



This is a redacted version of the report.

Specifically the report provides an up-to-date assessment of the needs for sports halls, swimming pools, health and fitness and specialist provision and examines opportunities for new and rationalised provision and also talks about some deficiencies and surpluses. Given the Committee's statutory duty to base their decision solely on planning considerations, parts of the report which are not relevant to DCC's determination have not been included in the version of the Supplementary papers – this is the redacted version.

The report is an information base and it is not any form of planning policy and should not be treated as such in the Committee's consideration

Also the Head of Sport & Physical Activity has asked us to point out that although some aspects of the report might subsequently become incorporated in a policy which his team are developing, it does not currently represent any form of policy for any purpose associated with the Council's leisure function.

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LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES

ASSESSMENT REPORT

JANUARY 2015

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LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES ASSESSMENT REPORT AND STRATEGY

CONTENTS

EXECUTIVE SUMMARY	1
SECTION 1: INTRODUCTION	14
SECTION 2: BACKGROUND	16
SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT	37
SECTION 4: SPORTS HALLS	39
SECTION 5: SWIMMING POOLS	57
SECTION 6: HEALTH AND FITNESS SUITES	67
SECTION 7: CONCLUSIONS AND SWOT ANALYSIS	77
SECTION 8: RECOMMENDATIONS.....	Error! Bookmark not defined.
APPENDIX A – CAMDEN BOROUGH AREA PROFILE.....	79

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

EXECUTIVE SUMMARY

Introduction

This is the executive summary of the London Borough of Camden's (LBC) Indoor and Built Sports Facilities Strategy and is based on the findings of the consultation and research undertaken within the assessment of need across the Borough.

Policy objectives

A broad range of national, regional and local policy documentation was reviewed to provide a context for the study. In general terms, the policy objectives have a broad set of aims to encourage:

- ◀ Healthy lifestyles for individuals.
- ◀ Healthier communities.
- ◀ Residents to be physically active through any means not just playing sport.
- ◀ Increasing activity amongst all groups in society, including the very young and the elderly.
- ◀ Residents to be aware and understand the threat that a poor diet and lack of exercise can pose to physical and mental health and the well-being of individuals.
- ◀ Exercise to become a habit that is maintained throughout life.

Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The Sport England Strategy: A Sporting Habit for Life aims to:

- ◀ See more people start and keep a sporting habit for life.
- ◀ Create more opportunities for young people.
- ◀ Nurture and develop talent.
- ◀ Provide the right facilities in the right places.
- ◀ Support local authorities and unlock local funding.
- ◀ Ensure real opportunities for communities.

Ensuring the health and well-being of local communities and the delivery of sustainable, modern and a fit for purpose range of community facilities are identified as key outcomes in meeting the five strategic objectives of The Camden Plan 2012 – 2015.

1. Providing democratic and strategic leadership fit for changing times.
2. Developing new solutions with partners to reduce inequality.
3. Creating conditions for harnessing the benefits of economic growth.
4. Investing in our communities to ensure sustainable neighbourhoods.
5. Delivering value for money services by getting it 'right first time'.

Camden Council cannot deliver these policy objectives alone and it is reliant upon the a number of partners including London Sport and Pro-Active Camden who share a common commitment to increase participation in sport and physical activity and encourage the people of Camden to lead more active and healthy lifestyles.

The involvement of stakeholders in delivering this plan is critical if national physical activity targets are to be achieved.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Camden Council's delivery partners include:

- ◀ NHS Camden
- ◀ Greenwich Leisure Limited (GLL)
- ◀ Central YMCA
- ◀ Voluntary Action Camden
- ◀ Volunteer Centre Camden
- ◀ Jubilee Halls
- ◀ Sport Aid
- ◀ London Sports Forum for Disabled People
- ◀ UCLU and London Sport

The policy objectives of the Camden Plan have implications for facility providers and for the future planning of any new provision. Access to facilities and opportunities in which to participate in physical activity is essential if Camden residents are going to have an opportunity to meet the individual activity targets and goals being set nationally or to make sport / physical activity part of their everyday lives.

Playing a sport is not the only way to be physically active. Many people enjoy walking or cycling to work. Many others, for whom walking and cycling is not an option, work out in fitness gyms, at exercise classes and in swimming pools. 'Going to the gym' has over the past three decades become the most common form of 'sport'. Camden is no exception, where 'going to the gym' is a habit for an estimated 47% of the 224,962 resident population who cite gym, swimming, keep-fit and fitness conditioning as a regular activity (Sport England Active People Survey).

Many people do still play sport and without exception National Governing Bodies of sport (NGB's) have schemes and initiatives to develop participation in their given activity. Recent initiatives for many sports are less about competition and more about participation and about 'getting back' into a previous activity that can facilitate a 'portion' of the weekly physical activity target (thirty minutes exercise three times per week). Examples include Back to Netball and No Strings Badminton.

NGB's can help communities to learn new sports and develop opportunities to participate on a regular basis. However, for the majority of NGB's resources are extremely limited and they need willing partners, in the form of facility providers, sports development teams and well-resourced sports clubs to work with to make a sustainable impact.

Insight

Ensuring the health and well-being of local communities and the delivery of sustainable, modern and a fit for purpose range of community facilities has been identified as a key strategic priority for the London Borough of Camden.

This is in line with national policy objectives and the aspirations of national governing bodies of sport to help raise activity levels.

In all age groups tackling obesity and related illness will be a major challenge.

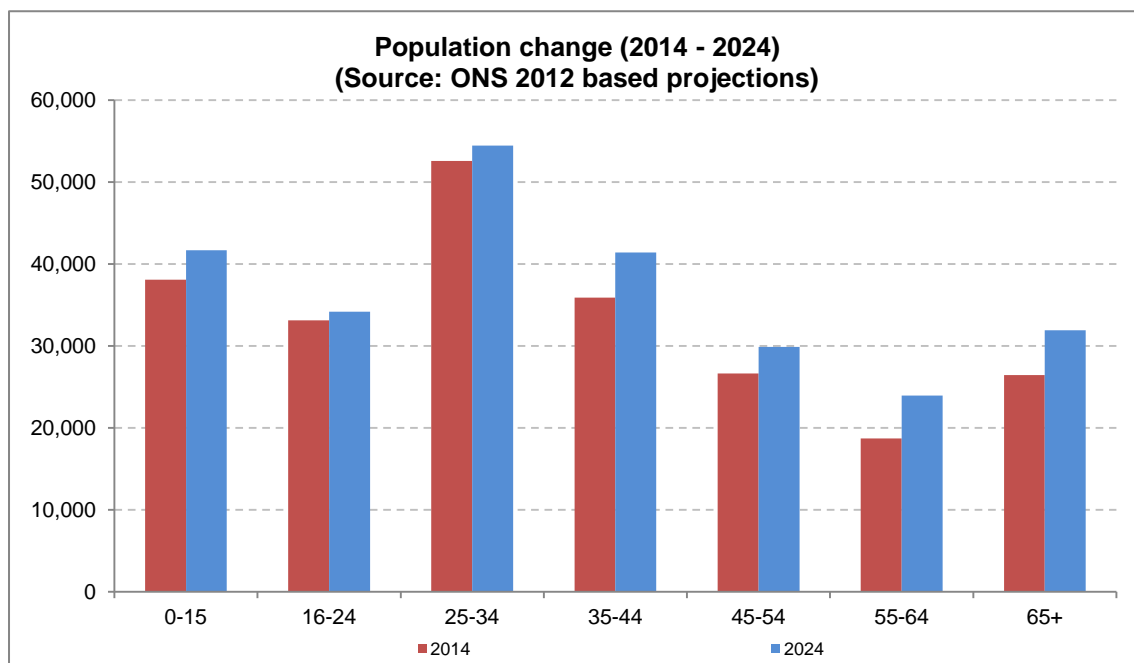
LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

London Borough of Camden – geography and demographics

Facilities should meet the needs and expectations of an area’s population; reflecting typical group interests, total numbers by age structure, projected change and local economic and health measures. A brief description of selected key characteristics is provided below:

- ◀ Camden is an inner London Borough stretching from Hampstead Heath in the north to Holborn and Bloomsbury in the south.
- ◀ As is the case with much of inner London, Camden contains areas of very high wealth and areas of extreme poverty.
- ◀ 45% of the Camden’s population live in the lowest three bands of deprivation compared to a national average of 30%. 2.2% live in the most deprived parts of the country.
- ◀ The total population is currently 224,962 (110,576 males and 114,386 females). The population is expected to rise to 257,462 by 2024 (+32,500) and to 283,445 by 2037 (+58,483) a 26% rise.
- ◀ All age cohorts are expected to rise throughout the coming years (see chart below).

Figure A: Population Change 2014 – 2024



- ◀ A third of the current population are from non-white ethnic groups. 16% are Asian, 8% Black, 5% Mixed and 4% other.
- ◀ Housing growth up to 2024 will predominately be in Kings Cross, Euston, Tottenham Court Road, Holborn and at the West Hampstead interchange.
- ◀ Camden is home to a high % of young professionals and students who are well educated, liberal in their views and enjoy the vibrancy and diversity of inner city living

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Insight

Camden accommodates circa 225,000 residents. Over the next decade this will increase by 25,000 with many new residents being under 24 and over 65. This has implications for the numbers of people wanting access to facilities and particularly for the 65+ age bracket the type of activities that will be suitable.

Extreme poverty affects a significant proportion of the population with 45% of residents being in the lowest three bands of deprivation. The potential cost of physical activity will be an issue to many local residents living in deprived areas.

Over a third of the population of Camden is from a black or ethnic minority background; who in general have lower physical activity levels than ethnic white residents. Increasing participation levels presents different cultural challenges if habit forming patterns of physical activity are to be achieved.

There will be new residents moving into the housing growth areas around Kings Cross, Euston, Tottenham Court Road, Holborn and at West Hampstead interchange.

Population change will place additional and different demands on built sport and leisure facilities.

Sporting characteristics

The main Sport England (SE) segments in Camden – which account for 30.6%% of the adult population in Camden compared to 18.9% nationally are Settling Down Males (Tim), Fitness Class Friends (Chloe) and Sports Team Drinkers (Jamie); however, this needs to be viewed in the context of 30% from non-white ethnic groups.

The most popular sports in Camden are Gym, Swimming, Athletics, Keep Fit Classes and Fitness and Conditioning.

Table A: The Active People Survey (APS 7) Camden and Nearest Neighbour Results

KPI	National %	London %	Camden %	Nearest neighbours (CIPFA)			
				H & Fulham %	Islington %	Lambeth %	Wworth %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	37.2	44.2	42.0	40.2	40.5	42.6
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	4.9	3.6	3.3	5.8	2.6	6.9
KPI 3 - Club membership in the last 4 weeks							
2012/13	21.5	21.1	19.6	30.4	20.7	17.4	28.5
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	17.3	20.8	21.7	19.6	18.1	24.0
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	9.8	11.2	12.3	11.9	9.1	14.6

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Insight

The main users of sports facilities in Camden are aged 18 – 45.

Health and fitness gyms, fitness classes and swimming are the most popular activities in Camden.

Half of adults participated in at least 1 x 30 minutes moderate intensity activity sport per week.

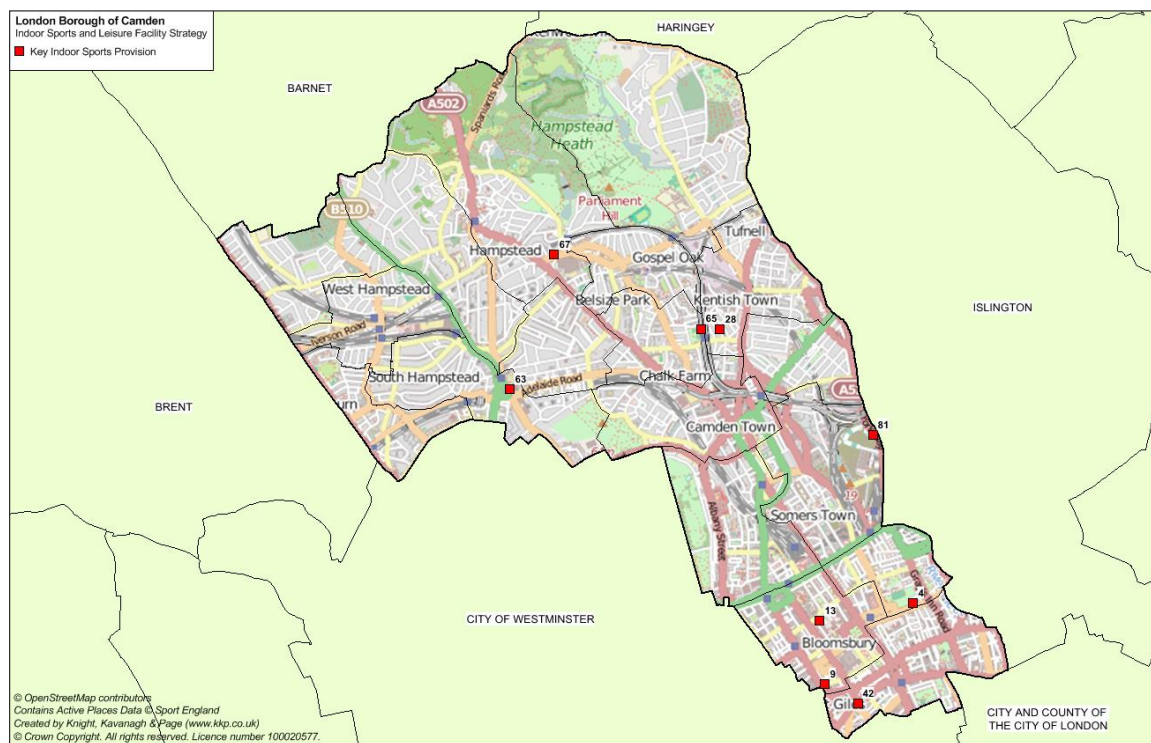
1 in 5 adults are members of a sports club. 1 in 10 had taken part in competitive sport in the previous 12 months.

