for community dual-use	Currently has a 2 court hall (community access should be a priority)

- 5.13 The above table is based on guidance from the DCSF. In terms of outdoor areas this is an overall estimate based on a set of ideal circumstances. Realistically these areas will not be achievable within central London. However, they should act as guidance to expected student demand. School partnerships and shared provision will be necessary at several schools to meet requirements. Provision of a full size synthetic turf pitch may alleviate a degree of the shortfall, as based on DCSF criteria, the area counts as double (i.e. 12,000m² instead of 6,000m²) based on carrying capacity.
- 5.14 The guidelines highlight that, in terms of sport halls, there are existing shortfalls in provision at the majority of schools across the LBHF. This is based purely on student numbers, and given the significant community deficiencies in provision (Section 2 of this report), it will be vital that BSF funding is used to develop a number of new, larger facilities that provide extensive dual use access.
- 5.15 Further consultation will be required with the management of both schools and public leisure facilities to establish where new build of sport facilities will be most effective from a student and community perspective. However, there is a clear opportunity to look into development of 6-8 court sports halls on education sites, as a means of satisfying both educational and community need.

SECTION 6

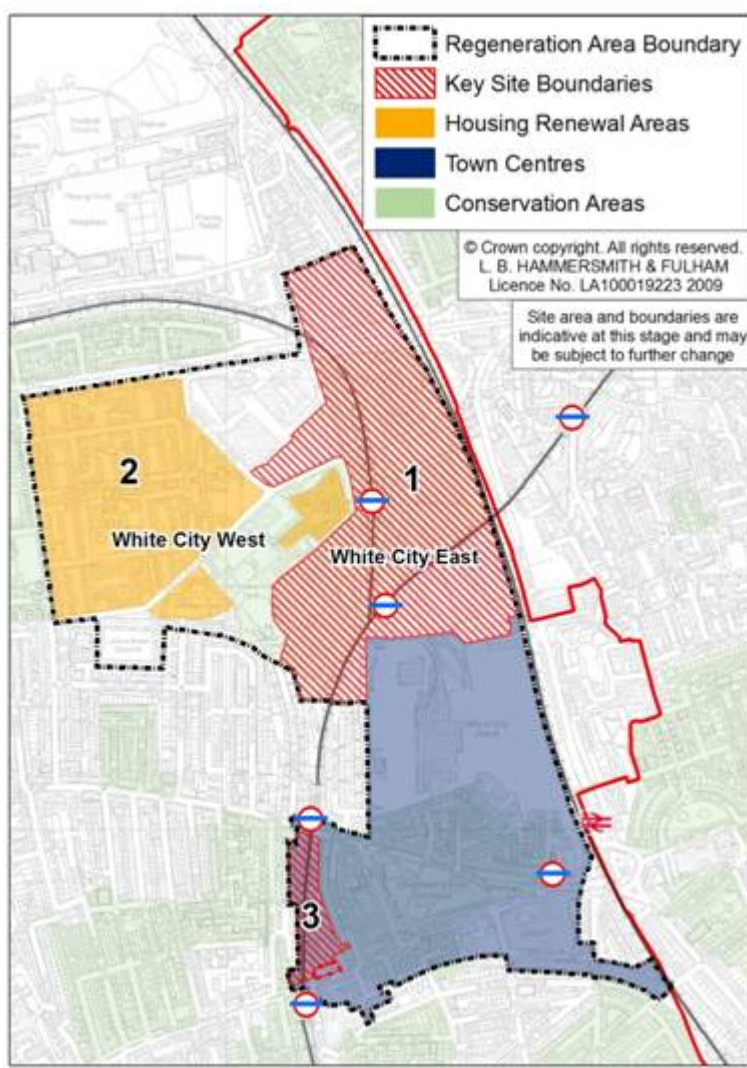
WHITE CITY DEVELOPMENT OPPORTUNITIES

White City Development Opportunities

White City development background

- 6.1 The White City Opportunity Area (WCOA), as defined by the Core Strategy Options (June 2009) is the area east of Wood Lane, north of Westway and with BBC land on both sides of Wood Lane. It has been proposed in the Core Strategy that this area is extended to include Shepherd's Bush Town Centre and the White City estates. Map 6.1 illustrates the relevant areas proposed within the scheme.

Map 6.1 White City development area



- 6.2 Issues that have emerged from the Council's Draft Core Strategy that have particular implications on the delivery of sport and leisure facilities in the area are:
- the aspirations of Queens Park Rangers Football Club. Loftus Road is currently a cramped site and the club may look to relocate
 - ensuring that Shepherd's Bush remains a centre for leisure and culture
 - within the White City East area a new local park, primary school, major leisure facilities and additional community facilities
 - a smaller scale leisure and recreation facility to the east of Wood Lane
 - provision of a public open space between Wood Lane and the west of the BBC Centre
 - the TA centre is a low intensity use of land and may be suitable for relocation
 - the need for modern leisure opportunities in the Shepherds Bush Market area and adjacent land.
- 6.3 In addition to the above considerations, a number of issues have emerged from this study that will impact on the planning and delivery of sport and leisure across the area. The WCOA is primarily located in the Shepherds Bush Green ward but also touches on parts of College Park and Old Oak ward, Wormholt and White City ward and small sections of Addison ward. Opportunities that emerged from this leisure needs appraisal that impact on the WCOA include:

Swimming pools

- There is a large oversupply of water across the whole of LBHF. The main swimming pool facility in the WCOA is the Phoenix Sports Centre. The Kensington Leisure Centre (outside of the LBHF) catchment also covers part of the WCOA. There is a large area to the west of Shepherds Bush (around the Uxbridge Road) that is outside of the prescribed accessibility catchments (15 minute walk time). While additional provision cannot be quantifiably justified there needs to be a focus on facilitating good access across the WCOA to central swimming sites.

Sport halls

- A large shortfall of sport halls exists across the LBHF. While the College Park and Old Oak ward has a good supply of facilities (Burlington Danes Academy and Woodlane High School) these are both dual use sites and it will be important to ensure community access. The west side of Shepherds Bush Green ward currently falls outside of accessibility catchment areas and as there is currently no provision in the ward this would be a prime location for a new facility through either a BSF or WCOA development.

Health and fitness

- Royal Fitness gym is the only health and fitness facility in the Shepherd Bush Green and the Phoenix Sports Centre is the only provision in the Wormholt and White City ward. Provision in the College Park and Old Oak ward is also relatively low (42 stations). The average provision across the three wards is significantly lower than the LBHF average and below the London average (provision per 1,000 population). Based on the accessibility catchment map the main gaps in provision are around White City Station and to the far west of Shepherds Bush Green ward.

Synthetic turf pitches

- Provision in the Shepherds Bush Green and Wormholt and White City wards is below the London average and significantly below the LBHF averages (facilities per 1,000 population). There is a high level of provision in the College Park and Old Oak ward (mainly based at the Linford Christie Stadium site). Consultation with the County FA identified potential plans for a full size 3G STP at South Africa Road. This would be a suitable location given that accessibility to STPs in the west of Shepherds Bush Green ward and across Askew ward is currently limited.

Other sport provision

- Provision of athletic tracks is currently good given the facilities at the Linford Christie Stadium. The Council should ensure that this facility is promoted adequately across the WCOA and clear accessibility routes are identified. Indoor tennis provision in the north of the borough is generally poor. The Westway Sports Centre (just outside the LBHF) does however serve the White City Area, however Shepherds Bush Green, Wormholt and White City, and Askew wards are all poorly served. As discussed in section 2, climbing wall provision is limited across the LBHF.

BSF opportunities

Conclusion drawn from the BSF appraisal in the WCOA include:

- Additional sport hall provision is required at Phoenix High School, which is located to the west of the WCOA, to meet DCSF guidelines. It may be appropriate to extend the Phoenix Sport Centre. The other BSF school in the WCOA is the Jack Tizard School. This currently has a relatively small student population, although justifies provision of an activity studio, which would have potential community use.

SECTION 6 – WHITE CITY DEVELOPMENT OPPORTUNITIES

Table 6.1 Ward analysis of the WCOA

Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD (VISIBLE 1=high dep)	CRIME	HEALTH DEPRIVATION AND DISABILITY SCORE	INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND SERVICES SCORE	EDUCATION SKILLS AND TRAINING SCORE	IMD SCORE
Addison	700.20	394.11	212.30	1136.00	2791.80	1663.70	8	0.48	0.22	0.17	0.11	53.89	30.55	8.97	26.97
College Park and Old Oak	879.70	668.23	680.40	726.30	820.50	1669.90	1	0.35	0.82	0.34	0.17	39.08	37.71	26.96	41.20
Shepherd's Bush Green	1064.00	808.33	375.70	691.60	1859.90	1533.50	3	0.62	0.64	0.25	0.14	57.54	32.75	11.83	35.75
Wormholt and White City	515.50	459.26	513.10	782.30	1062.80	1602.00	2	0.81	0.63	0.35	0.15	40.81	31.82	17.54	38.45

- 6.4 Table 6.1 provides a snapshot of the individual wards located in the WCOA. The colour coding represents the benchmarking against average scores of the LBHF (red indicates below average, green above average, see Appendix A for full listings and quartile results). The main conclusions emerging from this analysis are:
- there is low provision of swimming pools in all wards except Wormholt and White City. There is also relatively low indoor tennis provision in all wards
 - access to athletic facilities and STPs is above average in all wards except Addison ward
 - there is relatively low sport hall provision in College Park and Shepherd's Bush Green wards. Potential new provision may be provided at the Phoenix High School or an extension of dual use facilities at the Phoenix Sports Centre
 - there is relatively low health and fitness provision in College Park and Wormholt and White City wards
 - generally all wards have high levels of deprivation, with the exception of Addison ward
 - there is high deprivation in terms of employment and barriers to housing in all four wards.

Demand from development of the area

- 6.5 A significant element of the potential White City development is to provide additional high quality residential housing opportunities. This will subsequently impact on population estimates. The two possible scenarios considered are:
- A 10% growth in population
 - A 20% growth in population
 - The LDF Core Strategy additional housing estimate for the Regeneration Area
- 6.6 Table 6.2 breaks down the additional population estimates and, using the Sport England Facilities Calculator and PMP health and fitness supply and demand model, estimates the additional facility requirements in the area. This analysis is based on the population projections of the main wards (Shepherd's Bush Green, Wormholt and White City, College Park and Old Oak).

Table 6.2 WCOA population projections and leisure provision

Criteria	WCOA base position (using standard index multiplier)	WCOA (10% population growth)	WCOA (20% population growth)	LDF Core Strategy WCOA Regeneration Area
2006 Population (base position)	31,003	n/a	n/a	n/a
2031 Projection	36,868	40,555	44,242	4,964 dwellings (10,424 residents) Total: 47,292
Additional sport hall requirements (based on additional population) - courts	1.89 courts 0.47 halls	3.08 courts 0.77 halls	4.26 courts 1.07 halls	5.25 courts 1.31 halls
Additional swimming pool requirements (based on additional population)	65.14m ² 1.23 lanes 0.31 pools	106.08m ² 2.00 lanes 0.50 pools	147.03m ² 2.77 lanes 0.69 pools	180.90m ² 3.41 lanes 0.85 pools
Sport England estimated cost of additional provision (2008 prices)	£823,101 (pool) £1,619,427 (hall)	£1,340,538 (pool) £2,637,471 (hall)	£1,857,976 (pool) £3,655,516 (hall)	£2,392,487 (pool) £4,504,101 (hall)
Additional health and fitness requirements (based on additional population) - stations	62	100	138	170
Current sport and leisure shortfalls in the area (aggregated from overall local authority data)	<p>Swimming pools: overall LBHF +917m² (FPM) – provision in the wards is 480m² which is equal to 15.5m² per 1,000 population (London average of 17.01m²). Based on FPM estimates there is an approximate current demand in the 3 wards for 332.6m² of water space (includes comfort factor).</p> <p>Sport halls: overall LBHF -50 courts (FPM) – provision in the wards is 1,227m² (circa 8 courts) which equals 41.05m² per 1,000 population (London average is 60.9m²). Based on FPM estimates there is an approximate current demand in the wards for 9.62 courts (includes comfort factor)</p> <p>Health and fitness: overall LBHF +229 stations (PMP) – provision in the wards is 130 stations. Based on the population of the area (and against the supply and demand model assumptions) equates to a demand for 312 stations.</p>			
Overall shortfalls (based on WCOA population projections) – across the 3 wards	Swim: n/a (82.3m ² oversupply) Hall: 3.51 courts H&F: 243 stations	Swim: n/a (41.2m ² oversupply) Hall: 4.70 courts H&F: 282 stations	Swim: n/a (0.4m ² oversupply) Hall: 5.88 courts H&F: 320 stations	Swim: 33.5m ² Hall: 6.87 courts H&F: 352 stations

- 6.7 It should be noted that the figures in table 6.2 are established from projections based on industry guidelines and are approximations. The calculations also do not account for planned developments as part of the BSF programme. The estimates are focussed purely on the main wards involved in the WCOA and do not consider supply on the periphery of these wards. These calculations should be used in parallel with the overall appraisal of leisure needs across the LBHF.