Compared to its nearest neighbours Camden's performance is mixed. Participation and tuition score higher whereas club membership, volunteering and organised competition indicators are lower.

Key facilities

The map below identifies the facilities in Camden operated by the key delivery partners (GLL, YMCA and the Jubilee Trust).

Figure A: Camden indoor sports key sites.



LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

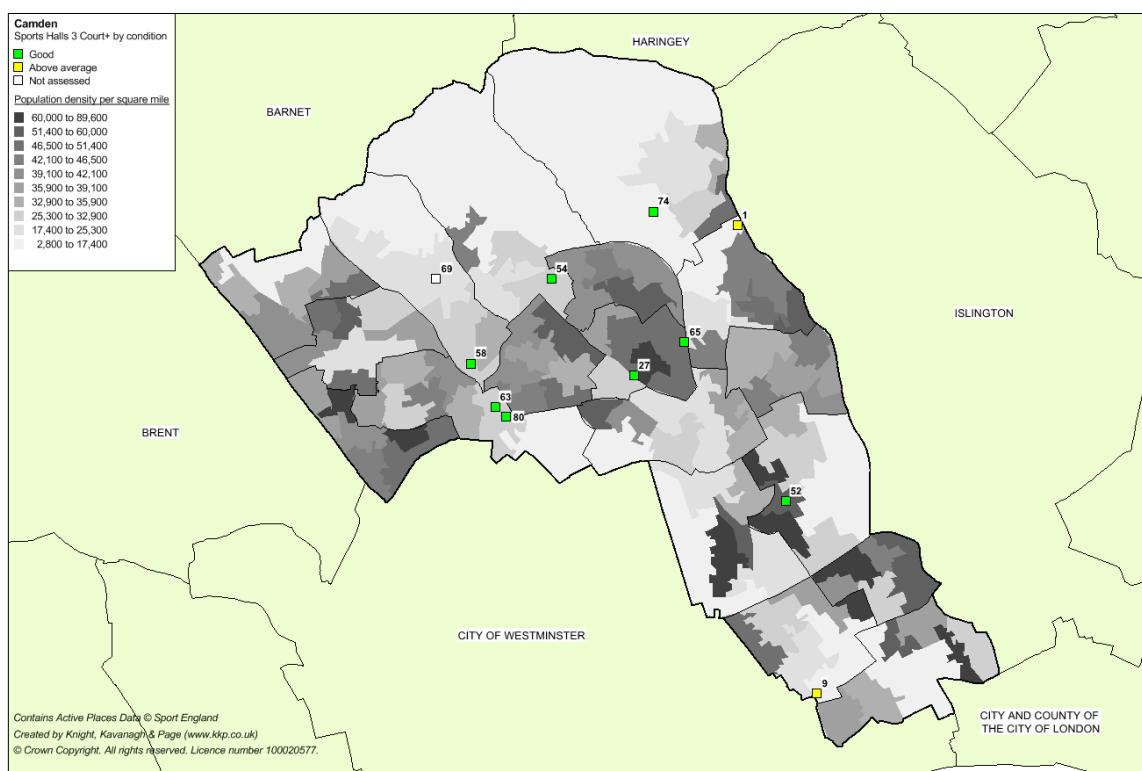
Key: Camden indoor sports key sites.

Map ID	Site
4	Bloomsbury Fitness & Wellbeing Centre
9	Central YMCA Club
13	Energy Base
28	Kentish Town Sports Centre
42	Oasis Sports Centre
63	Swiss Cottage Leisure Centre
65	Talacre Community Sports Centre
67	The Armoury (Hampstead)
81	Pancras Square Leisure Centre

Sports halls

There are eleven, 3+ court sports halls in Camden. The quality of the provision is good or above average. Talacre Community Sports Centre and Swiss Cottage Leisure Centre provide the only day time accessible sports halls. Five of the sports halls are on school sites and accommodate after school hours community use.

Figure C: Sports hall provision in Camden



LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Map ID	Site	Courts
1	Acland Burghley School	4
9	Central YMCA Club	3
27	Kajima Community at Haverstock School	3
52	Regent High School / Somers Town Community Sports Centre	6
54	Royal Free Hospital Recreation Club	4
58	South Hampstead High School	4
63	Swiss Cottage Leisure Centre	4
65	Talacre Community Sports Centre	4 + 4
69	UCS Active	4
74	William Ellis School	4
80	The UCL Academy	4

Three of the sports halls are part of health and fitness clubs with a registered membership scheme. All three members clubs offer an element of community access but the hours available are limited. All the sports hall facilities in Camden are busy meeting the needs of schools, the community and student sports clubs. GO Mammoth, a company catering predominately for young professionals, is an extensive user of Haverstock and William Ellis Schools.

One of the four court halls at Talacre Community Sports Centre is used exclusively for gymnastics with permanently set up specialist equipment. It is a very popular centre for gymnastic activity, attracting visitors from across north and inner London and is regularly oversubscribed. Moving forward meeting the demand for gymnastics will be a significant challenge.

Levels of demand for indoor sports hall facilities cannot be met through existing supply in Camden or its neighbouring authorities. Without investment in new facilities demand for sports hall use is not capable of being accommodated.

The shortfall in supply, a position which is supported by the findings of the Sports England Facility Planning Model (FPM), is a constraint on demand because there is nowhere for the demand to express itself. This situation is contributing to the weaknesses in the voluntary sports club sector and compounding the shortfall in qualified coaches, and learning and development opportunities. As such there is a lack of NGB development schemes and activity within the area. Several sports clubs have expressed demand for specialist indoor facilities:

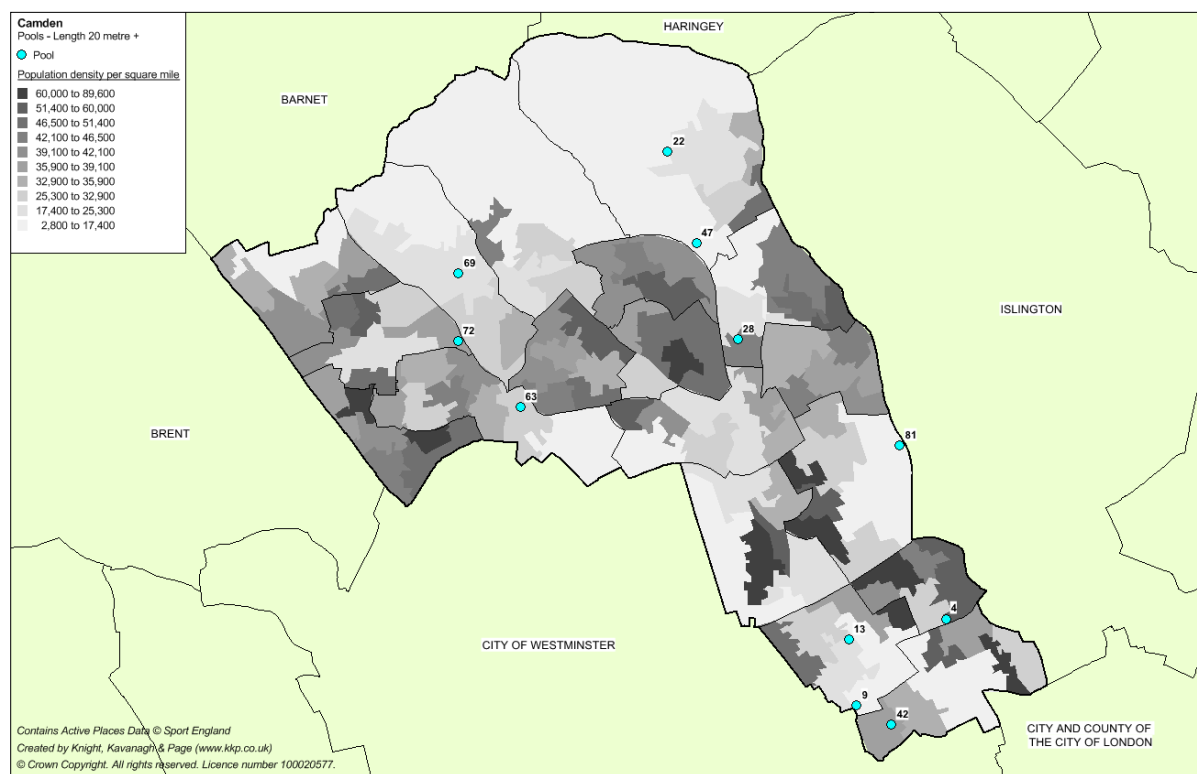
- ◀ Netball – an indoor court to meet England Netball league requirements
- ◀ Martial Arts – a permanent matted area
- ◀ Fencing
- ◀ Boxing and
- ◀ Archery

Although the clubs have identified a need for specialist facilities, many of these sports can be accommodated within a multi-functional sport hall or ancillary activity room.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Swimming pools

Figure D: Swimming Pool provision in Camden



Map ID	Site	Lanes	Length(m)
4	Bloomsbury Fitness and Well Being Club	1	21
9	Central YMCA Club	4	25
13	Energy Base	4	33
22	Hampstead Bathing Pond	0	100
28	Kentish Town Sports Centre	5	30.5
28	Kentish Town Sports Centre	3	30
28	Kentish Town Sports Centre	4	25
42	Oasis Sports Centre	3	25
42	Oasis Sports Centre	3	27.5
47	Parliament Hill Lido	0	61
63	Swiss Cottage Leisure Centre	8	25
63	Swiss Cottage Leisure Centre	0	20
69	UCS Active	6	25
72	Virgin Active (Swiss Cottage)	3	25
81	Pancras Square Leisure Centre	6	25

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Key findings

The assessment identified 15 pools on 11 sites across Camden. Of these four of the pool sites are defined as fully accessible to the public. These are at Pancras Square Leisure Centre, Kentish Town Sports Centre, Swiss Cottage Leisure Centre and Oasis Sports Centre. The others are either part of commercial leisure clubs where a membership is required or lidos. The outdoor pool at Oasis is included as it has enclosed water space and is available all year round.

The majority of Borough residents live within 1 mile of one of the four public pool locations. The FPM analysis and consultation with the Amateur Swimming Association (ASA) conclude that Camden has some of the best swimming provision in London and sufficient water space to meet current demand. However projected population growth of 32,000 by 2024 and 58,000 by 2037 and higher activity levels within the population will lead to increased demand and future shortfalls in water space.

All the pools owned by the London Borough of Camden are managed by GLL and accessible to the community for in excess of 70 hours per week. All the pools provide a mixed programme of lane swimming, general swimming, club access with some sessions targeted at specific user groups, for example women, 50 + and disability groups. Swimming is a popular activity and the pools in Camden are busy.

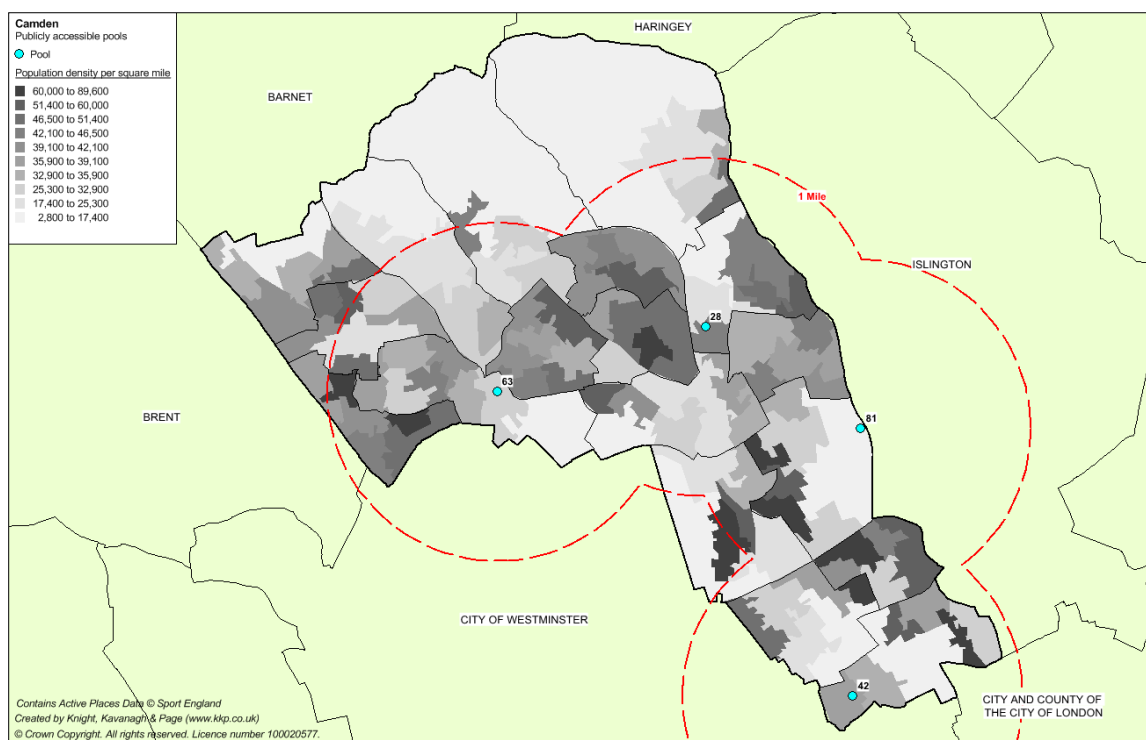
The Oasis Pool is, due to the building configuration, the least accessible pool for disabled users and parents with children in buggies and prams. This affects its use by the disabled, young swimmers and family groups.