Appraisal of leisure opportunities

- 6.8 Based on the above analysis and the conclusions that have emanated from previous sections of this report, the following leisure provision options should be considered for further appraisal as part of the WCOA development plans:

- there is no justification for additional swimming provision. Even based on housing estimates within the LDF Core Strategy there is not a sufficient undersupply to justify new provision. The facility at the Phoenix Sports Centre is currently not operating at full capacity. Accessibility of this facility to residents across the WCOA should be prioritised
- given the further population increase in the WCOA, new build of a sports hall (at least four courts) would be justified at Phoenix High School (through the BSF programme) or a shared facility at Phoenix Sports Centre. There is potential to develop a 6-8 court hall to serve both education and community needs in the area
- there is demand for additional health and fitness facilities across the WCOA. A full size gym (in excess of 100 stations) could be justified, with appropriate 'pay and play' provisions
- provision of an STP, either as a stand alone project (possibly part funded by the FA/ Football Foundation) or through BSF funding should be strongly considered and based on market segmentation assessment would be a valuable addition to the LBHF leisure stock (particularly in the Shepherds Bush Green ward)
- further investigation should be conducted into the specific need for indoor tennis in the area. Potentially this could be developed as part of a multi-use site and incorporate a seasonal airhall
- indoor climbing provision, given its commercial income potential, should be considered as an addition to any future leisure development in the LBHF.

SECTION 7

CONCLUSIONS AND RECOMMENDATIONS

Conclusions and Recommendations

Facility requirements

- 7.1 This study has provided a comprehensive needs assessment of sport, leisure and library provision across the LBHF. In addition, a review of Building Schools for the Future and White City development opportunities has been carried out. By considering these elements together, it is possible to evaluate how the LBHF can best accommodate the sport and leisure needs of its residents over future years.

Sport and Leisure

- 7.2 There is currently a high demand for sport and leisure facilities in the LBHF, based on demographic and market segmentation analysis. This is in addition to high current participation levels. However, there are pockets of deprivation and several areas that are consistently outside of catchment areas for certain facility types.
- 7.3 There is currently an oversupply of swimming provision. The borough is a net importer of pool users, however provision is still not being used at full capacity. It is recommended that management options are appraised to ensure the whole community has access to pools, especially at sites such as Fulham Pools where the ASA (London Swimming) have suggested the facility is key to community and club participation across the south of the LBHF. It is also suggested that school provision is made more accessible to residents.
- 7.4 A significant shortfall of sport halls exists across the LBHF. Public provision is minimal. Based on purely student numbers there are deficiencies at the majority of secondary schools involved in the BSF programme. Due to the lack of a suitable public hall, club sports such as basketball and badminton are limited in terms of identifying exit routes for school students to progress to club participation. There are no facilities that currently accommodate regional and national level competition for sports such as basketball – this would require an 8 court hall with appropriate seating provision.
- 7.5 The provision of health and fitness facilities is currently well balanced. With an expected population increase in the borough (up to 2031) there will be an additional demand, which will justify further provision. A latent demand for synthetic turf pitches exists based on the demographic profile and market segmentation of the borough. There is an expected interest in small sided football that is currently not being met. A new STP site has been proposed to the west of the White City which may receive funding from the FA. Provision of indoor tennis is good however the LTA suggested that opportunities for improving public outdoor facilities, particularly at Bishops Park, will dramatically improve community club provision in the borough. Athletics provision is good, however the quality and appearance of the Linford Christie Stadium will need improving if it is to retain its status as a regional hub for the sport.
- 7.6 Overall quality of public sites is good. A few areas were identified that could be improved however the focus should be on new provision, particularly sports halls, ensuring programming and access accommodate community demand.

Libraries

- 7.7 Based on Government standards the library provision across the LBHF is generally good. Overall visitor numbers and total new acquisitions should be increased to meet DCMS targets.

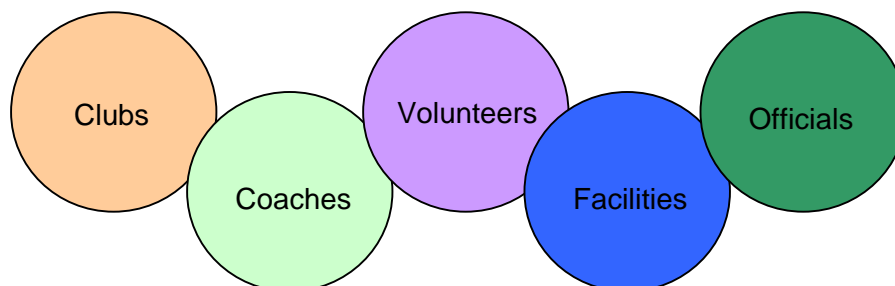
- 7.8 The quality of library stock across the LBHF varies dramatically. There were several sites that were dated and lacked modern equipment and facilities. It will be necessary that these are improved if user levels are to be retained and improved. The 'joint-service' model at Sands End was noted as a model of good practice, in terms of providing a range of activities under one roof – this should be considered for future satellite locations.

Building Schools for the future

- 7.9 The majority of secondary schools involved in the BSF programme currently do not meet the DCSF guidelines for indoor and outdoor sport provision. Several schools have been identified where new sport hall provision could dramatically improve community access to residents currently not within catchment areas.

Dual use facilities and achieving value for money

- 7.10 From a sport, leisure and cultural perspective there are significant value benefits from creating dual use facilities. The scale of development provides significant economies by delivering high quality facilities which are shared by both schools and the community.
- 7.11 Demand has been shown from both a community perspective and a school/ curriculum perspective for new sport facility provision. This ensures maximum possible use of facilities – 'sweating the assets' during the day, evenings and weekends. However, this cannot be considered in isolation and should be provided as part of an overall package as displayed in the below diagram:



- 7.12 Sharing infrastructure between schools, and between schools and the community, further improves value for money. This infrastructure includes car parking, utility connections and highway improvements as well as the sports facilities themselves.
- 7.13 Revenue costs are also shared. There are some significant fixed revenue costs such as building insurance, rates (where applicable), standing charges for utilities and service contracts. There are also variable revenue costs where the additional marginal costs reduce as opening hours and visitor numbers increase. These include heating costs, elements of staffing costs, purchase of general consumables, etc. Sharing these costs between schools and the community brings clear value for money benefits.

White City Development

- 7.14 The White City proposed development provides a unique opportunity to address sport and leisure provision across a relatively deprived area. There will be significant demand for new sport hall, health and fitness and STP provision across the WCOA.

- 7.15 It will be important that proposals are developed in line with BSF plans and further consultation and market segmentation analysis is undertaken. There are also a number of wards, particularly to the west of the WCOA that will benefit from new infrastructure around White City.

APPENDICES

APPENDIX A

DATA ANALYSIS AND MAPPING

Appendix A – Data analysis and mapping

Region	County Sport Partnership	Local Authority	Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD	CRIME	HEALTH DEPRIVATION AND DISABILITY INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND EDUCATION SKILLS AND TRAINING	IMD SCORE	Sport England KPI 1 (2008) - revised	Sport England KPI 1 (2009) - revised	Sport England KPI 1 (change) -	Sport England KPI 6 (2006)	Sport England KPI 6 (2008)	Sport England KPI 6 (change)		
London	Pro Active West London	Hammersmith & Fulham	Addison	700.20	394.11	212.30	1136.00	2791.80	1663.70	36	0.48	0.22	0.17	0.11	53.89	30.55	8.97	26.97	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Askew	1040.60	1246.84	893.90	1395.90	2050.40	2498.80	13	0.66	0.61	0.25	0.14	53.20	29.71	13.61	33.27	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Avonmore and Brook Green	489.40	670.89	358.70	1420.60	3229.30	1023.90	59	0.34	0.04	0.17	0.09	49.00	30.36	7.83	23.72	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	College Park and Old Oak	879.70	668.23	680.40	726.30	820.50	1669.90	3	0.35	0.82	0.34	0.17	39.08	37.71	26.96	41.20	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Fulham Broadway	425.10	573.08	315.10	1137.90	2922.60	1108.10	15	1.02	0.55	0.21	0.12	53.74	29.22	14.00	31.89	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Fulham Reach	344.50	362.83	251.60	696.80	2048.30	565.30	56	0.16	0.22	0.16	0.09	47.19	30.07	13.76	23.95	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Hammersmith Broadway	757.30	510.53	425.20	569.10	2544.60	1745.40	20	0.66	0.46	0.22	0.12	53.66	32.14	12.12	30.68	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Munster	786.60	418.11	728.50	596.30	1939.70	1146.00	84	0.45	-0.12	0.12	0.07	49.18	26.32	7.90	19.14	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	North End	547.60	918.77	397.70	1100.20	2892.30	517.80	21	0.31	0.27	0.24	0.12	39.47	29.79	28.69	30.11	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Palace Riverside	491.40	634.85	456.70	717.70	1549.40	1166.40	100	0.59	-0.50	0.09	0.05	45.24	25.68	6.05	16.42	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Parsons Green and Walham	592.20	438.92	528.80	1095.50	2954.20	1109.90	80	0.99	-0.28	0.11	0.07	44.31	26.30	8.45	20.27	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Ravenscourt Park	531.00	566.76	480.60	946.50	2679.70	2553.90	46	0.63	0.02	0.18	0.10	49.02	32.28	7.21	25.61	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Sands End	425.50	334.92	252.50	984.00	3055.90	484.70	45	0.10	0.21	0.22	0.10	43.92	28.15	14.05	25.65	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Shepherd's Bush Green	1064.00	808.33	375.70	691.60	1859.90	1533.50	10	0.62	0.64	0.25	0.14	57.54	32.75	11.83	35.75	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Town	864.20	585.41	852.80	971.10	2450.00	1275.00	74	0.35	-0.05	0.15	0.09	32.56	20.37	16.30	21.47	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Hammersmith & Fulham	Wormholt and White City	515.50	459.26	513.10	782.30	1062.80	1602.00	5	0.81	0.63	0.35	0.15	40.81	31.82	17.54	38.45	20.6%	23.9%	3.3%	64.2%	58.4%	-5.8%
London	Pro Active West London	Brent	Alperton	2061.26	499.26	681.50	2095.94	3786.53	3851.15	47	0.01	-0.22	0.20	0.09	31.57	45.46	16.59	25.25	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Barnhill	1871.10	738.08	1348.79	1635.82	4052.05	4983.33	29	0.66	0.11	0.24	0.11	25.05	34.65	14.27	28.08	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Brondesbury Park	426.46	447.82	637.56	1323.62	1254.82	3484.87	52	0.71	0.03	0.18	0.10	31.58	37.57	6.02	24.48	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Dollis Hill	1052.41	668.97	565.00	2041.26	3157.71	4113.76	33	0.14	0.02	0.27	0.11	22.41	38.37	12.88	27.56	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Dudden Hill	1253.05	1184.53	1159.85	2156.88	2154.10	4830.73	26	0.69	0.09	0.22	0.11	35.48	40.36	9.24	28.71	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Fryent	1072.46	836.71	1183.51	1544.91	2163.09	5414.71	66	0.43	-0.20	0.20	0.09	28.04	35.67	7.77	22.67	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%

APPENDIX A – DATA ANALYSIS AND MAPPING

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London	Pro Active West London	Brent	Harlesden	1667.55	679.43	681.00	1170.53	1667.55	4230.03	2	1.08	0.43	0.37	0.18	45.46	40.38	18.84	43.18	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Kensal Green	972.36	567.14	640.03	792.47	972.36	2833.42	12	0.77	0.24	0.26	0.14	44.04	36.02	10.39	33.27	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Kenton	2292.47	548.44	1243.31	1462.66	3191.91	2890.03	48	0.27	0.27	0.19	0.12	17.79	30.31	17.54	25.23	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Kilburn	733.79	397.49	412.47	1106.57	1122.51	2207.00	4	0.75	0.71	0.30	0.16	48.93	36.43	13.43	39.19	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Mapesbury	681.67	990.41	836.09	1457.59	2219.61	3491.74	39	0.49	0.18	0.19	0.11	40.24	37.75	7.30	26.50	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Northwick Park	935.90	654.48	654.74	749.32	1934.84	3692.65	90	0.03	-0.36	0.15	0.08	20.67	38.86	4.40	18.17	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Preston	1540.26	813.50	1430.82	1385.42	3304.47	4314.76	89	-0.25	-0.02	0.15	0.09	19.52	28.38	10.77	18.54	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Queens Park	1011.40	483.40	510.43	1505.02	1424.60	2326.10	76	0.46	-0.18	0.14	0.09	35.94	29.94	8.48	21.20	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Queensbury	950.59	585.56	699.00	1739.62	2765.44	4561.32	82	0.16	-0.08	0.16	0.09	26.08	23.00	14.72	19.53	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Stonebridge	2080.83	655.85	827.66	856.60	2672.77	4829.53	1	0.82	0.61	0.43	0.20	39.33	50.37	21.90	49.06	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Sudbury	899.82	720.92	897.87	865.00	2877.00	4979.58	32	0.50	0.04	0.23	0.11	28.40	43.70	9.31	27.79	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Tokynghton	926.39	555.76	509.58	1762.42	4157.91	5272.21	53	0.57	-0.19	0.20	0.09	27.63	38.07	11.59	24.45	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Welsh Harp	935.21	833.49	1581.74	2427.31	3259.31	5807.85	37	0.34	-0.09	0.23	0.11	29.57	39.78	11.84	26.73	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Wembley Central	1296.76	553.79	1005.90	1937.45	3972.48	5045.00	18	1.01	0.02	0.22	0.11	35.13	41.79	15.13	30.95	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Brent	Willesden Green	1009.05	1091.37	1003.76	1258.02	1127.20	4385.78	8	0.76	0.55	0.28	0.15	46.43	40.59	13.71	36.87	15.1%	13.2%	-1.8%	52.7%	60.1%	7.4%
London	Pro Active West London	Ealing	Acton Central	948.18	921.58	750.38	2320.47	2780.47	1628.27	35	0.69	0.24	0.20	0.11	41.95	31.39	5.91	27.07	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Cleveland	703.15	568.41	715.48	1157.39	1785.07	3252.02	68	0.13	-0.20	0.20	0.09	31.27	34.32	5.74	22.61	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Dormers Wells	740.91	620.65	693.21	2094.68	3173.18	4226.68	11	0.46	0.48	0.28	0.14	31.08	36.08	16.85	33.36	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Ealing Broadway	466.49	706.04	463.07	850.07	2996.49	2015.02	91	0.80	-0.27	0.09	0.06	34.00	32.18	2.74	18.13	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Ealing Common	1055.89	991.73	873.18	1996.00	4566.29	1265.78	192	0.27	-0.07	0.14	0.08	33.49	34.59	5.01	19.99	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	East Acton	1057.78	1519.49	859.98	1778.42	1905.76	2587.42	25	0.87	0.20	0.24	0.11	37.61	36.14	11.94	29.35	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Elthorne	635.57	846.23	540.50	2538.20	3304.75	3862.73	51	0.56	0.15	0.19	0.11	35.28	30.35	7.77	24.79	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Greenford Broadway	1332.65	575.47	777.12	1502.93	2382.07	5930.09	19	0.84	0.22	0.25	0.12	38.57	33.87	16.25	30.92	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Greenford Green	1072.38	1047.15	966.97	1891.90	1990.62	6107.69	85	0.24	-0.25	0.15	0.07	27.59	33.36	8.50	19.04	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Hanger Hill	1581.40	943.02	869.15	874.79	3609.31	1826.29	108	0.16	-0.72	0.09	0.05	29.29	34.95	2.57	13.69	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%

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London	Pro Active West London	Ealing	Hobbayne	1083.74	403.00	600.09	1000.72	1620.95	4368.23	69	0.28	0.03	0.20	0.10	26.30	29.15	9.10	22.37	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Lady Margaret	1405.19	895.48	960.90	2258.13	2998.61	4726.13	61	-0.01	0.14	0.20	0.10	26.33	32.95	12.28	23.46	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	North Greenford	736.13	1622.66	855.39	1775.16	2725.29	5397.47	92	0.06	-0.40	0.15	0.07	21.35	35.25	10.34	18.08	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Northfield	1715.53	720.81	1227.28	3084.37	4775.40	3011.60	77	0.03	0.13	0.13	0.11	30.63	25.19	14.86	20.91	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Northolt Mandeville	1166.07	799.67	987.26	894.88	3644.81	6667.67	17	0.93	-0.03	0.26	0.11	41.36	33.03	20.15	31.16	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Northolt West End	2220.20	767.55	1263.93	798.32	4567.93	5772.11	6	0.74	0.30	0.32	0.13	50.75	40.64	25.58	38.36	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Norwood Green	1111.06	758.03	708.28	1793.75	4636.09	3148.06	7	0.40	0.73	0.31	0.17	31.79	38.87	16.04	37.93	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Perivale	1551.43	769.55	841.90	1930.25	1596.63	4414.03	78	0.17	-0.21	0.16	0.09	25.86	35.51	8.04	20.73	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	South Acton	834.11	597.55	491.51	2654.64	3656.13	1403.43	16	0.66	0.45	0.24	0.13	43.31	33.45	8.60	31.75	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Southall Broadway	1701.24	614.14	661.10	1640.10	4773.86	2769.79	9	0.91	0.68	0.28	0.14	31.53	36.58	19.02	36.08	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Southall Green	1374.29	469.68	509.55	518.06	6035.52	1403.77	14	0.65	0.53	0.27	0.13	34.21	35.48	20.17	33.20	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Southfield	798.26	1613.85	796.85	2613.04	3237.53	2728.68	38	0.38	0.18	0.19	0.11	42.35	20.96	19.81	26.56	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Ealing	Walpole	927.81	1361.95	825.53	2152.16	3731.79	2653.63	95	0.27	-0.20	0.11	0.07	30.22	29.60	6.19	16.91	17.8%	17.2%	-0.6%	61.3%	56.4%	-5.0%
London	Pro Active West London	Hounslow	Bedfont	1188.36	781.88	715.39	2422.61	8396.61	6045.30	43	0.40	0.15	0.23	0.09	25.46	27.77	29.63	26.13	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Brentford	1591.84	644.97	1234.97	3131.05	5746.14	3297.54	28	0.63	0.30	0.24	0.11	28.77	31.37	14.16	28.35	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Chiswick Homefields	368.14	947.11	362.11	1618.08	2681.53	1966.47	102	0.63	-0.55	0.11	0.06	30.03	28.76	4.90	15.99	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Chiswick Riverside	654.49	799.23	500.56	1164.90	3761.97	1881.85	101	0.63	-0.27	0.12	0.06	27.84	27.80	3.54	16.28	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Cranford	2317.90	1127.68	1193.55	1700.13	7548.90	2575.65	24	0.18	0.44	0.25	0.12	25.04	38.63	14.89	29.49	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Feltham North	2057.61	974.71	974.71	1657.13	6532.90	5296.84	50	0.28	0.20	0.20	0.10	27.59	25.74	28.32	24.95	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Feltham West	2305.74	922.09	922.09	1726.71	7129.00	6846.60	40	0.64	0.14	0.22	0.09	20.49	27.37	30.41	26.40	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Hanworth Park	1236.76	822.18	822.18	986.88	5749.88	6994.26	65	0.39	-0.02	0.17	0.08	25.09	28.59	25.29	22.69	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Hanworth	934.66	856.89	896.57	1305.06	4228.37	6979.11	70	0.30	-0.19	0.19	0.09	16.93	24.25	26.65	22.09	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Heston Central	1104.90	985.30	878.10	2164.90	6718.97	2556.57	63	0.66	0.13	0.18	0.09	29.12	31.36	8.82	23.37	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Heston East	877.29	466.03	542.13	1418.74	6276.00	2749.58	72	0.23	0.08	0.19	0.09	24.46	32.33	7.68	21.90	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Heston West	1154.23	863.10	876.45	1175.23	7443.65	1386.68	23	0.61	0.34	0.28	0.12	23.10	32.68	16.48	29.54	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%

APPENDIX A – DATA ANALYSIS AND MAPPING

Region	County Sport Partnership	Local Authority	Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD	CRIME	HEALTH DEPRIVATION AND DISABILITY	INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND EDUCATION SKILLS AND TRAINING	IMD SCORE	Sport England KPI 1 (2008) - revised	Sport England KPI 1 (2009) - revised	Sport England KPI 1 (change) -	Sport England KPI 6 (2006)	Sport England KPI 6 (2008)	Sport England KPI 6 (change)	
London	Pro Active West London	Hounslow	Hounslow Central	953.15	558.65	605.41	1243.68	4868.24	4708.47	87	0.41	0.03	0.15	0.07	29.87	28.24	5.51	18.91	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Hounslow Heath	1201.67	650.61	674.24	799.39	4645.67	4729.12	54	0.53	0.23	0.21	0.09	29.61	30.62	8.58	24.25	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Hounslow South	1309.29	1087.58	1148.71	1468.97	3747.13	5785.42	113	-0.13	-0.38	0.09	0.06	21.76	28.75	5.79	13.09	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Hounslow West	1404.39	472.43	600.93	1611.64	5749.64	3690.07	55	0.70	0.44	0.19	0.10	28.61	28.17	9.94	24.11	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Isleworth	736.81	779.28	667.61	1549.56	3627.75	5679.50	34	0.40	0.42	0.26	0.11	23.84	28.32	14.14	27.49	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Osterley and Spring Grove	1936.00	563.18	609.18	715.52	5724.91	5141.24	105	0.34	-0.44	0.09	0.06	27.83	33.96	1.57	15.23	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Syon	1682.97	523.36	985.15	1960.18	5638.09	4736.12	42	0.72	0.34	0.22	0.11	22.29	27.72	14.94	26.21	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Hounslow	Turnham Green	662.10	1060.46	530.83	2007.41	3682.83	2219.85	97	0.46	-0.24	0.11	0.06	35.12	27.08	4.45	16.77	13.2%	16.4%	3.2%	66.5%	60.4%	-6.1%
London	Pro Active West London	Harrow	Belmont	1616.70	817.56	953.63	3631.44	3552.33	2085.93	114	-0.33	-0.67	0.11	0.07	12.53	21.32	13.65	13.07	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Canons	760.82	745.21	733.56	4561.06	4477.59	4052.85	115	-0.31	-0.66	0.11	0.07	15.76	25.29	2.00	11.71	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Edgware	1422.14	1452.57	1299.29	2946.36	3621.07	4255.57	75	0.45	-0.50	0.18	0.09	20.09	35.27	7.22	21.29	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Greenhill	501.39	660.97	401.85	1356.61	1356.61	1467.48	67	0.27	0.10	0.18	0.11	19.23	20.95	21.90	22.62	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Harrow on the Hill	680.19	666.72	529.36	1257.58	1299.64	3654.50	104	0.29	-0.71	0.14	0.07	21.93	25.08	5.42	15.72	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Harrow Weald	1266.85	1229.48	1702.82	1904.03	1172.00	2382.36	93	-0.01	-0.44	0.16	0.09	17.49	28.76	8.23	17.73	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Hatch End	821.48	1293.35	1896.48	1755.35	1682.74	4130.84	118	-0.35	-0.89	0.11	0.06	11.93	23.30	4.22	10.22	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Headstone North	1667.39	663.29	1286.64	1343.07	2684.64	3157.43	122	-0.18	-0.95	0.08	0.05	15.68	20.52	1.53	8.01	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Headstone South	1633.76	515.76	995.55	1608.00	2251.17	2157.31	111	-0.56	-0.49	0.14	0.08	22.49	21.60	3.09	13.57	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Kenton East	2195.93	847.15	1060.63	1749.63	3887.26	2742.48	86	0.12	-0.30	0.20	0.09	18.69	23.74	10.62	18.92	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Kenton West	1133.37	876.48	1077.85	2815.07	2911.37	1148.44	110	-0.11	-0.69	0.13	0.07	16.99	25.60	4.70	13.57	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Marlborough	736.24	681.62	663.21	2212.17	2418.10	818.34	71	0.13	-0.24	0.24	0.10	27.00	24.23	7.67	22.09	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Pinner South	1108.63	1006.37	746.83	2777.33	3120.23	4794.60	120	-0.22	-1.07	0.08	0.06	11.32	20.67	1.76	8.11	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Pinner	1989.31	1215.25	1013.19	2591.63	3218.06	4320.34	109	-0.27	-0.77	0.13	0.07	14.75	25.65	5.29	13.58	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Queensbury	1998.70	849.11	849.11	2575.19	4122.74	2731.52	82	0.16	-0.08	0.16	0.09	26.08	23.00	14.72	19.53	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Rayners Lane	1436.62	1084.62	1288.90	2616.93	3344.55	4782.90	119	-0.48	-0.85	0.11	0.05	16.82	21.57	3.59	9.77	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Roxbourne	1932.30	653.67	1292.67	1861.73	2954.18	4934.52	57	0.04	-0.06	0.26	0.11	22.95	25.24	10.69	23.94	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%