There are several swimming clubs, the largest being Camden Swimming Club at Swiss Cottage Leisure Centre.

There is a high demand for swimming lessons in Camden. Non-school lessons are delivered by Camden Swimming Club (CSC). This is a unique arrangement, whereby the club is the lesson provider but not the pool operator. This situation creates some strategic and operational challenges, regarding the responsibility and accountability for delivering lessons.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure E: Publicly accessible pools in Camden



Health and Fitness

Across Camden there are a wide range of providers of health and fitness facilities. The quality of provision in the public sector is good and in many instances competes on an equal footing with the commercial sector venues.

Health and fitness through exercising in a gym or class environment is a very popular form of exercise across Camden, appealing to men and women across a wide range of age groups.

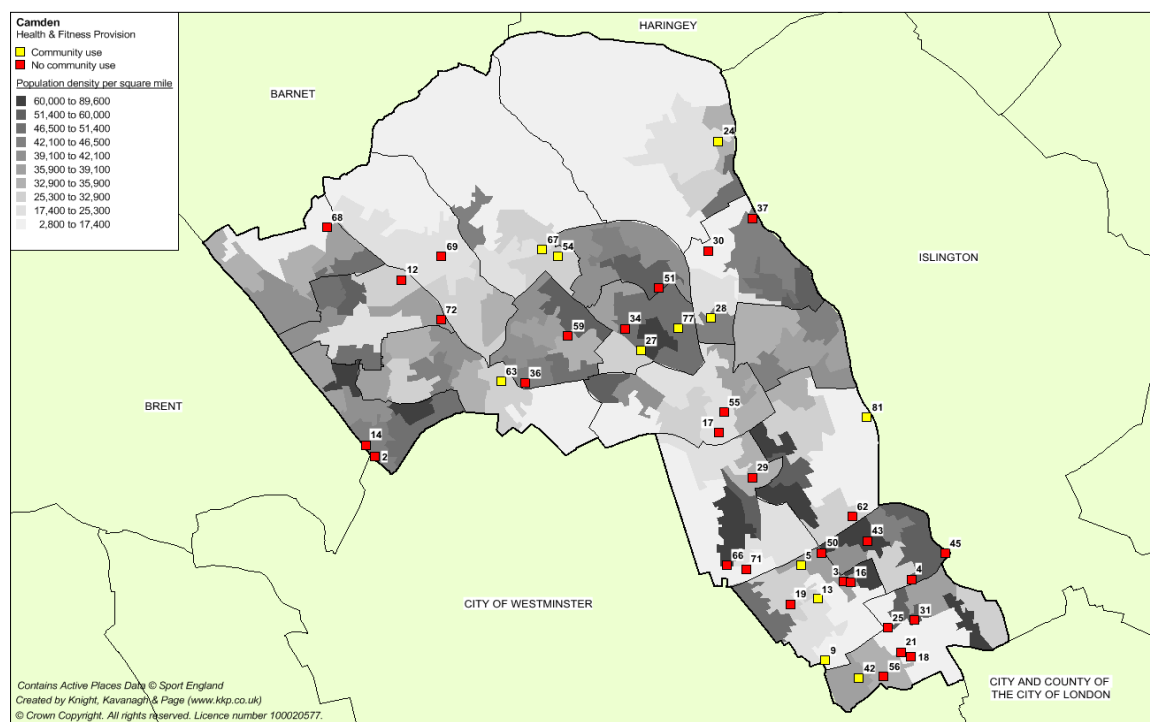
There are many providers of health and fitness facilities in Camden and the market is highly segmented. In Camden there are many private providers, where price may restrict some users. However, the Borough leisure contractor, GLL, has focussed on providing good quality fitness provision at affordable prices and offers a range of concessions for residents in need. Demand for these facilities is high which enables GLL to provide a financial return to the Council which appears to offset the cost of other elements of the Leisure Service.

The geographical distribution of the main publicly accessible leisure centres, supported by smaller school and community centre provision and the free outdoor gyms ensures Borough wide access to all residents.

Demand for affordable health and fitness provision will increase if more residents can be encouraged to add exercise to their daily routines. For example, it is projected that the new gym at St Pancras will be operating at capacity within a year of opening. Whilst at Kentish Town demand for studio based fitness classes exceeds supply.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure F: Health and Fitness Provision in Camden



Map ID	Site	Stations	Community Use
2	Bannatynes Health Club (Maida Vale)	40	No
3	Bannatynes Health Club (Russell Square)	57	No
4	Bloomsbury Fitness and Well Being Centre	81	No
5	Bloomsbury Fitness Centre	90	Yes
9	Central YMCA Club	146	Yes
12	Cumberland Lawn Tennis and Hampsted Cricket Club	25	No
13	Energy Base (University of London)	50	Yes
14	Fit4Less (London Kilburn)	49	No
16	Fitness First Health Club (Bloomsbury)	100	No
17	Fitness First Health Club (Camden)	50	No
18	Fitness First Health Club (High Holborn)	100	No
19	Fitness First Health Club (Tottenham Court Road)	90	No
21	GYMBOX (High Holborn)	104	No
24	Highgate Newtown Community Centre	7	Yes
25	Holborn Health and Fitness Centre	19	No
27	Kajima Health at Haverstock School	16	Yes
28	Kentish Town Sports Centre	110	Yes
29	Kieser Training	40	No
30	LA Fitness (Highgate)	59	No
31	LA Fitness (Holborn)	41	No
34	Maitland Park Sport Centre	16	No
36	Marriot Leisure Club (London Regents Park)	27	No

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Map ID	Site	Stations	Community Use
37	Maximum Fitness	85	No
42	Oasis Sport Centre	100	Yes
43	One KX	15	No
45	Ozone Leisure Club	22	No
50	Profile Health and Fitness	21	No
51	Queens Crescent Gym	14	No
54	Royal Free Hospital Recreation Club	28	Yes
55	Soho Gyms (Camden))	73	No
56	Soho Gyms (Covent Garden))	90	No
59	Springhealth Leisure Club (Hampstead)	50	No
62	St. Pancras Renaissance London Hotel	10	No
63	Swiss Cottage Leisure Centre	216	Yes
66	The Albany Club	25	No
67	The Armoury (Hampstead)	111	Yes
68	The Gym (London West Hampstead)	190	No
69	UCS Active	36	No
71	Virgin Active Club (Regents Park)	110	No
72	Virgin Active Club (swiss Cottage)	186	No
77	St Pancras Boxing Club	20	Yes
81	Pancras Square Leisure Centre	90	Yes

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

SECTION 1: INTRODUCTION

1.1 Background

KKP was appointed by the London Borough of Camden to undertake an assessment of the formal indoor sports need in Camden and based on the findings prepare an indoor sports and leisure facility strategy.

The aim of the study is to provide a detailed assessment of current provision of the indoor sports facilities, identifying the needs and gaps in provision.

The ensuing strategy is required to provide answers to the following questions:

1. Is the most being made of the existing facilities stock across the borough? Where can improvements be made within existing provision that would:
 - a) Maximise integration and relationships between facilities
 - b) Maximise usage of facilities
 - c) Make the most of the spread and range of facilities
 - d) Increase revenue generation
2. Where will any future investment best be spent? Where will Camden and its partners get best value for money against the following priorities:
 - a) Maximising the participation of residents, especially inactive ones
 - b) Ensuring the viability and sustainability of our facilities in the long term
 - c) Providing a varied and vibrant offer to residents
3. Consider whether there is potential for any Camden facilities to become regional or national centres of excellence?

1.2 Scope of the project

The Assessment Report provides the detail as to what exists in the Borough, its condition, location and overall quality. It also considers the demand for facilities based on population distribution, planned growth and also takes account of other factors such as health and economic deprivation.

In delivering the report KKP has:

- ◀ Individually audited each of the identified swimming pools, sports halls (conventional i.e. 3+ court halls as per Sport England definitions and 'community centres'), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed) in the Authority.
- ◀ Analysed the supply and demand of facilities (including specialist sports facilities) to identify gaps in provision and opportunities for improved facility provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Clarified the role of the Council as provider, partner, enabler and/or strategic co-ordinator of leisure facility provision.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

- ◀ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust and up-to-date assessment of the needs for sports halls, swimming pools, health and fitness and specialist provision and examines opportunities for new and rationalised provision. Specific deficiencies and surpluses are identified to inform what provision is required. The specific objectives of this audit and assessment are to:

- ◀ Identify local needs and quantify levels of demand
- ◀ Audit existing facility provision

The specific tasks addressed as part of this strategy development include:

- ◀ Review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ Review of the local, regional and national strategic context.
- ◀ Supply and demand analysis.
- ◀ Analysis of the demographics of the local population.
- ◀ Consideration of potential participation rates and modelling of likely demand for leisure facilities.
- ◀ Detailed audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over provision.
- ◀ Identify key issues to be addressed in the future provision of sports facilities across the Borough.

1.3 Report structure

In Section 2 we review background policy documentation at national, regional and local levels.

In Section 3 we identify the methodology adopted to review indoor provision

In section 4 we review sports hall provision

In Section 5 we review swimming pool provision

In section 6 we review health and fitness provision.

In section 7 we provide a summary and review the identified strengths, weaknesses, opportunities and threats.

Strategy recommendation are contained in Section 8.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

SECTION 2: BACKGROUND

2.1 National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This assessment report has been produced for the London Borough of Camden using the principles and tools identified in the Sport England guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

As illustrated below, Sport England regards an assessment of need as core to the planning for sporting provision. This assessment report reviews indoor sporting facility needs in the London Borough of Camden and provides a basis for future strategic planning.

Figure 2.1: ANOG model



This framework will be used to provide the recommendations for Camden Council.

Sport England: A Sporting Habit for Life (2012 – 2017)

In 2017, five years after the Olympic Games, Sport England aspires to transform sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- ◀ See more people starting and keeping a sporting habit for life.
- ◀ Create more opportunities for young people.
- ◀ Nurture and develop talent.
- ◀ Provide the right facilities in the right places.
- ◀ Support local authorities and unlock local funding.
- ◀ Ensure real opportunities for communities.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ◀ Maximise value from current NGB investment.
- ◀ Places, People, Play.
- ◀ Strategic direction and market intelligence.
- ◀ Set criteria and support system for NGB 2013-17 investment.
- ◀ Market development.

National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- ◀ Economic
- ◀ Social
- ◀ Environmental

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The National Planning Policy Framework (NPPF) is clear about the role that sport plays in delivering sustainable communities through promoting health and well-being. Sport England, working with the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Public Health England

In October 2014 Public Health England (PHE) produced their plan to tackle low activity levels across the country. Along with making the case for physical activity, the plan identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement. Shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

In March 2013 the Government announced funding for school sport (Sport Premium) which sees £150 million per annum invested over the next two years. This will be made up of funding from various Government departments including Department for Education (£80m), the Department of Health (£60m) and the Department for Culture, Media and Sport (£10m). The Government's strategy will see funds go directly into the hands of primary school head teachers for them to spend on sport.

Schools will be measured by Ofsted on how well they use their Sport Premium to improve the quality and breadth of PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels they are capable of.

Priority School Building Programme (PSBP)

The PSBP is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through the programme 261 schools will be re-built between 2014 and 2017.

Summary of national context

Engaging all residents in physically activity is a high priority for national and local government. For many residents sport and recreational activities have a key role to play in facilitating physical activity. Ensuring that there is an adequate supply of suitable facilities to meet local need is a requirement of the planning system. In line with national policy recommendations this report makes an assessment of indoor facility provision and need across Camden.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

2.2 Local context

The Camden Plan 2012 – 2017

Camden has 5 strategic objectives, namely:

- ◀ Providing democratic and strategic leadership fit for changing times
- ◀ Developing new solutions with partners to reduce inequality
- ◀ Creating conditions for harnessing the benefits of economic growth
- ◀ Investing in our communities to ensure sustainable neighbourhoods
- ◀ Delivering value for money services by getting it 'right first time'.

Ensuring the health and well-being of local communities and the delivery of sustainable, modern and a fit for purpose range of community facilities are key strategic outcomes.

Camden Local Development Framework

The Borough Local Development Framework (LDF) is a collection of planning documents that (in conjunction with national planning policy and the Mayor's London Plan) sets out the strategy for managing growth and development in the Borough including where homes, jobs and infrastructure will be located. Any change to indoor built sports provision would be required to adhere to the principles and policies of the LDF.

LDF Policies DP15e and DP15F state that 'The Council will protect existing leisure facilities by resisting their loss unless:

- e) adequate alternative facilities are already available in the area, and therefore no shortfall in provision will be created by the loss;
- f) the leisure facility is no longer required and it can be demonstrated that there is no demand for an alternative leisure use of the site that would be suitable'.

Pro – Active Camden (PAC)

Pro-Active Camden (PAC) is a partnership of organisations and individuals who share a common commitment - to increase participation in sport and physical activity and encourage the people of Camden to lead more active and healthy lifestyles. The partners are London Borough of Camden, NHS Camden, Greenwich Leisure Limited, Central YMCA, Voluntary Action Camden, Volunteer Centre Camden, Jubilee Halls, Sports Aid, London Sports Forum for Disabled People, UCLU, London Sport. The partnerships overarching target is to make Camden the most active Borough in London.