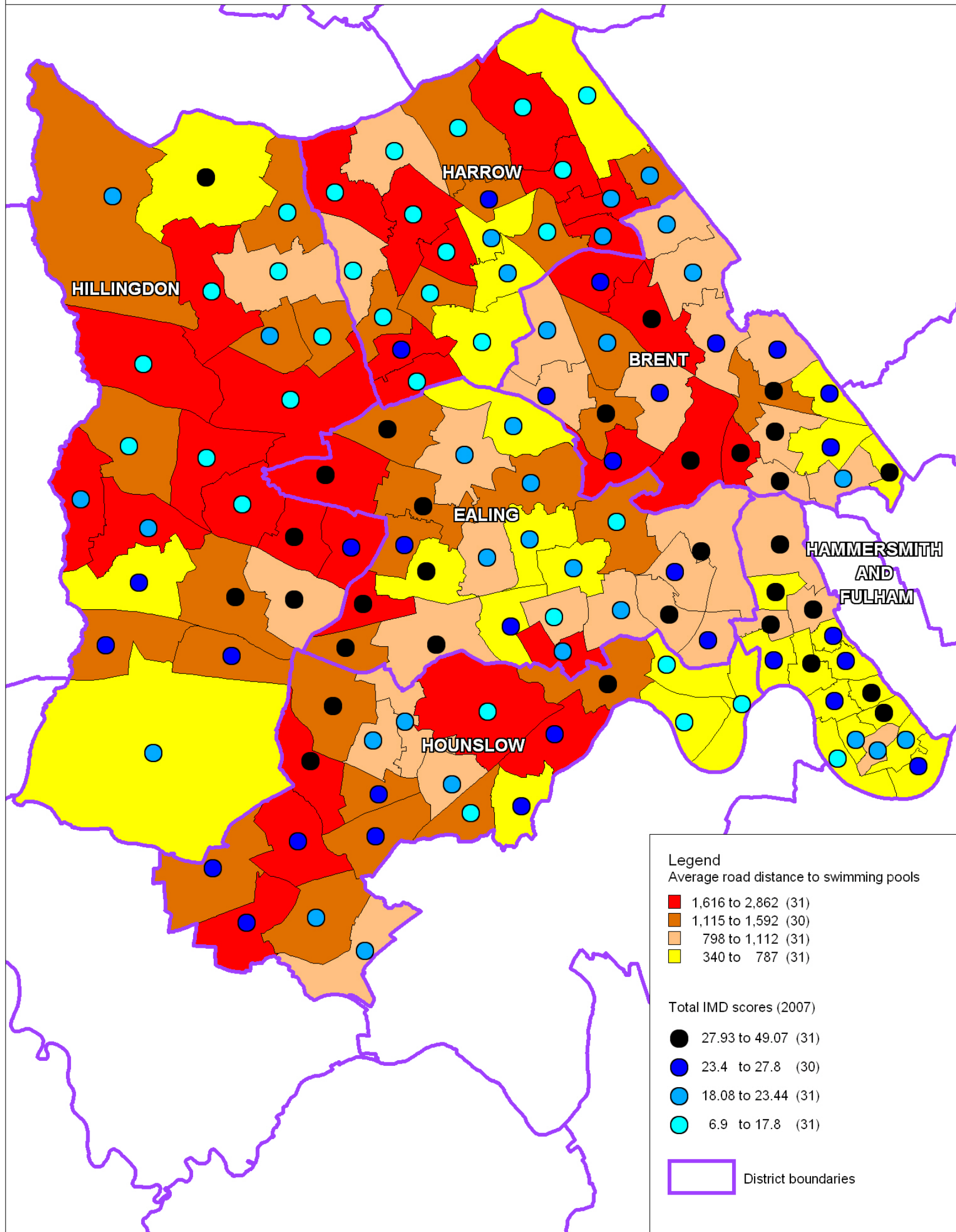
APPENDIX A – DATA ANALYSIS AND MAPPING

Region	County Sport Partnership	Local Authority	Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD	CRIME	HEALTH DEPRIVATION AND DISABILITY INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND EDUCATION SKILLS AND TRAINING	IMD SCORE	Sport England KPI 1 (2008) - revised	Sport England KPI 1 (2009) - revised	Sport England KPI 1 (change) -	Sport England KPI 6 (2006)	Sport England KPI 6 (2008)	Sport England KPI 6 (change)		
London	Pro Active West London	Harrow	Roxeth	1762.16	856.19	1441.42	1346.94	3153.26	5437.87	98	0.04	-0.51	0.17	0.08	21.26	24.84	8.15	16.65	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Stanmore Park	1707.52	964.90	1716.32	3932.55	2762.06	3179.39	99	-0.04	-0.51	0.16	0.08	12.98	29.79	5.46	16.53	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	Wealdstone	1181.43	983.89	983.89	1874.04	2010.75	1319.32	60	0.05	0.01	0.27	0.11	22.08	24.22	12.01	23.64	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Harrow	West Harrow	1424.03	904.93	897.93	1852.73	1874.70	3113.03	106	-0.27	-0.47	0.15	0.08	19.87	25.00	4.64	14.86	12.0%	13.2%	1.2%	67.1%	59.3%	-7.8%
London	Pro Active West London	Hillingdon	Barnhill	2351.36	1053.70	1474.79	1068.33	5375.55	4224.97	29	0.66	0.11	0.24	0.11	25.05	34.65	14.27	28.08	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Botwell	1115.57	710.81	1091.73	944.24	4172.49	3962.24	27	0.70	0.28	0.24	0.12	23.23	26.49	27.51	28.56	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Brunel	1807.55	613.79	830.27	962.67	1606.12	6852.88	79	0.50	-0.09	0.17	0.09	20.36	22.71	19.23	20.58	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Cavendish	1381.31	1049.80	1053.23	2948.29	2556.23	6381.94	117	-0.39	-0.71	0.10	0.06	13.36	19.00	8.99	10.41	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Charville	2861.38	1033.38	1828.12	1225.41	3972.79	5465.09	96	0.22	-0.30	0.14	0.08	16.99	20.88	20.05	16.84	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Eastcote and East Ruislip	851.08	874.86	794.78	4354.28	1314.53	5079.67	121	0.20	-1.06	0.06	0.05	12.55	19.25	4.11	8.09	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Harefield	1388.24	1322.12	1358.76	1388.24	5638.48	3755.16	64	0.31	0.15	0.17	0.10	23.90	23.51	27.75	22.94	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Heathrow Villages	683.40	2198.63	744.37	1646.83	6457.77	4386.20	73	0.24	-0.30	0.17	0.08	28.21	33.79	17.52	21.66	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Hillingdon East	2380.50	836.69	937.72	1605.61	2230.92	7330.22	94	0.43	-0.24	0.14	0.08	19.07	18.78	18.39	17.02	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Ickenham	1928.65	640.77	1292.77	1928.65	1928.65	6762.77	123	-0.67	-0.93	0.05	0.05	9.52	27.10	3.97	6.99	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Manor	1584.14	1468.57	983.80	3729.60	1906.14	6443.57	62	0.17	0.17	0.16	0.11	17.60	19.33	27.33	23.43	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Northwood Hills	1190.84	625.19	1117.92	3990.51	2595.49	3391.27	107	0.07	-0.52	0.12	0.08	14.28	24.87	8.45	14.28	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Northwood	485.78	524.39	531.64	3054.31	3100.50	1385.42	31	-0.01	0.30	0.20	0.14	22.93	21.02	28.47	27.93	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Pinkwell	1245.61	908.56	870.75	1578.31	5908.72	2432.08	58	0.12	0.03	0.22	0.10	21.83	24.92	23.91	23.74	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	South Ruislip	2634.29	983.86	1038.26	2003.09	3772.80	7138.91	103	0.23	-0.37	0.14	0.07	19.83	19.83	15.05	15.97	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Townfield	937.75	1155.06	470.64	1660.56	5614.89	2826.61	22	0.75	0.27	0.26	0.13	22.66	26.11	26.38	30.04	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Uxbridge North	1448.86	646.67	722.14	1168.33	1170.78	8318.08	112	0.25	-0.49	0.09	0.07	14.08	25.76	8.08	13.09	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Uxbridge South	2093.13	932.18	669.95	1219.00	1219.00	8837.00	88	0.19	0.03	0.15	0.09	18.39	25.56	13.50	18.54	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	West Drayton	1218.37	1874.39	1218.37	2237.03	3982.89	5971.39	44	0.10	0.16	0.24	0.11	18.04	23.98	29.52	25.75	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	West Ruislip	2308.43	1685.57	1827.43	3994.03	1623.23	4921.29	116	-0.04	-0.63	0.09	0.06	13.83	24.33	8.23	11.38	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
London	Pro Active West London	Hillingdon	Yeading	2492.70	1022.35	1652.81	1235.32	4715.70	4095.27	41	0.33	0.08	0.24	0.11	18.69	31.59	20.18	26.27	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%

APPENDIX A – DATA ANALYSIS AND MAPPING

Region	County Sport Partnership	Local Authority	Ward	Swimming pools	Sport Halls	Health and fitness	STPs	Athletics tracks	Indoor tennis	Rank of most deprived - IMD	CRIME	HEALTH DEPRIVATION AND DISABILITY INCOME SCORE	EMPLOYMENT SCORE	LIVING ENVIRONMENT	BARRIERS TO HOUSING AND EDUCATIONAL SKILLS AND TRAINING	IMD SCORE	Sport England KPI 1 (2008) - revised	Sport England KPI 1 (2009) - revised	Sport England KPI 1 (change) -	Sport England KPI 6 (2006)	Sport England KPI 6 (2008)	Sport England KPI 6 (change)		
London	Pro Active West London	Hillingdon	Yiewsley	778.92	579.14	535.57	806.54	2261.62	6275.73	49	0.44	0.19	0.22	0.10	20.52	23.78	28.21	24.98	17.4%	18.1%	0.7%	64.9%	56.5%	-8.5%
			Good performance equals	low	low	low	low	low	low	high	low	low	low	low	low	low	low	high	high	high	high	high	high	
			GLOBAL AVERAGE	1667.8	1171.3	1416.5	2558.4	5310.9	6123.5	195	0.1	-0.2	0.2	0.1	28.0	27.1	13.9	20.8	0.2	16.9%	-0.5%	66.5%	62.8%	-3.7%
			AVERAGE (VISIBLE)	1237.1	827.9	862.5	1719.6	3312.9	3728.0	61	0.3	0.0	0.2	0.1	28.7	29.8	12.8	23.3	0.2	16.8%	0.9%	62.7%	58.4%	-4.3%
			COUNT (VISIBLE)	123.0	123.0	123.0	123.0	123.0	123.0	n/a	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	123.0	
			MAX (VISIBLE)	2861.4	2198.6	1896.5	4561.1	8396.6	8837.0	n/a	1.1	0.8	0.4	0.2	57.5	50.4	30.4	49.1	0.2	0.2	0.0	0.7	0.6	0.1
			MIN (VISIBLE)	344.5	334.9	212.3	518.1	820.5	484.7	n/a	-0.7	-1.1	0.0	0.0	9.5	18.8	1.5	7.0	0.1	0.1	0.0	0.5	0.6	-0.1

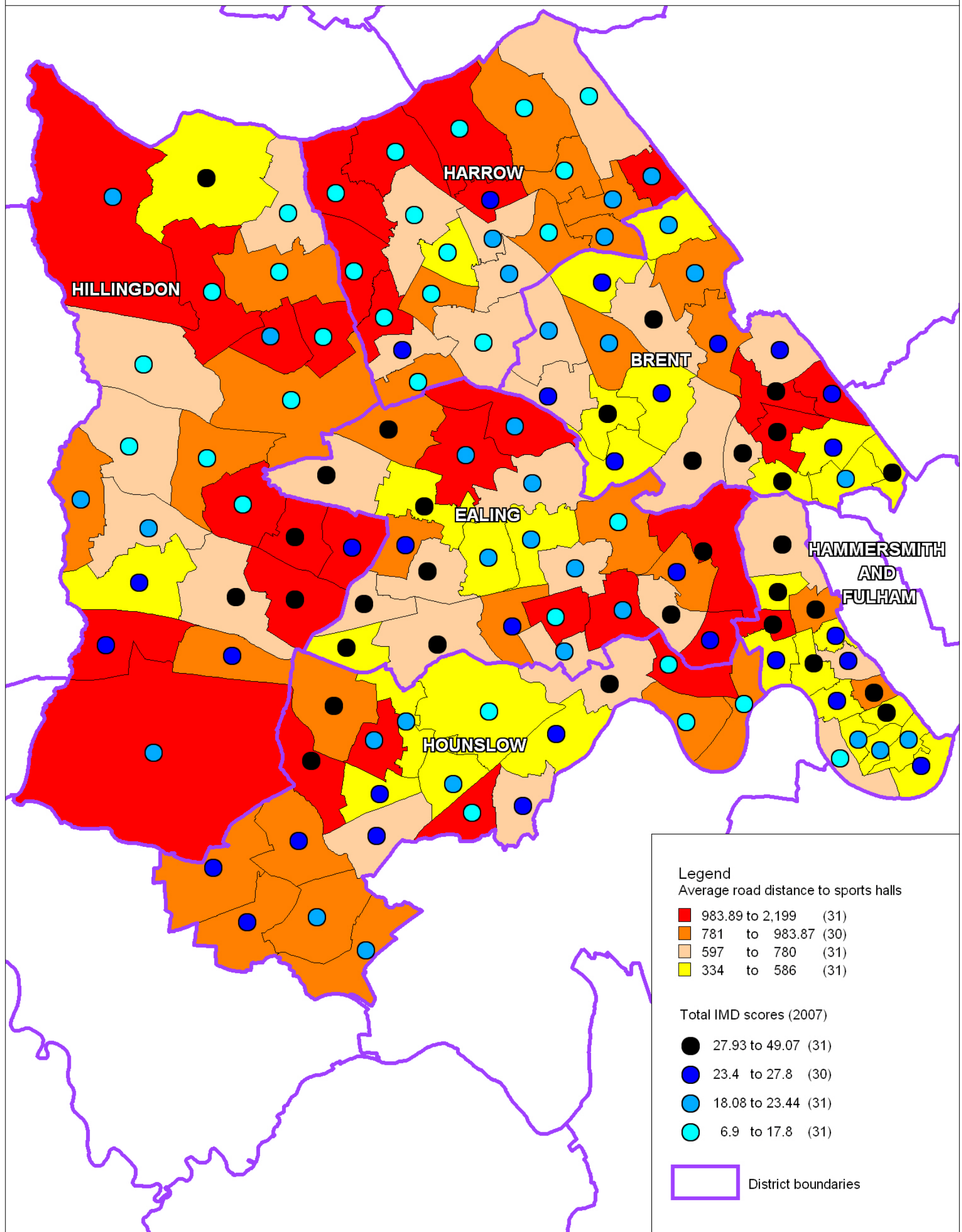
Swimming provision and IMD in Pro Active West London



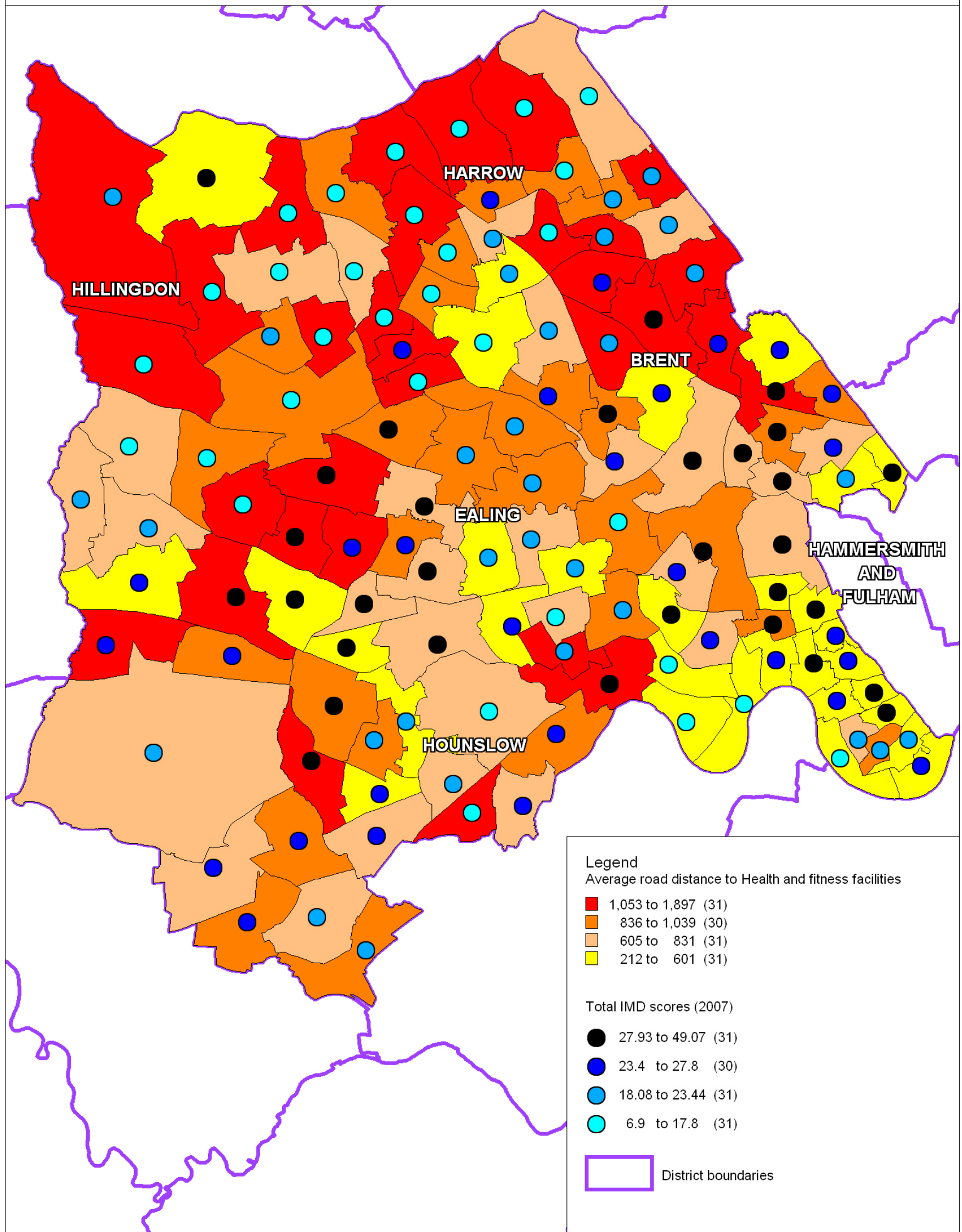
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Sports halls provision and IMD in Pro Active West London



Health and fitness provision and IMD in Pro Active West London

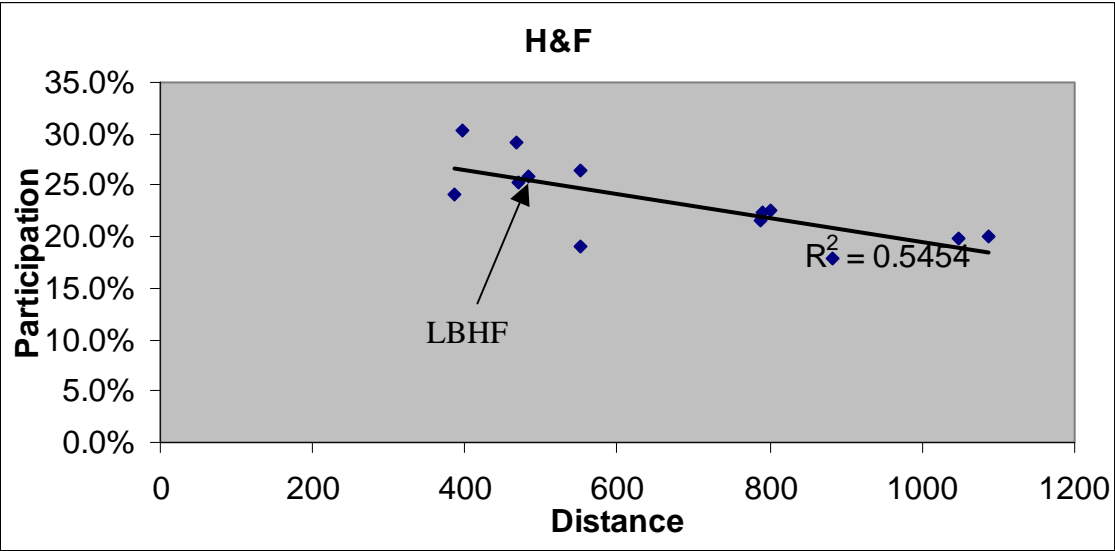


Benchmarking performance and facility provision

The following tables and graphs illustrate how the LBHF is performing in terms of current participation rate for specific activities (Sport England Active People Survey) and average travel distance, by road, to each type of facility. The LBHF is benchmarked against other local authorities in the West and Central London County Sport Partnership areas. This is theoretical modelling and does not account for quality of facilities or markets segmentation. It is recommended that further investigation is conducted into establishing areas of best practice and utilising market segmentation data to identify potential geographic areas where new facilities will be most effective and thus justify investment.