This strategy acknowledges the importance of built facilities in which to play sport, however physical activity is recognised as much broader than just playing sport or going to the gym. Creating environments that encourage people to be more active in every aspect of their day to day lives is a key strand in developing active lifestyles for all. Cycling and walking are acknowledged as key activities that can have life changing impacts. Camden residents have a strong interest in sports and activities – swimming and going to the gym are the most popular.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

PAC's goal are aligned to the Camden Plan. They are:

- ◀ To support the development of a sustainable urban environment that meets the sport and physical activity needs of a growing population.
- ◀ To support the local economy, including pathways into training and employment in the sport and physical activity industry.
- ◀ To improve health and create a connected community by increasing participation in sport and physical activity.
- ◀ To use the opportunities presented by the 2012 Olympic and Paralympic Games to create a safe Camden that is a vibrant part of London.

PAC's focus groups are:

- ◀ Males aged 35 – 65
- ◀ Black and minority ethnic groups
- ◀ Disabled people
- ◀ Lone parents

These groups have been specifically identified as not participating in enough sport or physical activity to benefit health and well-being.

Barriers to greater participation have been identified as 'being too busy with work' and 'the cost involved'. Initiatives such as free outdoor gyms at 9 sites across the Borough have been introduced to eliminate the cost of participation and make access to facilities easier. Targeted intervention through a programme of clinical referral to exercise and free swimming for over 60's and under 16's have been introduced.

Camden Joint Strategic Needs Assessment 2013/14

Supporting people to live healthy lives across a life course remains a priority. Programmes and services to support people to adopt healthy lifestyles should be delivered at a sufficient scale and appropriately targeted to shift population health outcomes positively and reduce health inequalities.

Camden's Healthy Weight Healthy Lives Action Plan 2013

Obesity in children, young people and adult populations has been identified as a significant national issue which is evident in Camden. The estimated cost to the NHS in Camden of obesity associated health issues will be £82.8 million in 2015. Physical inactivity cost each PCT an estimated £6.2 million per annum.

Camden has identified 4 key priorities:

1. The food environment
2. The physical activity environment
3. Robust weight management treatment pathways
4. Collaborative working

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Priority 2 requires the building and development of a physical environment that prioritises physical activity, sport, play and active communities. Access to built sports facilities in which to take part in physical activity will continue to be an important priority for Camden Council. The objective is to facilitate healthy weight for the population of Camden with targeted help for those who need it.



Summary of local context

The core message running through local strategic documentation is the requirement to ensure opportunities for all Camden residents to take part in physical activity thus reducing health inequalities across the Borough. The provision of facilities and programmes to help facilitate physical activity will, where appropriate, be targeted to meet the needs of identified target groups in identified areas.

It is also clear that there is a general lack of awareness of what exists; both in terms of facilities and activities. This appears to be a key area for stakeholders to address in order that the right offer is communicated to the right target group to deliver the required outcomes.

It is therefore essential that the core indoor sports facilities of sports halls, swimming pools and health and fitness facilities are accessible and available to the community and that their 'offer' is developed based on the needs of local communities.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

2.4 Camden – geography and demography

The following information summarises the area of Camden and presents a profile of the residents. A more detailed area profile is at Appendix A.

Located in inner London, Camden is in the northern part of the City reaching from Holborn and Bloomsbury in the south to Hampstead Heath in the north. Whilst roads help to define the geography of the borough the public transport network is essential and plays a significant role in the lives of residents and their movement patterns.

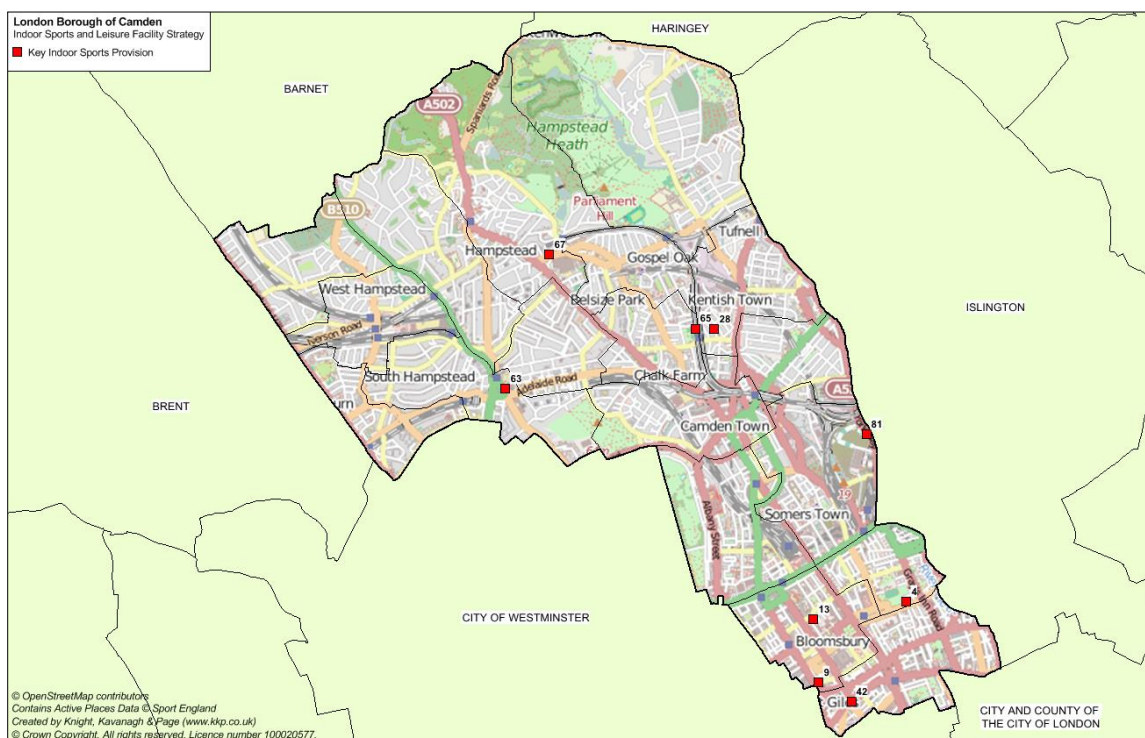
Camden is home to Kings Cross and Euston mainline railway stations, University College London and the University of London. The Borough has an extensive office stock and attracts many daily commuters. Well known sports facilities in the borough include Lords' Cricket Ground whilst Hampstead Heath and Regents Park provide important open spaces.

Leisure management is provided at the following London Borough of Camden owned sports centres by Greenwich Leisure Limited (GLL):

- ▶ Kentish Town Sports Centre
- ▶ Oasis Sports Centre
- ▶ Talacre Sports Centre
- ▶ Swiss Cottage Sports Centre
- ▶ Pancras Square Leisure Centre

The GLL contract with the London Borough of Camden expires in 2020.

Figure 2.2 Camden – Key sports provision



LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

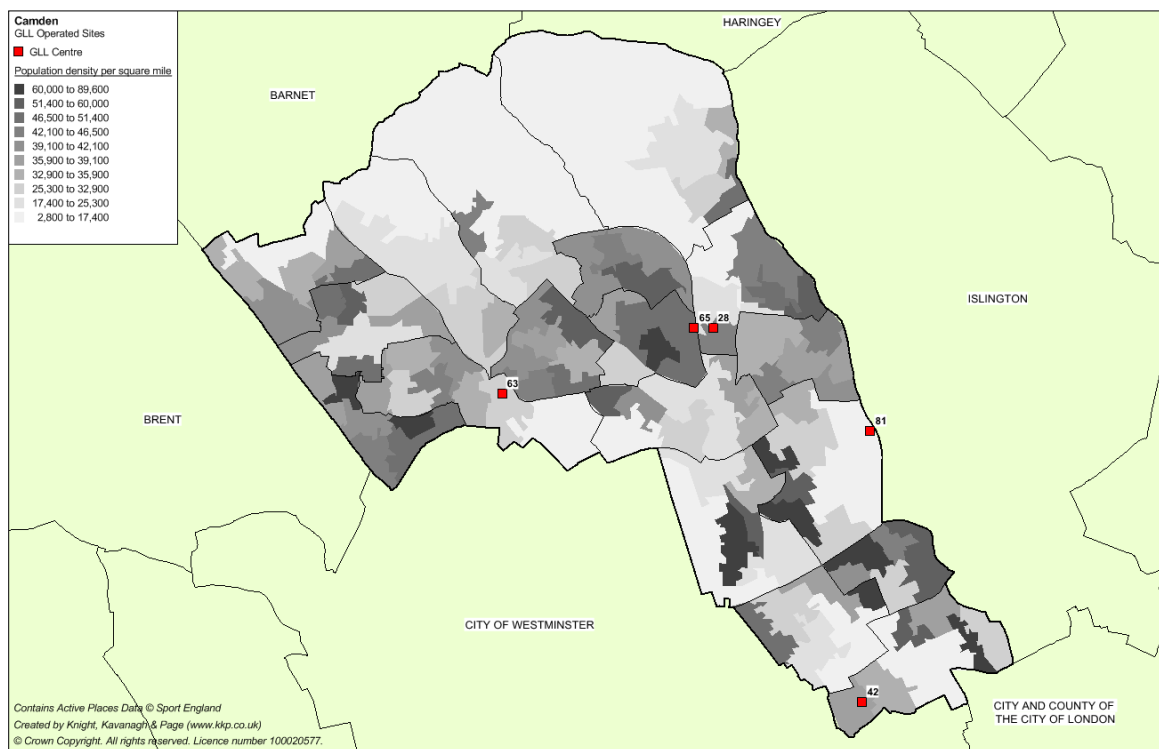
Key: Camden indoor sports key sites.

Map ID	Site
4	Bloomsbury Fitness & Wellbeing Centre
9	Central YMCA Club
13	Energy Base
28	Kentish Town Sports Centre
42	Oasis Sports Centre
63	Swiss Cottage Leisure Centre
65	Talacre Community Sports Centre
67	The Armoury (Hampstead)
81	Pancras Square Leisure Centre

Population and distribution

- ◀ The total population, from the 2012 MYE, in Camden was 224,962 (110,576 male and 114,386 females).
- ◀ Population density in some parts of the Borough is between 60,000 – 89,000 residents per square mile

Figure 2.3: Population density: Camden super output areas (SOAs) and main Camden indoor sports provision



(Key – 28 Talacre, 63 Kentish Town, 65 Swiss Cottage, 81 St Pancras, 42 Oasis)

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Ethnicity

Table 2.1: Ethnic composition – Camden and England

Ethnicity	Camden		England	
	Number	Percentage	Number	Percentage
White	146,055	66.3%	45,281,142	85.4%
Mixed	12,322	5.6%	1,192,879	2.3%
Asian	35,446	16.1%	4,143,403	7.8%
Black	18,060	8.2%	1,846,614	3.5%
Other	8,455	3.8%	548,418	1.0%
Total	220,338	100.0%	53,012,456	100.0%

(Data source: 2011 census of population, ONS)

1 in 4 residents is Black or Asian. These two ethnic groups are known to be less physically active than other ethnic groups.

Economic activity and inactivity

- 68.8% of Camden's 16-64 year olds are economically active (in or seeking employment - Dec 2013) compared to a national figure of 77.4%.
- The unemployment rate¹ in Camden is 7.2%; this is below the London figure (8.5%) and below the national rate (7.5%).
- Approximately 3 in 10 (31.2%) of Camden's 16-64 year olds are economically inactive. 2 in 3 students and 1 in 5 are long term sick.

Income and benefits dependency

- The median figure for full-time earnings (2013) in Camden is £37,372; the comparative rate for the London is £31,892 (-14.7%) and for Great Britain is £26,941 (-27.9%).
- In May 2014 there were 3,564 people in Camden claiming Job Seekers Allowance (JSA); this represents a decrease of 35.4% compared to May 2006 (5,520). However, people claiming JSA only represent 19.2% of benefits claimants in Camden, a further 54.4% are claiming ESA2 and incapacity benefits while 7.7% are carers.

Deprivation (Data source: 2010 indices of deprivation, DCLG)

Table 2.2 shows Camden's population in relation to 10 bands of relative deprivation. It indicates that 2.2% of Camden's population live in areas within the bottom 10% of SOA's nationally, i.e. in the most deprived parts of the country. Furthermore, a further 42.7% are in the next two cohorts; consequently, 44.9% of Camden's population is in the 'lowest' three bands compared to a national average of 29.8%.

¹ Note the unemployment rate is modelled by the Office for National Statistics

² Employment and Support Allowance is directly targeted to support those who are ill or disabled.