Health and Fitness

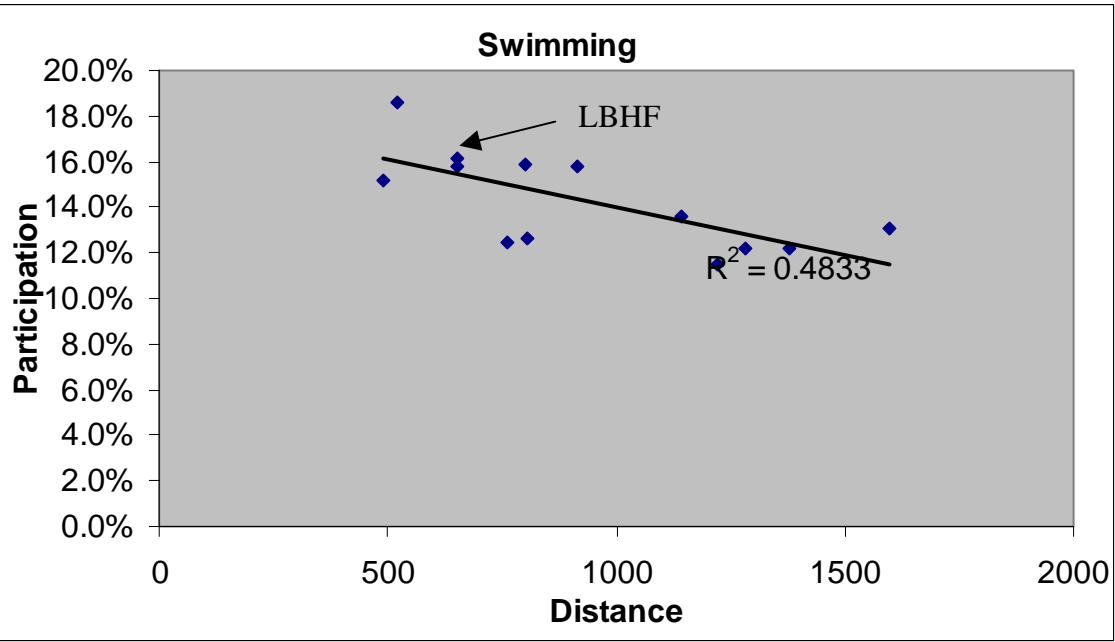
Local authority	Health and fitness (travel distance – metres)	Active People - Keep fit and gym participation
Hammersmith & Fulham	482.725	25.8%
Brent	881.4575	17.8%
Ealing	789.338	22.3%
Hounslow	787.044	21.5%
Kensington & Chelsea	396.0875	30.4%
Harrow	1087.197	20.0%
Hillingdon	1047.537	19.8%
Camden	467.9998	29.2%
Islington	468.9356	25.2%
Lambeth	801.0087	22.5%
Southwark	552.0922	19.0%
Wandsworth	550.7873	26.4%
Westminster	386.9458	24.1%
Standard Deviation	242.5491	0.038944



The above graph illustrates that the LBHF is performing in line with trends illustrated by the other local authorities (best fit line), based on the average travel distance residents have to travel on average to health and fitness sites.

Swimming

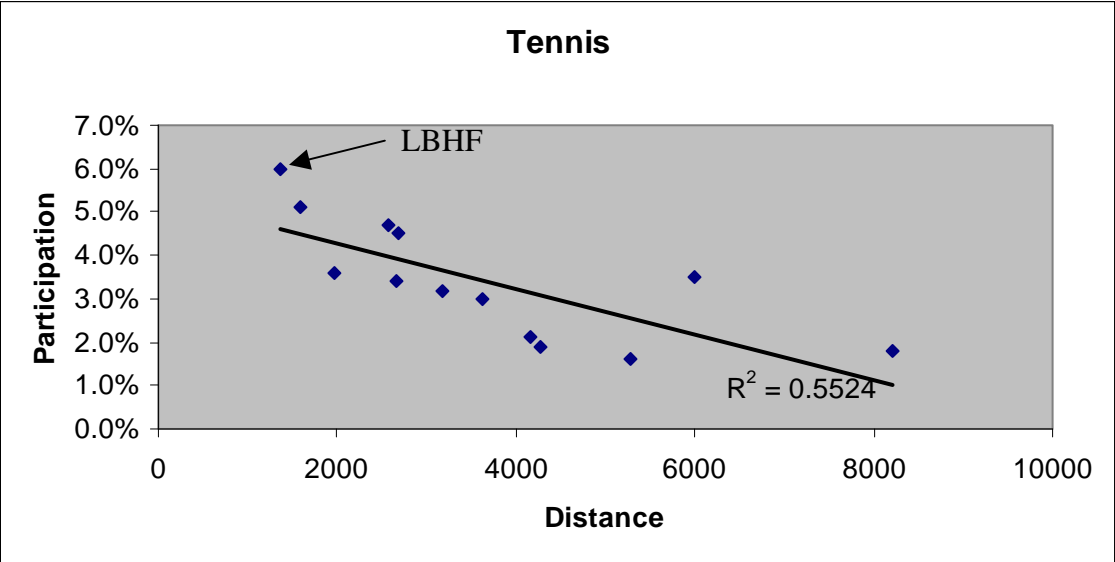
Local authority	Swimming pools (travel distance – metres)	Active People – swimming participation
Hammersmith & Fulham	653.425	16.1%
Brent	1222.419	11.5%
Ealing	1143.799	13.6%
Hounslow	1283.915	12.2%
Kensington & Chelsea	522.1487	18.6%
Harrow	1379.857	12.2%
Hillingdon	1598.539	13.1%
Camden	651.1495	15.8%
Islington	759.6026	12.5%
Lambeth	914.7729	15.8%
Southwark	807.1875	12.6%
Wandsworth	801.0154	15.9%
Westminster	490.0448	15.2%
Standard Deviation	351.1255	0.021266



The above graph illustrates that the LBHF is performing slightly better than trends illustrated by the other local authorities (best fit line), based on the average travel distance residents have to travel on average to swimming pools.

Indoor tennis

Local authority	Indoor tennis (travel distance – metres)	Active People – Tennis participation
Hammersmith & Fulham	1354.019	6.0%
Brent	4168.835	2.1%
Ealing	3631.856	3.0%
Hounslow	4263.312	1.9%
Kensington & Chelsea	1587.448	5.1%
Harrow	3174.621	3.2%
Hillingdon	5283.535	1.6%
Camden	2651.686	3.4%
Islington	1957.669	3.6%
Lambeth	6003.7	3.5%
Southwark	8216.098	1.8%
Wandsworth	2575.95	4.7%
Westminster	2691.032	4.5%
Standard Deviation	1944.818	0.013704



The above graph illustrates that the LBHF is performing much better than trends illustrated by the other local authorities (best fit line), based on the average travel distance residents have to travel on average to indoor tennis sites.

APPENDIX B

FACILITY VISIT NUMBERS

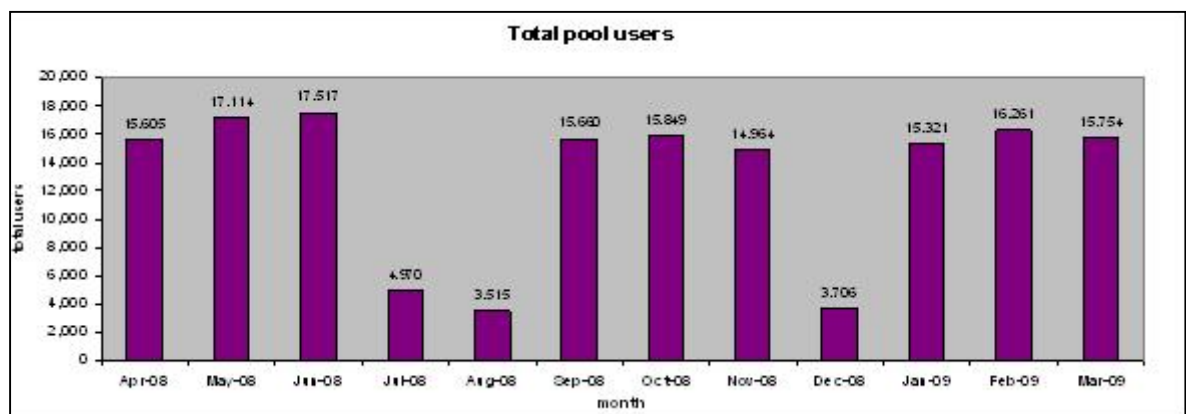
Appendix B – Facility visit number

Fulham Pools

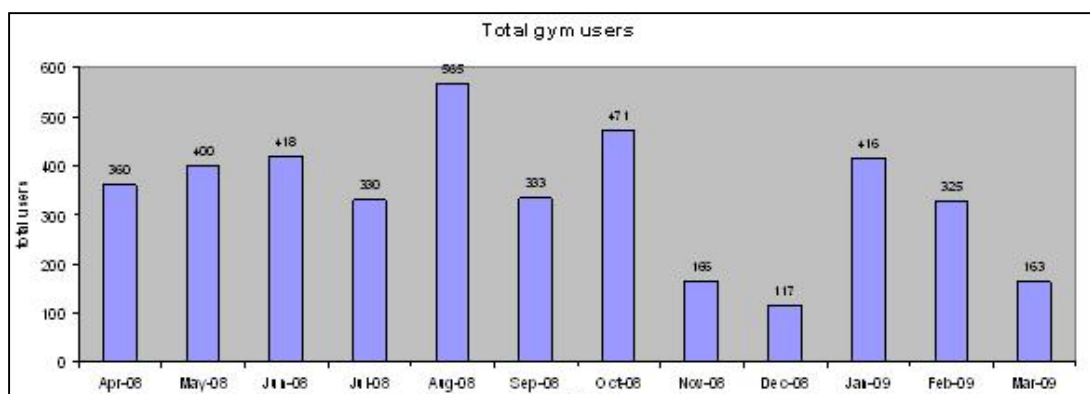
Table B1 Total sport centre user numbers (Fulham Pools)

Month	Total Number of Swims	Total Number of Gym Visits
Apr-08	15,605	360
May-08	17,114	400
Jun-08	17,517	418
Jul-08	4,970	330
Aug-08	3,515	565
Sep-08	15,660	333
Oct-08	15,849	471
Nov-08	14,964	166
Dec-08	3,706	117
Jan-09	15,321	416
Feb-09	16,261	325
Mar-09	15,754	163
Total	156,236	4,064

Graph B1 Pool user numbers (Fulham Pools)



Graph B2 Gym user numbers (Fulham Pools)



Lillie Road Fitness Centre

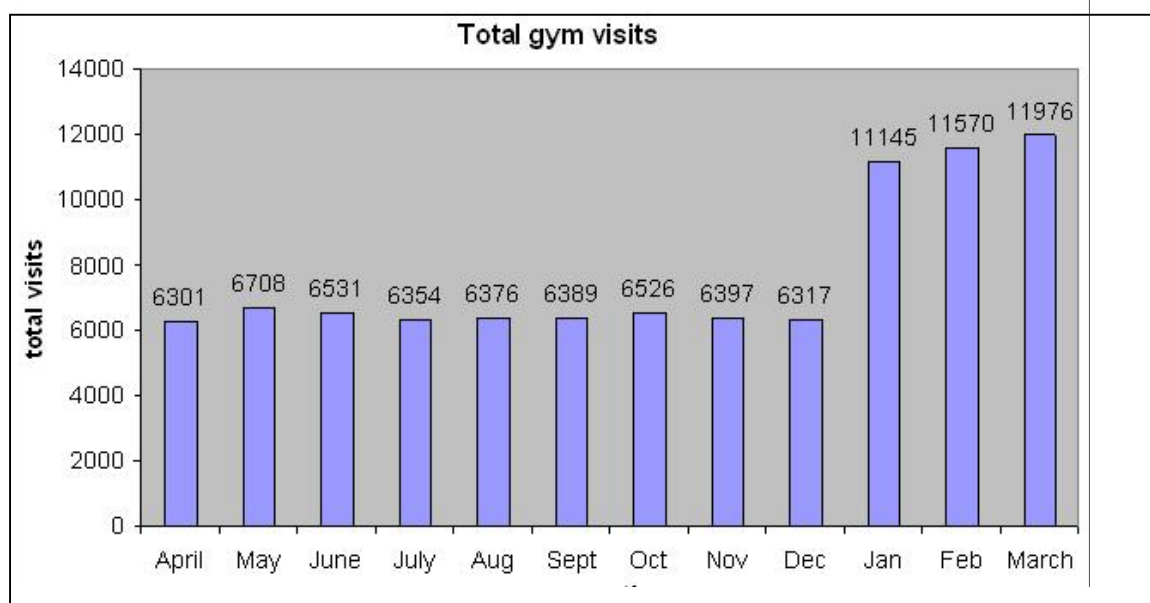
Table XXX Total sport centre user numbers