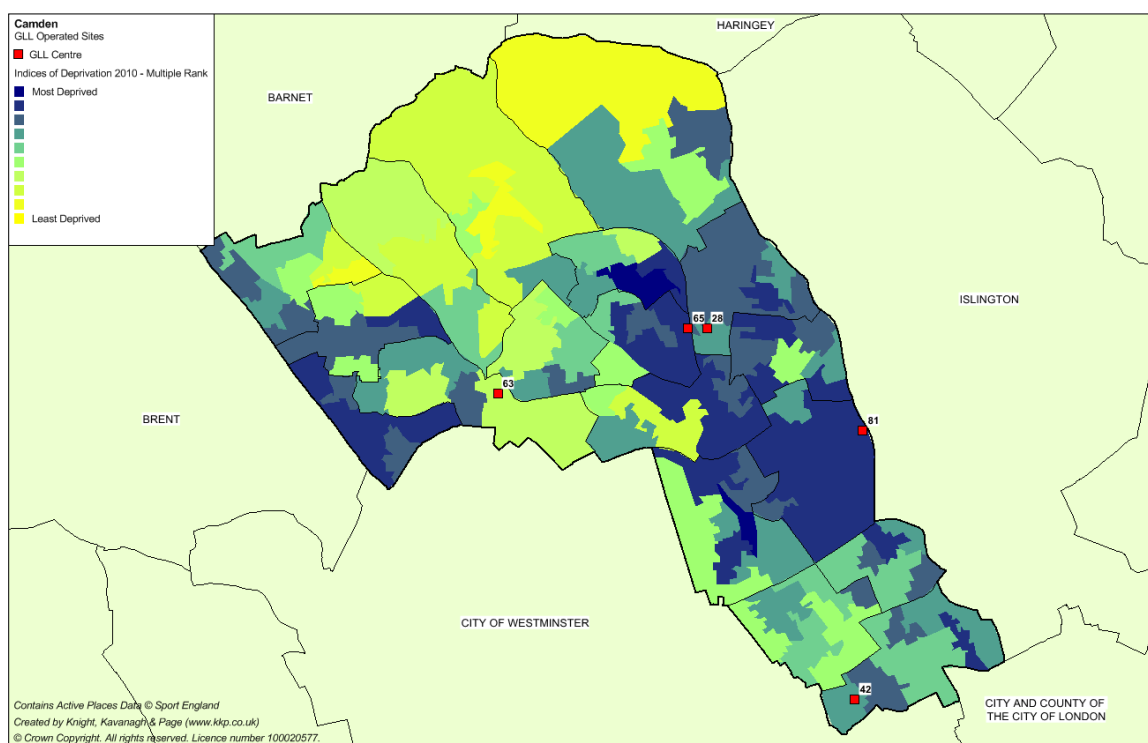
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Table 2.2: IMD cohorts - Camden

IMD cumulative norm	Multiple deprivation				Health deprivation		
	Population in band	Percent of population		Population in band	Percent of population		
Most deprived	10.0	5,246	2.2%	2.2%	18,401	7.8%	7.8%
	20.0	53,509	22.7%	24.9%	48,526	20.6%	28.4%
	30.0	47,009	20.0%	44.9%	39,618	16.8%	45.2%
	40.0	38,691	16.4%	61.3%	38,965	16.6%	61.8%
	50.0	25,896	11.0%	72.3%	13,460	5.7%	67.5%
	60.0	24,590	10.4%	82.7%	29,497	12.5%	80.0%
	70.0	17,559	7.5%	90.2%	13,874	5.9%	85.9%
Least deprived	80.0	17,958	7.6%	97.8%	22,311	9.5%	95.4%
	90.0	4,904	2.1%	100%	7,196	3.1%	98.5%
	100.0	0	0.0%	100%	3,514	1.5%	100%

Conversely, despite a generally similar pattern, comparison of figures 2.4 and 2.5 highlights a noticeably higher level of health deprivation within the most deprived communities than that of multiple (causes of) deprivation. This is borne out by the comparative rates which show 24.9% of Camden's population to be in the two bands with the highest levels of multiple deprivation while 28.4% are in the equivalent two bands for health deprivation (see table 2.4 and Figure 2.5).

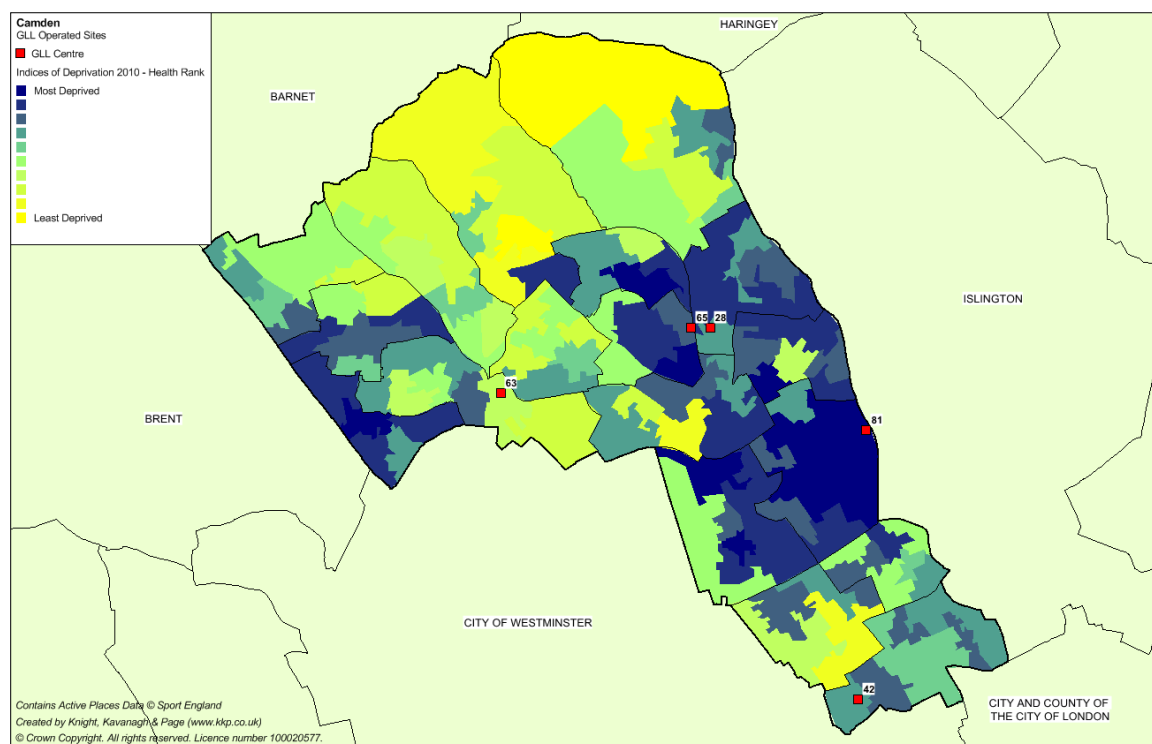
Figure 2.4: Index of multiple deprivation with main indoor sports provision



(Key – 28 Talacre, 63 Kentish Town, 65 Swiss Cottage, 81 St Pancras, 42 Oasis)

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 2.5: Health deprivation with main indoor sports provision



(Key – 28 Talacre, 63 Kentish Town, 65 Swiss Cottage, 81 St Pancras, 42 Oasis)

Weight and obesity

Adult obesity rates in Camden are below the national and regional averages; child rates for obesity are also lower. As with many other areas, obesity rates increase significantly between the ages of 4 and 10. Under 1 in 10 (9.0%) of children in Camden are obese in their Reception Year at school and 12.0% are overweight; by Year 6 these figures have risen to just over 1 in 5 (21.8%) being obese and 13.6% being overweight. In total, by Year 6, a third (35.4%) of pupils are either overweight or obese.

The prevention of obesity is a major challenge for all those involved in the betterment of public health.

Health costs of physical inactivity

The annual cost to the NHS of physical inactivity in Camden is estimated at £3,328,600.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Population projections

Strategic planning: Change from 2012 to 2037³

At strategic and operational levels plans to increase levels of physical activity should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 26.0% in Camden's population (+58,483) over the 25 years from 2012 to 2037.

Figure 2.6: Projected population change (2012 -2037)

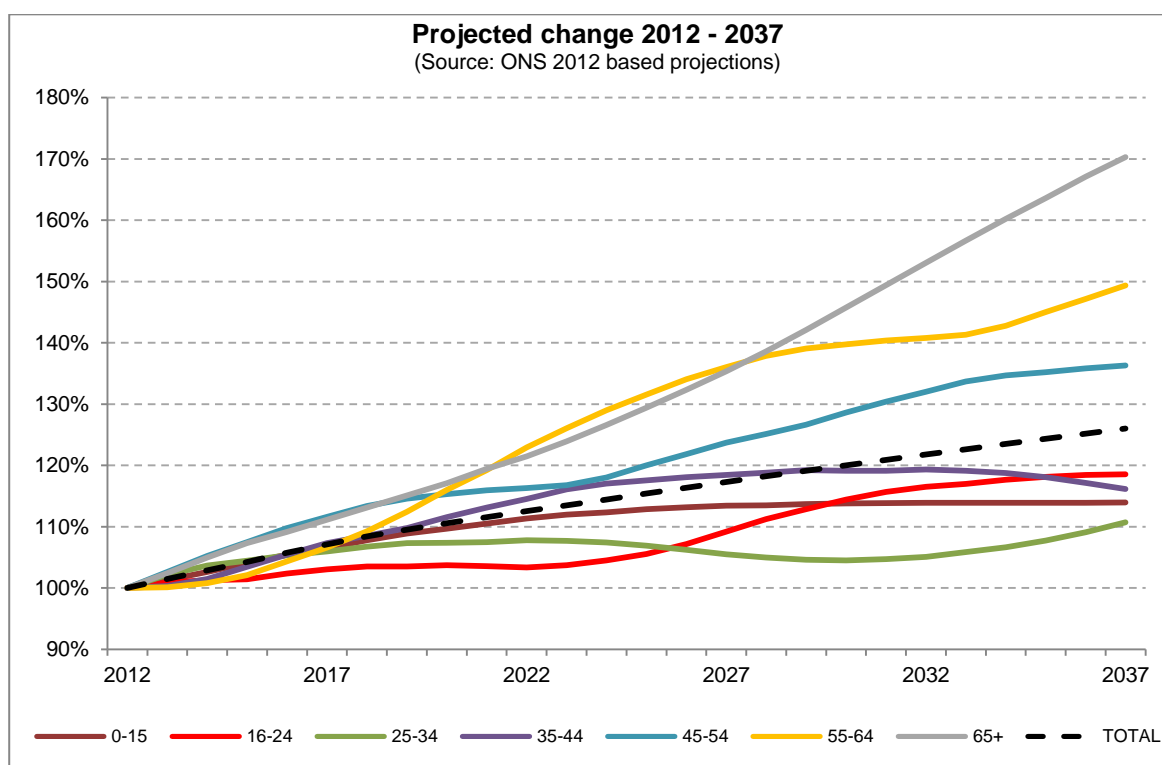


Table 2.3 Camden - ONS Projected population (2012 to 2037)

Age (years)	Number			Age structure %			Change 2012 - 2037		
	2012	2024	2037	2012	2024	2037	2012	2024	2037
0-15	37,112	41,696	42,293	16.5%	16.2%	14.9%	100%	112.4%	114.0%
16-24	32,690	34,171	38,751	14.5%	13.3%	13.7%	100%	104.5%	118.5%
25-34	50,708	54,464	56,156	22.5%	21.2%	19.8%	100%	107.4%	110.7%
35-44	35,371	41,396	41,091	15.7%	16.1%	14.5%	100%	117.0%	116.2%
45-54	25,308	29,869	34,494	11.2%	11.6%	12.2%	100%	118.0%	136.3%
55-64	18,569	23,958	27,735	8.3%	9.3%	9.8%	100%	129.0%	149.4%
65+	25,204	31,909	42,925	11.2%	12.4%	15.1%	100%	126.6%	170.3%
Total	224,962	257,462	283,445	100%	100%	100%	100%	114.4%	126%

³ Office for National Statistics 2012-based population projections (data released May 2014)

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Several key points are outlined below:

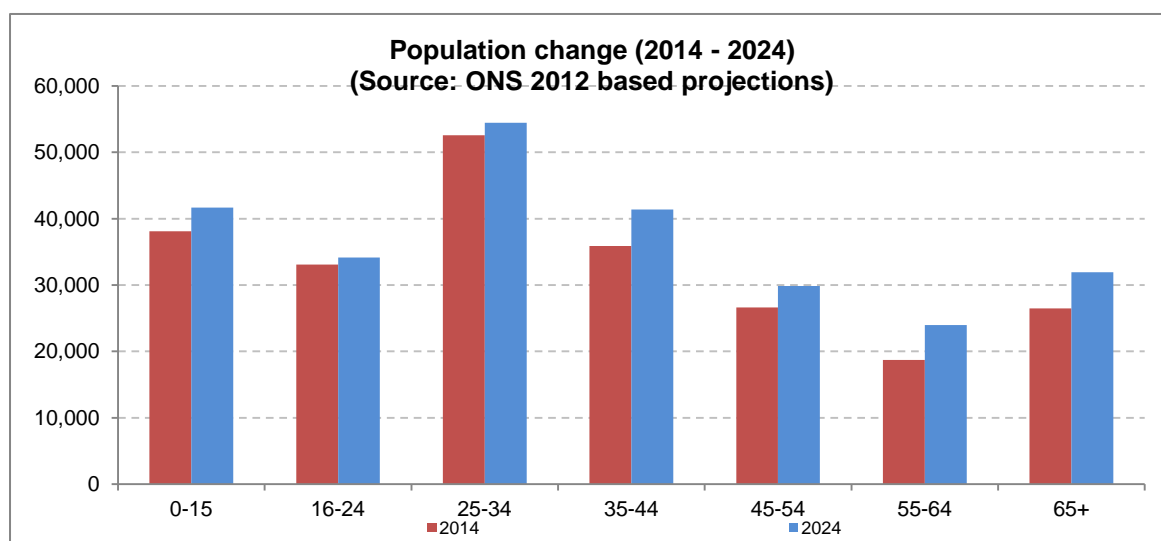
- ◀ All age profiles are anticipated to rise throughout the coming years.
- ◀ One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +4,584 (+12.4%) over the first half of the projection (to 2024). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ◀ Furthermore there is a rise in the number of 16-24 year olds, 4.5% in the first period (1,481) and continues to rise to 18.5% (6,061) in the second period.
- ◀ There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +26.6% (+6,705) in the first period continuing to rise to +70.3% (+17,721) between 2012 and 2037. While the age group represented 11.2% of Camden's population in 2012 it is projected to be 15.1% of the total by 2037 - this is approaching 1 in 6 of the population.