Table B2 Total gym user numbers (Fulham Pools)

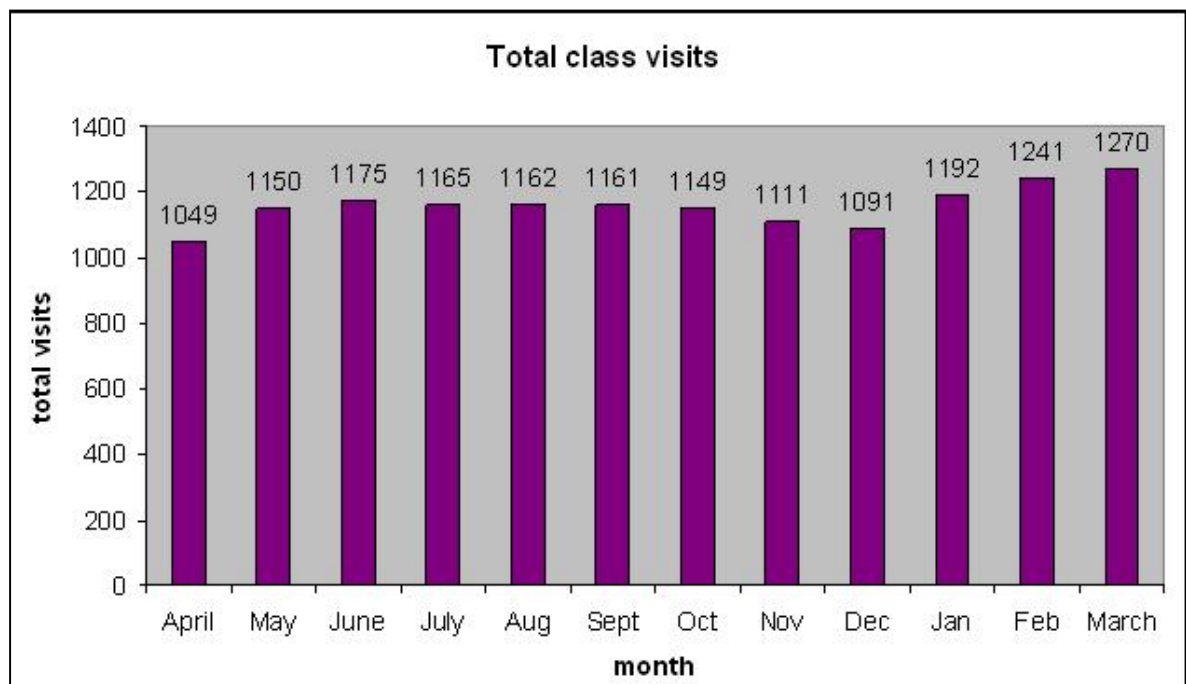
Month	Total number of gym visits	Total number of class visits
Apr-08	6,301	1049
May-08	6,708	1150
Jun-08	6,531	1175
Jul-08	6,354	1165
Aug-08	6,376	1162
Sep-08	6,389	1161
Oct-08	6,526	1149
Nov-08	6,397	1111
Dec-08	6,317	1091
Jan-09	11,145	1192
Feb-09	11,570	1241
Mar-09	11,976	1270
Total	92,590	13,916

APPENDIX B – FACILITY VISIT NUMBERS

Graph B3 Gym user numbers (Fulham Pools)



Graph B4 Fitness class numbers (Fulham Pools)



APPENDIX B – FACILITY VISIT NUMBERS

Hammersmith fitness and squash centre

Table B3 Total sport centre user numbers

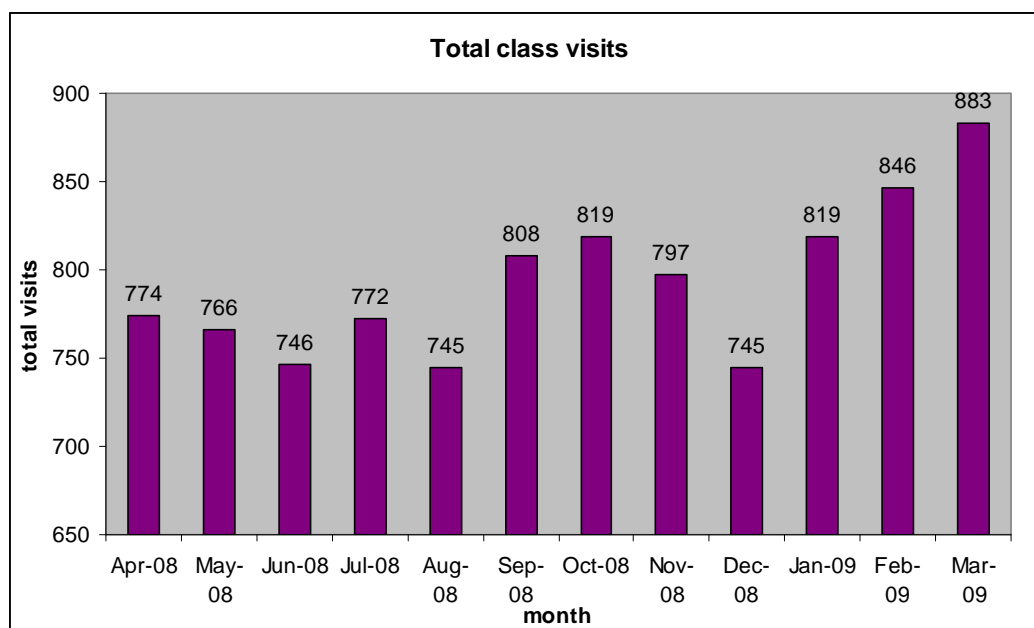
Month	Total number of gym visits	Total number of class visits	Total number of squash visits
Apr-08	6,125	774	524
May-08	6,065	766	544
Jun-08	5,936	746	555
Jul-08	6,202	772	608
Aug-08	6,323	745	577
Sep-08	6,341	808	589
Oct-08	6,438	819	615
Nov-08	6,377	797	593
Dec-08	6,336	745	503
Jan-09	12,800	819	622
Feb-09	12,330	846	673
Mar-09	13,539	883	707
Total	94,812	9,520	7,110

Graph B5 Gym user numbers (Hammersmith Fitness Centre)

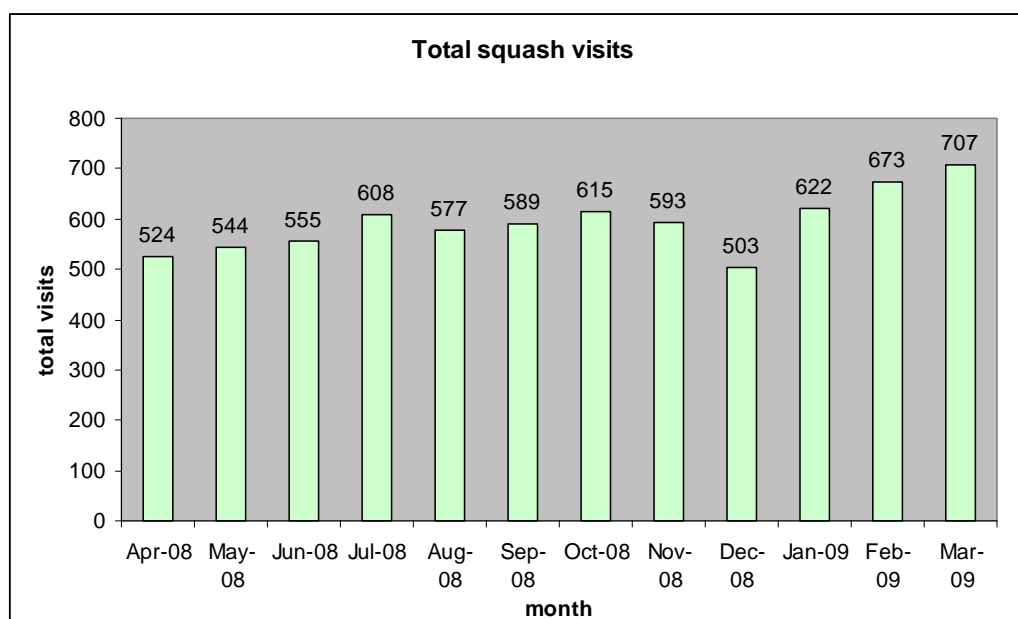


APPENDIX B – FACILITY VISIT NUMBERS

Graph B6 Class user numbers (Hammersmith Fitness Centre)



Graph B7 Class user numbers (Hammersmith Fitness Centre)



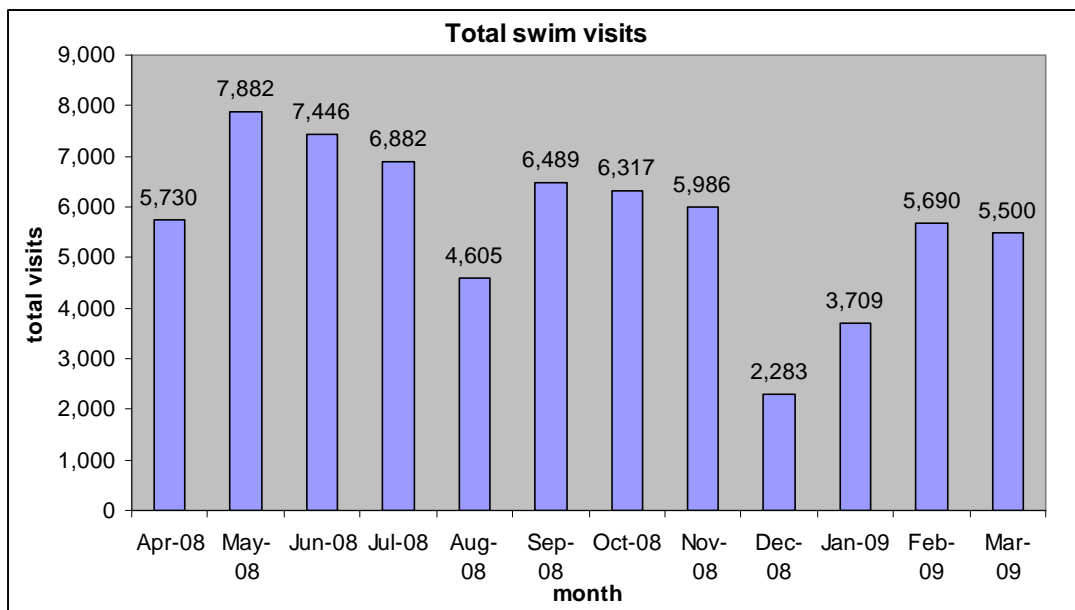
APPENDIX B – FACILITY VISIT NUMBERS

Phoenix Sports Centre**Table B4 Total sport centre user numbers**

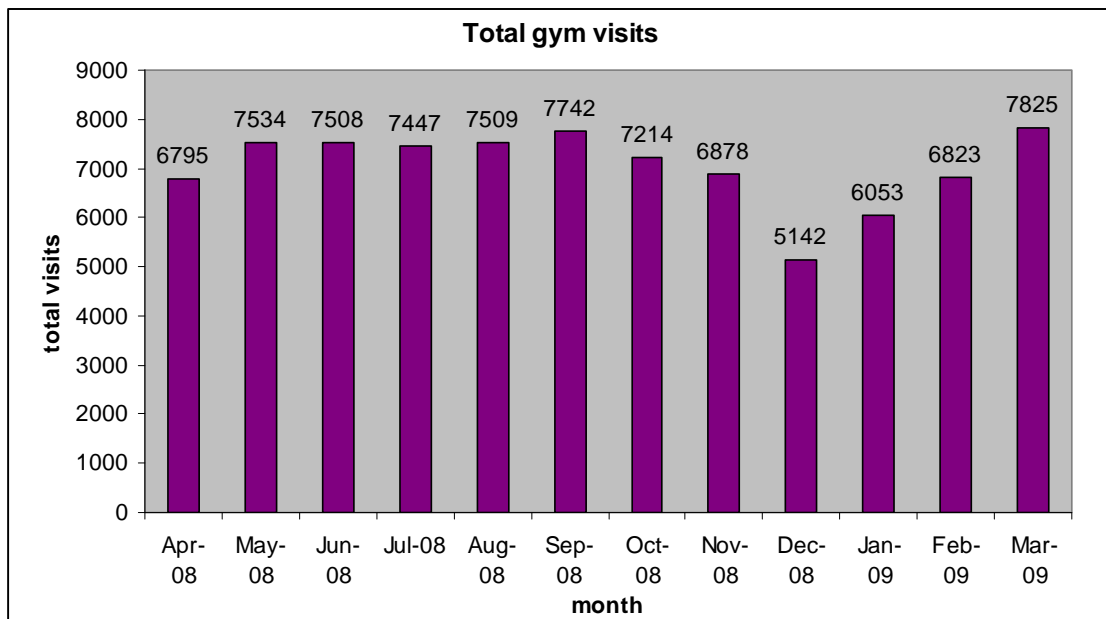
Month	Total number of swim visits	Total number of gym visits	Total number of class visits	Total number of badminton visits
Apr-08	5,730	6795	350	80
May-08	7,882	7534	365	60
Jun-08	7,446	7508	399	70
Jul-08	6,882	7447	397	80
Aug-08	4,605	7509	380	60
Sep-08	6,489	7742	478	60
Oct-08	6,317	7214	425	100
Nov-08	5,986	6878	517	80
Dec-08	2,283	5142	270	10
Jan-09	3,709	6053	259	30
Feb-09	5,690	6823	379	40
Mar-09	5,500	7825	425	70
Total	68,519	84,470	4,644	740