Service planning: Significant change over the coming decade

While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically 5 to 10 years. Over the decade to 2024 it is projected that the overall number of people in Camden will rise by +25,994 (+11.2%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- ◀ +3,611 (+9.5%) more 0-15 year olds; and
- ◀ +3,241 (+12.2%) more 45-54 year olds; and
- ◀ +5,241 (+28.0%) more 55-64 year olds; and
- ◀ +5,447 (+20.6%) more people aged 65+.

Figure: 2.7 Projected population change (2014 -2024)



Plans to increase levels of physical activity must not be set in isolation, as if the current population is to remain in its age structure, gender and ethnic composition for ever more. Plans at strategic and operational levels must pay due regard to predictable changes.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Housing allocations

The London Plan sets a housing target for Camden of 6,550 homes between 2011/12 and 2020/21, whilst the adopted Core Strategy sets out a requirement for 12,250 additional homes to be delivered between 2010/11 and 2024/25. It is expected that 60% of these homes will be delivered in major growth locations at Kings Cross, Euston, Tottenham Court Road, Holborn (south of the Borough) and West Hampstead Interchange (north of the Borough).

Sport England Active People Survey

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe and allows levels of detailed analysis previously unavailable. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, APS6 in October 2012 and APS7 in October 2013. The results of APS 8 are due to be published in January 2015.

Each survey gathers data on the type, duration and intensity of people's participation in different types of sport, active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Table 2.8: Active People Survey for all adults – Camden and nearest neighbours (based CIPFA data)

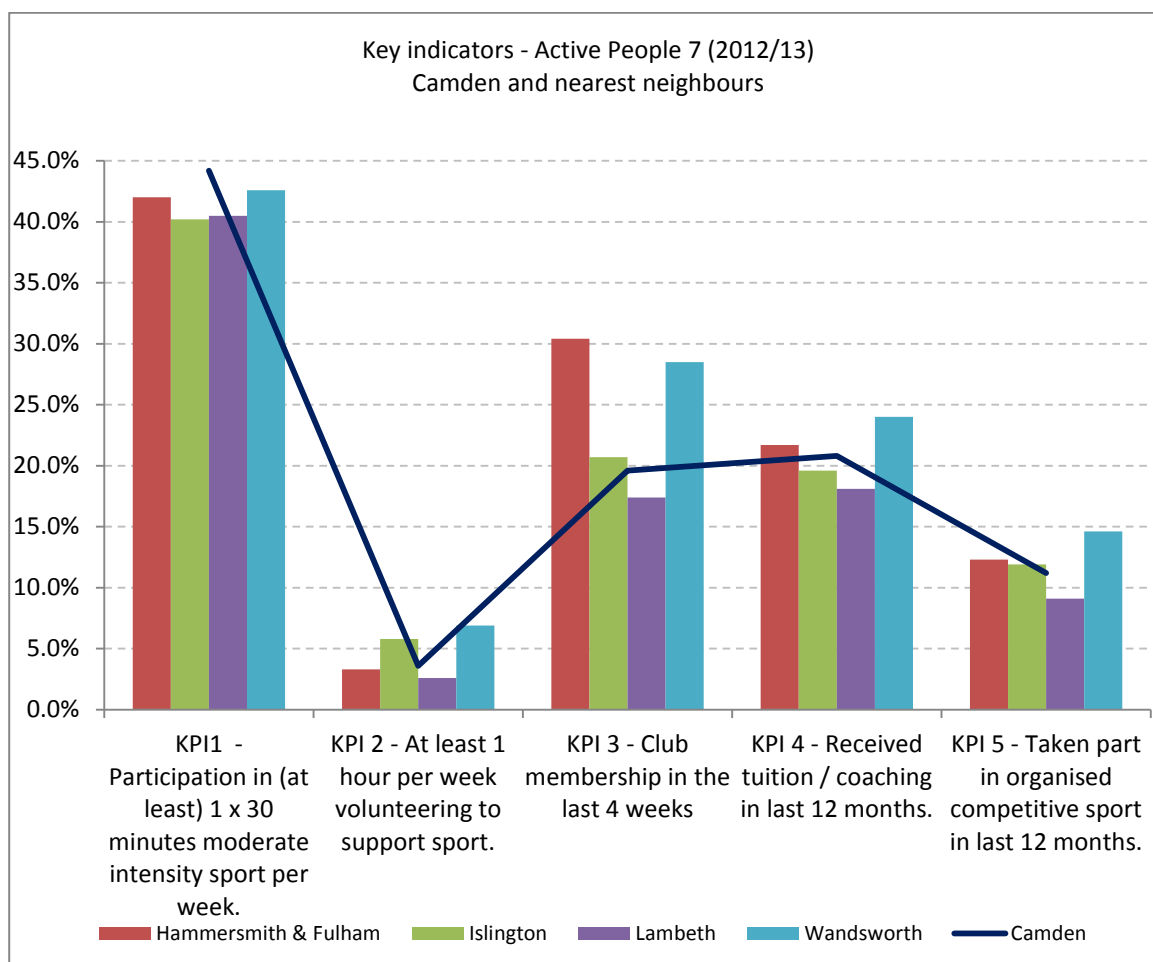
KPI	National %	London %	Camden %	Nearest neighbours			
				Hammersmith & Fulham %	Islington %	Lambeth %	Wandsworth %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	37.2	44.2	42.0	40.2	40.5	42.6
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	4.9	3.6	3.3	5.8	2.6	6.9
KPI 3 - Club membership in the last 4 weeks							
2012/13	21.5	21.1	19.6	30.4	20.7	17.4	28.5
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	17.3	20.8	21.7	19.6	18.1	24.0
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	9.8	11.2	12.3	11.9	9.1	14.6

Table 2.8 shows key indicators from APS 7 for Camden and compares these to the corresponding rates for the London, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. Key findings include:

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

- Participation - just under half (44.2%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (35.7%) and the regional average (37.2%). It was above all of its 'nearest neighbours' which ranged from 40.2% to 42.6%.
- Volunteering - around 1 in 25 (3.6%) provide at least 1 hour's volunteering to support sport in Camden each week. This is lower than the corresponding national and regional equivalents and is around the 'mid-point' of its 'nearest neighbours'.
- Sports club membership - just under 1 in 5 (19.6%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.5%) and the regional rate (21.1%) and is below all but one of its 'nearest neighbours'.
- Sports tuition - just over 1 in 5 (20.8%) received sports tuition during the 12 months prior to the AP survey. This was above the regional and national averages. It is also above all but one of its 'nearest neighbours'.
- Competitive sport – just over 1 in 10 (11.2%) adults had taken part in competitive sport in the previous 12 months, this was below the 'mid-point' of Camden's 'nearest neighbours' and also lower than the national (12.6%) and above regional (9.8%) averages.

Figure 2.8: Key AP indicators, Camden and nearest neighbours (2012/13).



LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

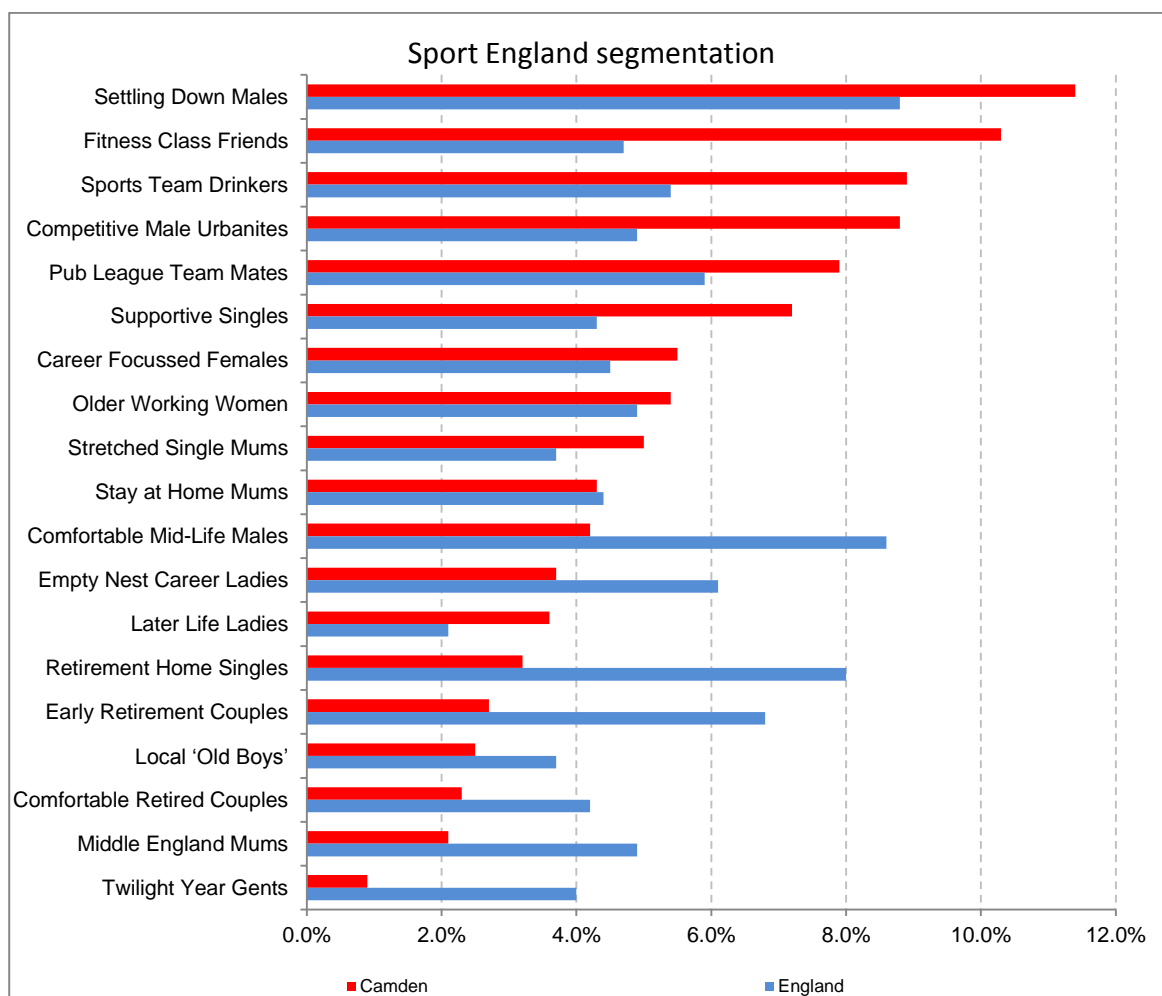
Potential impact on sports facilities

Camden has seen a rise in participation levels since 2010/11. Further rises will potentially be dependent upon continued and improved access to facilities. In Camden club membership and participation in competitive sport is lower than for nearest neighbour boroughs. New club formation and participation in competitive sport may be being held back by a lack of access to affordable facilities.

Sport England Market Segmentation⁴

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Camden indicates 'Settling Down Males' to be the largest segment of the adult population at 11.4% (20,909) compared to a national average of 8.8%.

Figure 2.9: SE segmentation – Camden compared to England (March 2014)



⁴ Data source: Market segmentation, Sport England, January 2014

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Camden to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles. However, it should also be noted that the ethnic composition of Camden does not potentially reflect these profiles and consideration needs to be given to their specific relevance for the authority.

The following data indicates that Tim, Chloe and Jamie are the three dominant groups, representing 30.6% (56,087) of the adult population in Camden, compared to 18.9% nationally.

Table 2.9: Sport England market segmentation summaries

Segment, description and its top three sports nationally				
Settling Down Males	Tim		20,909	Camden
Sporty male professionals (aged 26-45), buying a house and settling down with partner.			11.40%	London
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	8.80%	England
Fitness Class Friends	Chloe		18,868	Camden
Young (aged 18-25) image-conscious females keeping fit and trim.			10.30%	London
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	6.60%	England
Sports Team Drinkers	Jamie		16,310	Camden
Young blokes (aged 18-25) enjoying football, pints and pool.			8.90%	London
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	8.00%	England
Competitive Male Urbanites	Ben		16,062	Camden
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.			8.80%	London
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	6.60%	England
Pub League Team Mates	Kev		14,399	Camden
Blokes (aged 36-45) who enjoy pub league games and watching live sport.			7.90%	London
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	8.50%	England
Supportive Singles	Leanne		13,160	Camden
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.			7.20%	London
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	6.00%	England
Career Focussed Females	Helena		10,068	Camden
Single professional women, enjoying life in the fast lane (aged 26-45).			5.50%	London
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	5.20%	England
Older Working Women	Brenda		9,835	Camden
Middle aged ladies (aged 46-65), working to make ends meet.			5.40%	London

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Segment, description and its top three sports nationally				
			5.90%	London
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	4.90%	England
Stretched Single Mums	Paula		9,117	Camden
Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.			5.00%	London
			5.10%	London
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.70%	England
Stay at Home Mums	Alison		7,933	Camden
Mums with a comfortable, but busy, lifestyle (aged 36-45).			4.30%	Camden
			4.40%	London
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	4.40%	England
Comfortable Mid-Life Males	Philip		7,724	Camden
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			4.20%	Camden
			5.80%	London
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.60%	England
Empty Nest Career Ladies	Elaine		6,764	Camden
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).			3.70%	Camden
			4.70%	London
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	6.10%	England
Later Life Ladies	Norma		6,661	Camden
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.			3.60%	Camden
			2.90%	London
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.10%	England
Retirement Home Singles	Elsie & Arnold		5,895	Camden
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			3.20%	Camden
			5.00%	London
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	8.00%	England
Early Retirement Couples	Roger & Joy		5,011	Camden
Free-time couples nearing the end of their careers (aged 56-65).			2.70%	Camden
			4.10%	London
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.80%	England
Local 'Old Boys'	Terry		4,542	Camden
Generally inactive older men (aged 56-65), low income and little provision for retirement.			2.50%	Camden
			3.40%	London
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	3.70%	England
Comfortable Retired Couples	Ralph & Phyllis		4,206	Camden
Retired couples (aged 66+), enjoying active and comfortable lifestyles.			2.30%	Camden
			2.90%	London
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	4.20%	England
Middle England Mums	Jackie		3,870	Camden
Mums (aged 36-45) juggling work, family and finance.			2.10%	Camden
			3.50%	London
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	4.90%	England
Twilight Year Gents	Frank		1,563	Camden

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Segment, description and its top three sports nationally					
Retired men (aged 66+) with some pension provision and limited sporting opportunities.			0.90%		
			2.00%	London	
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	4.00%	England	

The most popular sports in Camden

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Camden. As with many other areas, gym and swimming are among the most popular activities and are known to cut across age groups and gender; in Camden around 1 in 6 adults go to the gym, on average, at least once a month. The next most popular activity is swimming, 13.9% of adults go swimming on a relatively regular basis.

Table 2.10: Most popular sports in Camden (Source: SE Area Profiles)

Sport	Camden		London		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	33.3	16.3%	28.3	13.9%	4,622.7	10.9%
Swimming	28.2	13.9%	24.2	11.9%	4,896.9	11.5%
Athletics	24.9	12.2%	17.6	8.6%	2,778.8	6.5%
Keep Fit Classes	17.6	8.6%	11.2	5.5%	1,764.8	4.1%
Fitness & Conditioning	17.6	8.6%	16.6	8.1%	2,854.7	6.7%

Potential impact on sports facilities

Active People highlights the importance of facilities, notably gym and swimming provision in meeting the demand from profiles Tim, Chloe and James in Camden where the rates are above levels recorded in London and England.

Whilst the segmentation is helpful in understanding the profile of users, it has limitations and does not wholly reflect the local demographic. For example, 1 in 3 Camden residents are from an ethnic minority.

Sport England investment in London Borough of Camden

Sport England use funding from the National Lottery and Exchequer to support hundreds of projects each year.

Investments in Camden since 2013 include:

- ◀ £200,000 to Coram Field to refurbish the ATP.
- ◀ £261,359 All Active Funding for Inclusive and Camden Active for All
- ◀ £1,160 Get Equipped award to The Camden Society
- ◀ £9,999 Get Equipped award to Wac Arts Sports
- ◀ £9,456 small grant to Maria Fidelis Catholic School to widen participation.
- ◀ £250,000 Camden Active All Areas at Fleet Primary, St Albans Primary, Rosary Primary.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

There has been no recent National Lottery funding for indoor sports facility provision in Camden.

Government investment in school facilities

Investment in school facilities has been important to both the previous and current Governments and each have had different programmes to provide funding to upgrade and renew school facilities across the Country. Investment in sports facilities cannot be guaranteed in schools that are refurbished, but are generally included in new builds.

Building Schools for the Future

Prior to investment in the London Borough of Camden, the Building Schools for the Future programme was cancelled. However, prior to the cancellation redevelopment sample schemes at UCL Academy and South Camden Community College (renamed Regent's High School in 2012) were approved. This has resulted in a new 4 court sports hall at the UCL Academy and improved sports hall facilities at Regent High School.

Priority School Building programme

Hampstead School and Maria Fidelis School are scheduled to be re-built using this programme. This may present opportunities to increase access for the community to school facilities.

Potential impact on sports facilities

As a result of being sample schemes both UCL Academy and Regents High School have had improvements to the on-site sports facilities.

At Regent High School the sports hall has been refurbished, changing rooms and a fitness gym have been added together with three multi use games areas. At the UCL Academy there is new sports hall and two multi use games areas.

Local authority leisure facilities management

Leisure management is provided at the following London Borough of Camden owned sports centres by Greenwich Leisure Limited (GLL):

- ◀ Kentish Town Sports Centre
- ◀ Oasis Sports Centre
- ◀ Talacre Sports Centre
- ◀ Swiss Cottage Sports Centre
- ◀ Pancras Square

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Summary and key issues

Camden accommodates circa 225,000 residents. Over the next decade this will rise across all age cohorts to circa 250,000 residents. Many of these 25,000 new residents will be under 24 and over 65. This has implications for the numbers of people wanting access to facilities and particularly for the 65+ age bracket the type of activities that will be suitable.

Extreme poverty affect 2.2% of the population of Camden and 45% of residents are in the lowest three bands of deprivation. The potential cost of physical activity and making time to take part will be an issue to many local residents living in deprived areas.

Over a third of the population of Camden is from a black or ethnic minority background.

Currently black and ethnic minority groups have lower physical activity levels than ethnic white residents. Increasing participation levels amongst these black and ethnic minority groups presents different cultural challenges if habit forming patterns of physical activity are to change.

Obesity and related illness will be a major challenge.

There will be new residents moving into the housing growth areas around Kings Cross, Euston, Tottenham Court Road, Holborn and at West Hampstead interchange.

These demographic factors will place additional demand on built sport and leisure facilities. For many residents the costs of access to sport and leisure facilities will be a potential barrier to entry.

The main users of sports facilities in Camden are aged 18 – 45 years.

Health and fitness gyms, fitness classes and swimming are the most used popular activities in Camden.

Half of adults participated in at least 1 x 30 minutes moderate intensity activity sport per week.

1 in 5 are members of a sports club. 1 in 10 had taken part in competitive sport in the previous 12 months.

Compared to its nearest socio-economic neighbours Camden's performance is mixed. Participation, and tuition score higher whereas club membership, volunteering and organised competition indicators are lower.

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

3.1 Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities

This guide provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. The guide has primarily been produced to help (LAs) meet the requirements of the Government's National Planning Policy Framework, which states that:

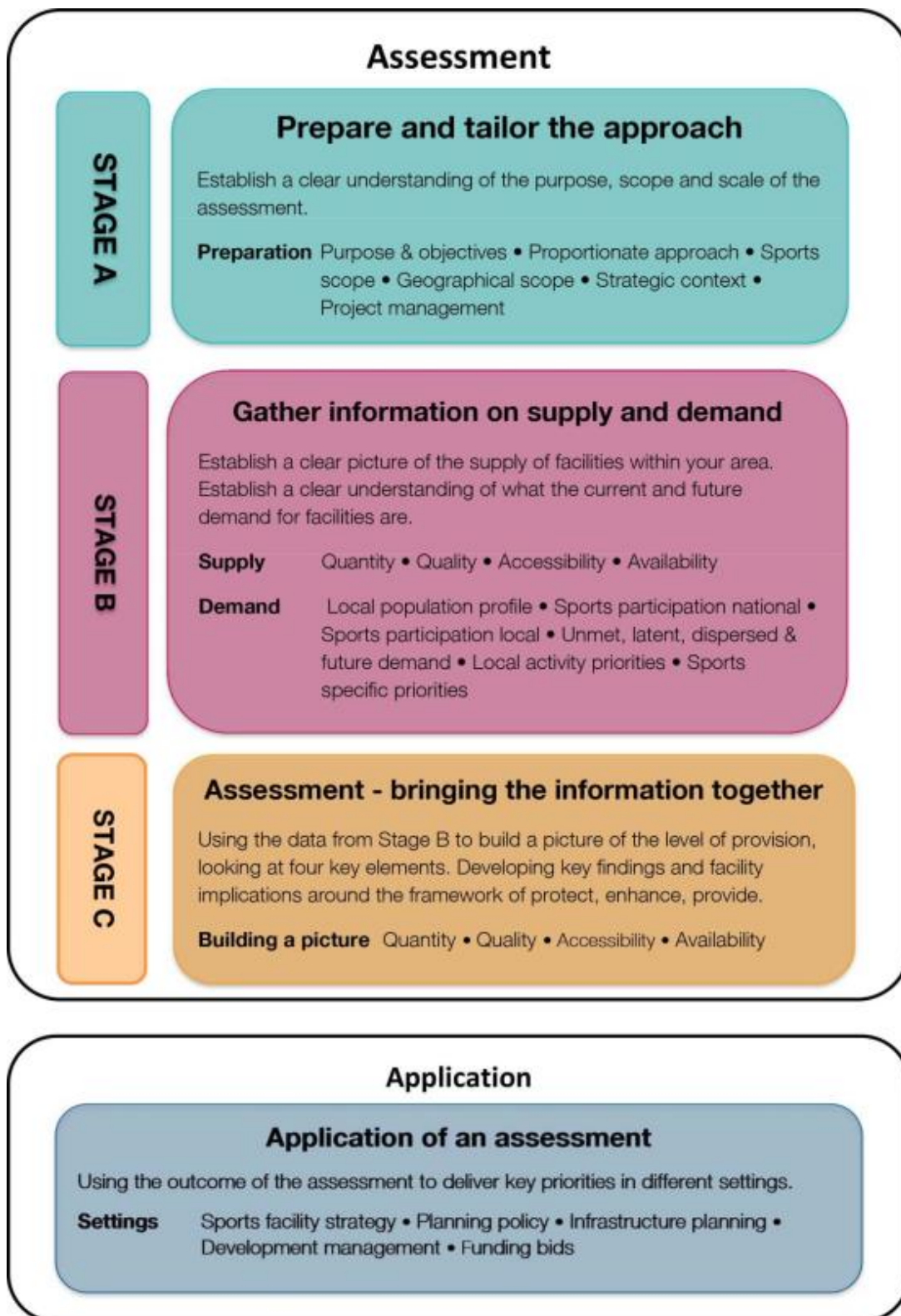
'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.' (NPPF, Paragraph 73)

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (i.e., sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, in order that it can be assessed for adequacy.

The report considers the distribution of and interrelationship between all facility types in study area and evaluates demand. It gives a clear indication of areas of high demand. The report will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

The following diagram is taken from the ANOG to demonstrate the whole process.

Figure 3.1: Recommended approach



LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

SECTION 4: SPORTS HALLS

Indoor multi-sport sports halls are one of the prime sports facilities for community sport because they are able to provide a venue for many different activities. The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. According to this definition they are at least 10m x 18m (i.e., the size of one badminton court including surrounding safety area) and include specifically designed sports halls, such as leisure centres and school sports halls. Additionally it also includes halls where activities can take place, such as school assembly halls, community buildings and village halls. Specialist centres, e.g. dance centres, are not included.

However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball, carpet bowls etc. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with sufficient height to allow games such as badminton to be played.

A 4-court sports hall provides greater flexibility in that it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also provides sufficient run-up space to accommodate indoor cricket nets and to undertake indoor athletics. Many 4 court sports halls also have a dividing net which enable them to be subdivided into separate areas for use, for example, for circuit training, table tennis or martial arts activities. As such, a 4-court sports hall has greater sports development value and flexibility than its 3-court counterpart. A spread of 4 court halls is often the most effective way of achieving the greatest accessibility for general community use. However, the space required for many indoor team games exceeds the space provided by a standard 4 court hall and in general terms the higher the standard of play the larger the space required. At higher levels of performance the playing area is usually the same size but increased safety margins and clear height may be required, as well as additional space requirements for spectators, teams and officials during competitions. Larger halls i.e. 6+ courts are therefore able to accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide the option for more than one court which increases flexibility for both training and competition.

This assessment considers all sports hall facilities in Camden that comprise at least one badminton court (and measure at least 10 x 18 offering an area of 180m²). For consideration as a *main hall* (as defined by Sport England) it must be a three badminton court sports hall and provide a reasonable sized area to be multi-functional. Such facilities are commonplace in secondary schools across Camden. However, three badminton court sports halls are not of a size sufficient to accommodate training and fixtures for key team sports.

National governing bodies that administer sports hall sports include Badminton England, England Basketball, England Netball, English Indoor Bowls Association, Volleyball England and Table Tennis England.

Sports Hall Provision – FPM Approaches

In 2010, the Greater London Authority (GLA) commissioned a London wide assessment of sports hall provision. This evidence base for sports facilities in London was prepared using the Sport England Facilities Planning Model (FPM). The study reviewed the provision of sports halls, swimming pools and artificial grass pitches. These three types of

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

facility were assessed because they are regarded as the most important in providing for community sport and community sports participation.

The assessment was based on 5 sub areas. Camden forms part of the central sub area incorporating the boroughs of Lambeth, Southwark, Kensington & Chelsea, Islington, the City of London and the City of Westminster.

The assessment concluded that that all 5 London sub areas had an undersupply of sports hall provision. The highest levels of undersupply are in the central sub area which was calculated to have an imbalance of supply equivalent to 240 badminton courts.

The average age of sports hall across London was 18 years. Shortages are most acute in halls with 4 or more badminton courts. This impacts on the variety of activities that can take place concurrently and can limit competitive opportunities and the ability of venues to host events.

The calculated rise in population across London up to 2021 (+608,914 people) is expected to significantly add to demand for sports hall space (22,216 more visits per week across London) and exacerbate the evident shortages of provision across London thus making participation in sports that require sports hall accommodation more difficult and potentially more expensive as price may be used to ration supply.