APPENDIX B – FACILITY VISIT NUMBERS

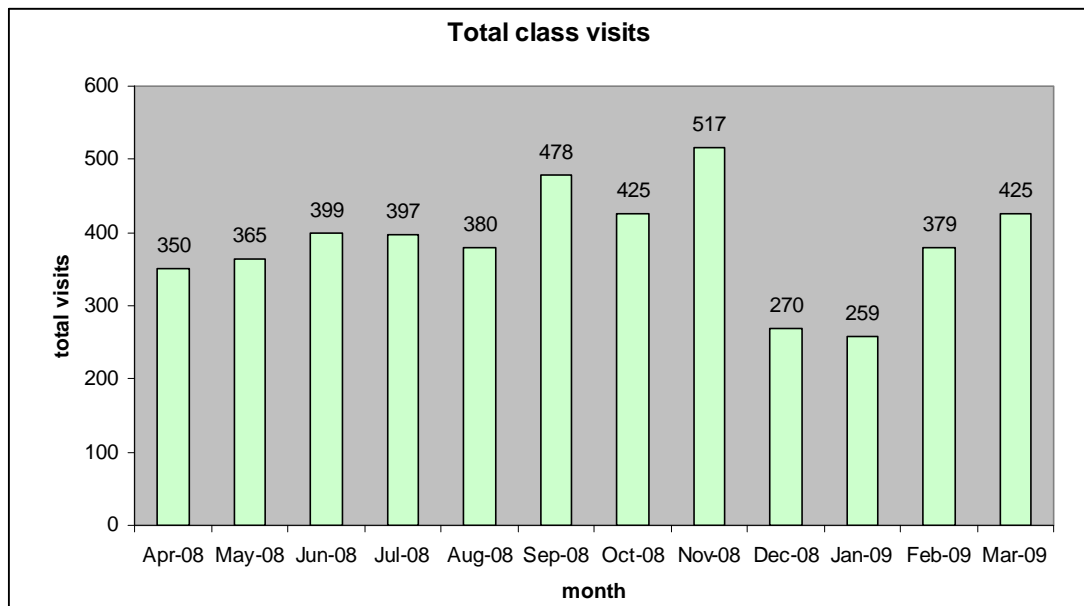
Graph B8 Swimming pool user numbers (Phoenix Sport Centre)



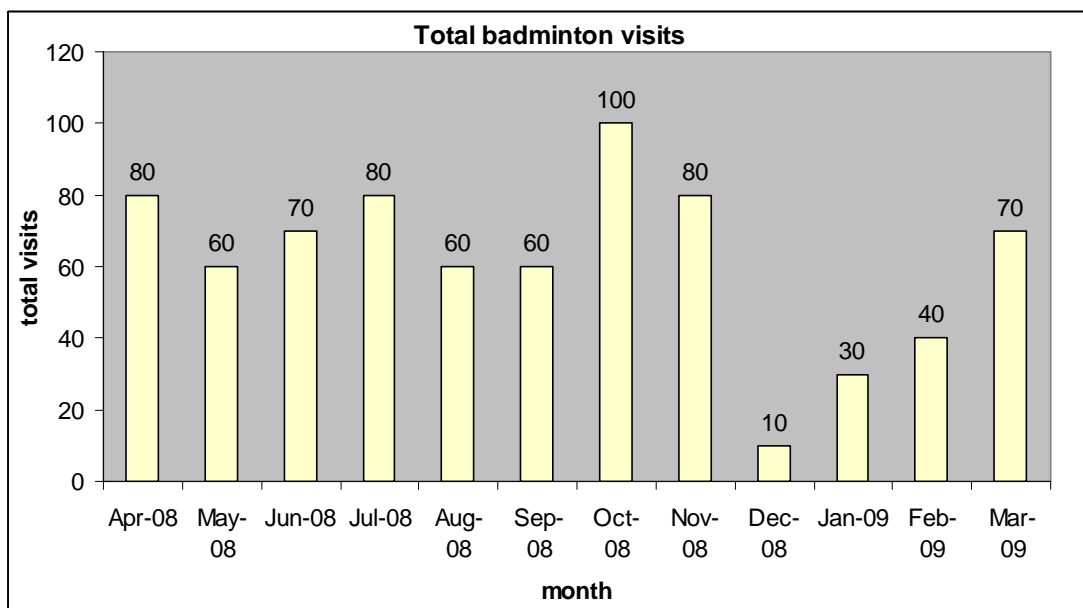
Graph B9 Gym user numbers (Phoenix Sport Centre)



Graph B10 Fitness class user numbers (Phoenix Sport Centre)



Graph B11 Badminton user numbers (Phoenix Sport Centre)



APPENDIX C

INDOOR SITE VISITS TEMPLATE

INDOOR FACILITY SITE VISIT ASSESSMENT

Name of Centre

Date of visit

Type of facility

1	Swimming pool	
2	Sports hall	
3	Health & fitness gym	
4	Indoor bowls	

Details eg no of
lanes/courts/stations etc

5	Community centre/community hall/village hall	
6	Ice rink	
7	Ski Slope	
8	Specialist provision eg boxing gym, gymnastics centre etc	

Details eg no of
lanes/courts/stations etc

Very good	Good	Average	Poor	Very poor	n/a	Comments
-----------	------	---------	------	-----------	-----	----------

Access

Car parking arrangements (Are there enough car parking spaces, clearly marked, adequate lighting etc.)	5	4	3	2	1		
Public transport	5	4	3	2	1		
On foot	5	4	3	2	1		
Bicycle	5	4	3	2	1		
Wheelchair (Is there a viable route, disabled car parking spaces etc)	5	4	3	2	1		
Road signage	5	4	3	2	1		
Footpaths to reception (Is there a clear, even walkway)	5	4	3	2	1		

Cleanliness

Toilets	5	4	3	2	1		
Showers	5	4	3	2	1		
Changing rooms	5	4	3	2	1		
Reception	5	4	3	2	1		
Circulation areas	5	4	3	2	1		
Café/vending	5	4	3	2	1		
Poolside	5	4	3	2	1		
Dryside	5	4	3	2	1		
External areas/car park (Any graffiti, litter etc.)	5	4	3	2	1		

Housekeeping/presentation

External/directional signage (Is there clear visible signage from the car park)	5	4	3	2	1		
Internal/directional signage (Is there clear, logical signage)	5	4	3	2	1		

Very good	Good	Average	Poor	Very poor	n/a	Comments
-----------	------	---------	------	-----------	-----	----------

Tidy and safe presentation (Is the facility generally presented in a tidy and safe fashion)	5	4	3	2	1		
Staff presentation (Uniform, name badge, pride)	5	4	3	2	1		
Litter collection/bins	5	4	3	2	1		

Maintenance

Décor (Is the facility well decorated and maintained)	5	4	3	2	1		
Floor (Is the flooring surface appropriate, in good condition)	5	4	3	2	1		
Lighting (Is there sufficient lighting for purposes)	5	4	3	2	1		

Standard of Facilities

Sports (Are the sports facilities 'fit for purpose', well-lit and maintained etc.)	5	4	3	2	1		
Changing rooms (are there enough, are the showers, lockers/showers in working order, child friendly, disabled)	5	4	3	2	1		
Equipment (Does the equipment appear to be well maintained)	5	4	3	2	1		
Café/vending	5	4	3	2	1		

Information

Very good	Good	Average	Poor	Very poor	n/a	Comments
-----------	------	---------	------	-----------	-----	----------

Display leaflets (leaflets available)	5	4	3	2	1		
Customer charter (Is this displayed)	5	4	3	2	1		
Notice boards	5	4	3	2	1		

Overall Impression

If the main facility includes other types of facilities that are not included in the list, please identify them here eg dance studio etc

LIBRARY SITE VISIT ASSESSMENT

Name of library

Date of visit

Very good	Good	Average	Poor	Very poor	n/a	Comments
-----------	------	---------	------	-----------	-----	----------

Access

Car parking arrangements (Are there enough car parking spaces, clearly marked, adequate lighting etc.)	5	4	3	2	1		
Public transport	5	4	3	2	1		
On foot	5	4	3	2	1		
Bicycle	5	4	3	2	1		
Wheelchair (Is there a viable route, disabled car parking spaces etc)	5	4	3	2	1		
Road signage	5	4	3	2	1		
Footpaths to reception (Is there a clear, even walkway)	5	4	3	2	1		

Cleanliness

Toilets	5	4	3	2	1		
Reception	5	4	3	2	1		
Circulation areas	5	4	3	2	1		
External areas/car park (Any graffiti, litter etc.)	5	4	3	2	1		

Housekeeping/presentation

External/directional signage (Is there clear visible signage from the car park)	5	4	3	2	1		
Internal/directional signage (Is there clear, logical signage)	5	4	3	2	1		
Tidy and safe presentation (Is the facility generally presented in a tidy and safe fashion)	5	4	3	2	1		
Staff presentation (Uniform, name badge, pride)	5	4	3	2	1		
Litter collection/bins	5	4	3	2	1		

Maintenance

Décor (Is the facility well decorated and maintained)	5	4	3	2	1		
Floor (Is the flooring surface appropriate, in good condition)	5	4	3	2	1		
Lighting (Is there sufficient lighting for purposes)	5	4	3	2	1		

Information

Display leaflets (leaflets available)	5	4	3	2	1		
Customer charter (Is this displayed)	5	4	3	2	1		
Notice boards	5	4	3	2	1		

FACILITIES

	Free access to Internet PCs with Word, Excel and Powerpoint
	Teenage collection (Teen Zone)
	Photocopying and fax services
	Wi-Fi internet access
	Toilets/ changing facilities
	Study tables
	Café facilities
	Language learning computers
Other	

ACTIVITIES

	Language courses
	Reading group meetings
Other	

EQUIPMENT

	Bestsellers collection
	Encyclopaedias and directories
	CD rom collection
	Tutors database
	Talking books
	Newspapers and magazines
	Special collections – fine art and religion
	music CDs
	Leaflets collections – national and local/council
	Community information
	Business information
	Adult, further education and university prospectuses
	National telephone directories and yellow pages
	Council agendas, minutes and plans
	Electoral register
	Arabic collection
	DVDs and videos
	Large print
	OS maps
	Homework collection
	Story cassettes
	Cards, postcards and local history books for sale
Other	

Other Comments

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