Camden Sports Hall Provision - Facilities Planning Model Run 2014

Sport England, through their FPM, concludes:

- ◀ The level of supply in Camden is the joint fifth lowest when compared against all the London boroughs.
- ◀ Like many London authorities a significant proportion of the Sports Halls in Camden are not directly managed by the Council.
- ◀ In Camden a significant percentage of the population (60%) are estimated not to have access to a car. This severely restricts their level of choice in terms of how many Sports Halls they can try to access. Although clearly the extensive public transport network will play a significant role in enabling access.
- ◀ All bar one of the Sports Halls in Camden are considered not to be open for the full amount in the peak period. This means that additional capacity could be generated at existing sites through extending the opening hours. This is considered important as the main reason for Unmet Demand in the borough is due to insufficient capacity.
- ◀ The model estimates that circa 70% of Camden residents who want to use a Sports Hall are able to do so. This figure is significantly below the 'London' average and is the third lowest level for Satisfied Demand when compared to the other London boroughs (with the City of London excluded).
- ◀ The level of Unmet Demand equates to circa 21 courts, the sixth highest of all the London boroughs.
- ◀ The reason for the significant scale of Unmet Demand is predominantly due to a lack of capacity of Sports Halls in Camden (i.e. there are insufficient number of Sports Halls and the majority of those that are open could be open for longer).
- ◀ The Sports Halls in Camden are considered to be at 100% of capacity for the hours that they are open during the peak period. (Peak periods are between 12 – 13.30 and 16.00 – 22.00 Monday – Friday and 09.00 – 16.00 on Saturday and 09.00 – 16.30 on

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Sundays). This indicates that they are very busy which could detrimentally affect the quality of experience for the customers.

The FPM concludes that

‘The level of Unmet Demand for Sports Halls in Camden at 21 courts is significant. It is therefore recommended that further work is undertaken to explore ways of working with partners across the Borough to increase the amount of provision available to Camden’s residents. Given the considerable percentage of residents that do not have access to a car it is important to focus on finding ways to improve the capacity at existing sites as well as identifying opportunities for new provision’.

The model run did not include the four court sports hall at UCL Academy which opened in 2013. Inclusion of this sports hall will not significantly alter the findings. It is our view that the overall conclusion, that there is a significant shortfall in sports hall facilities, remains totally relevant.

4.1 Supply

Quantity

Operational facilities

The supply of 3 court + sports hall provision in Camden is detailed in Table 4.1 and illustrated on Figure 4.1 below.

Table 4.1: Three court sports hall provision in Camden

Map ID	Site	Courts	Community Use	Condition - Facility
1	Acland Burghley School	4	Yes	Above average
9	Central YMCA Club	3	Registered Membership	Above average
27	Kajima Community at Haverstock School	3	Yes	Good
52	Regent High School / Somers Town Community Centre	6	Yes	Good
54	Royal Free Hospital Recreation Club	4	Registered Membership	Good
58	South Hampstead High School	4	No	Good
63	Swiss Cottage Leisure Centre	4	Yes	Good
65	Talacre Community Sports Centre	4	Yes	Good
65	Talacre Community Sports Centre	4	Yes	Good
69	UCS Active	4	Registered Membership	Not assessed
74	William Ellis School	4	Yes	Good
80	The UCL Academy	4	Yes	Good

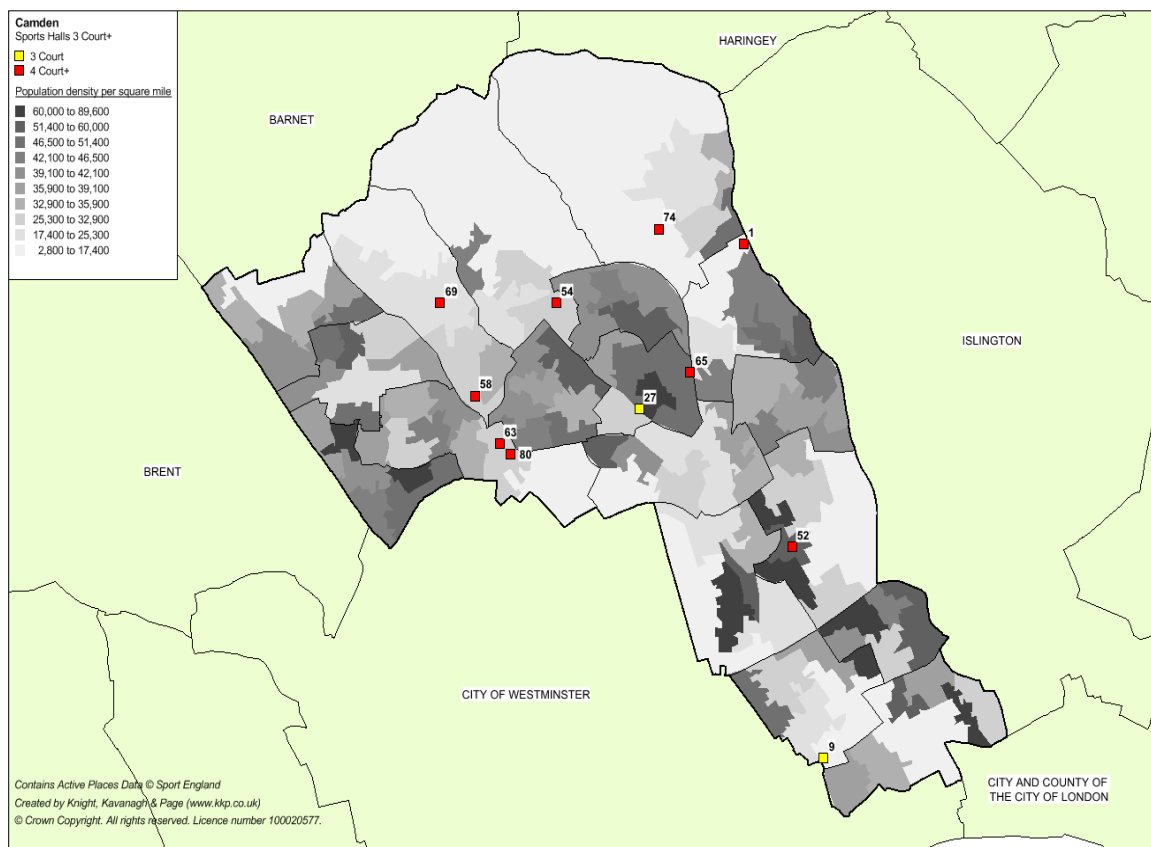
LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

In total Camden has 11 halls based on 10 sites providing 44 badminton courts. The largest facility is a 6 court hall at Regent High School / Somers Town Community Sports Association (STCSA).

One of the 4 court sports halls at Talacre Sports Centre is used for gymnastics with permanently set out equipment. As such it is not available for community use as a multi-purpose sports hall.

The geographical distribution of sports hall provision is focused around the central area. There is only one accessible site to the south of the Euston Road and limited provision towards the borough boundary with Brent where population densities increase.

Figure 4.1: Three court plus sports hall provision in Camden



Key: 1 Acland Burley School, 9 Central YMCA, 27 Kajima Community at Haverstock School, Regent High School/Somers Town Community Centre, 54 Royal Free Hospital Recreation Club, 58 South Hampstead High School, 63 Swiss Cottage Leisure Centre, 65 Talacre Community Sports Centre, UCS Active, 74 William Ellis School, 80 UCL Academy.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Neighbouring facilities

Sports hall provision in neighbouring authorities are illustrated on Figure 4.2 below.

Figure 4.2: Sports Halls within 1 mile of Camden Borough Boundary

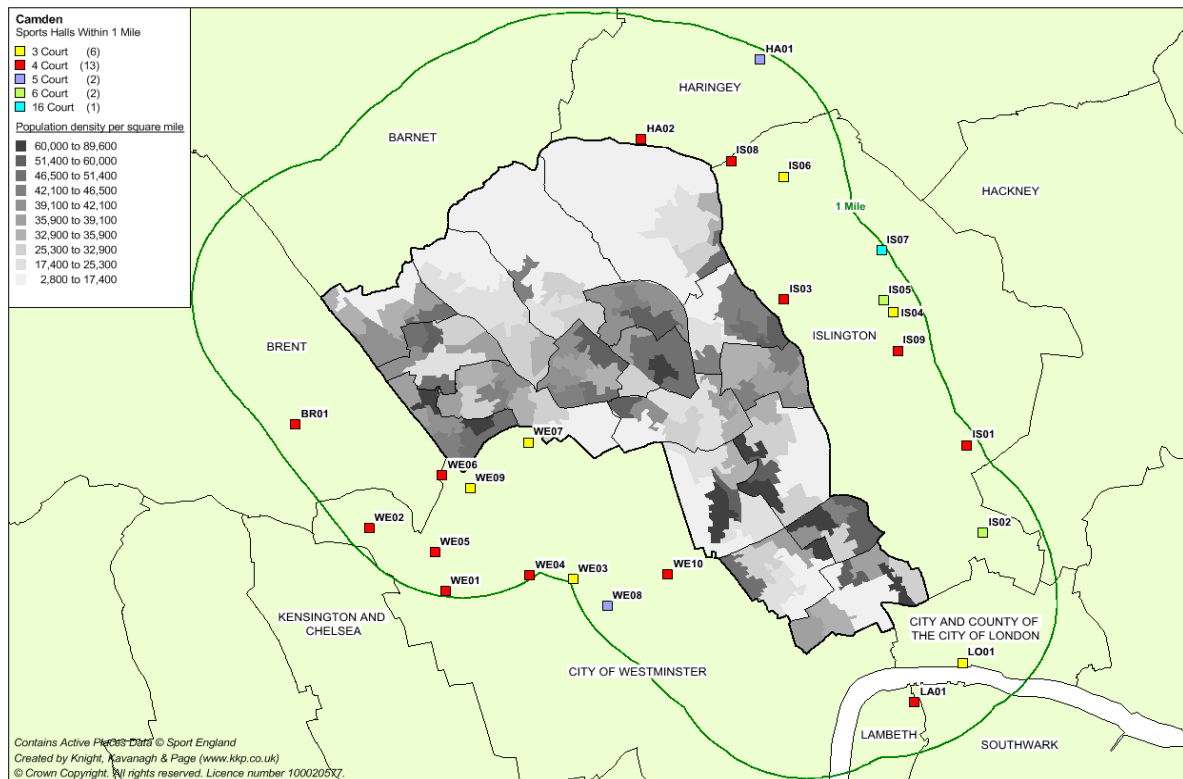


Table 4.2 Sports Halls within 1 mile of Camden Borough Boundary

Map ID	Site	Courts	Local Authority
BR01	Queens Park Community School	4	Brent
HA01	Highgate Wood Secondary School	5	Haringey
HA02	Mallinson Sports Centre	4	Haringey
IS01	City of London Academy	4	Islington
IS02	Finsbury Leisure Centre	6	Islington
IS03	Holloway School	4	Islington
IS04	London Metropolitan University (North Campus Sports Centre)	3	Islington
IS05	London Metropolitan University (North Campus Sports Centre)	6	Islington
IS06	Mount Carmel RC Technology College for Girls	3	Islington
IS07	Sobell Leisure Centre	14	Islington
IS08	St. Aloysius College	4	Islington
IS09	St Mary Magdalane Academy	4	Islington
LA01	London Nautical School	4	Lambeth

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Map ID	Site	Courts	Local Authority
LO01	City of London School	3	City of London
WE01	Academy Sport	4	Westminster
WE02	Jubilee Sports Centre (Queens Park)	4	Westminster
WE03	King Solomon Academy	3	Westminster
WE04	Little Venice Sports Centre	4	Westminster
WE05	Paddington Academy	4	Westminster
WE06	Paddington Wreck Sports Centre	4	Westminster
WE07	Quintain Kynaston School	3	Westminster
WE08	Seymour Leisure Centre	5	Westminster
WE09	St George RC School	3	Westminster
WE10	St Marylebone COE School	4	Westminster

The map demonstrates supply within 1 mile of the Camden boundary in the neighbouring authorities. Notably, there is limited provision within the Brent boundary with Camden, which suggests that there is a bit of a gap in provision within what is a densely populated area.

Planned future developments

A major redevelopment is due to take place at Parliament Hill School. It is expected that the sports facilities will as a minimum be upgraded. The upgrade will potentially affect sports hall supply as the school currently has a 1 court hall. Decisions regarding the size of future provision have yet to be made.

There is a Section 106 agreement linked to a major new housing development that will potentially facilitate the development of a new 4 court sports hall facility in Kings Cross. The options for the development of this facility are currently being investigated by Camden Council.

A new 4 court hall will open at South Hampstead High School in October 2014. This is an independent school run by the Girls Day School Trust (GDST).

In November 2014 the Queen Crescent Community Centre at Gospel Oak erected an inflatable dome over an outdoor play area to create an indoor sports facility for use by the neighbouring French School and the local community. The facility accommodates 4 badminton courts.

Quality

As part of the study KKP visited as many sports halls as possible and completed non-technical visual inspections. With the exceptions of Acland Burghley School and the YMCA all of the sports hall accommodation we visited was assessed as good. Acland Burghley and the YMCA were assessed as above average.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Table 4.3 Quality Rating of Assessed Sports Halls in Camden

Quality rating of assessed sports halls			
Good	Above average	Below average	Poor
9	2	0	0

Accessibility and Availability

Five schools with sports halls in Camden offer community use as follows.

Table 4.4 Hours of Community Use in Camden Schools

School	Hours of Community Use
Acland Burghley School	38
Haverstock School	44.5
Regent High School / STCSA	38
William Ellis School	15
UCL Academy	Unknown

The typical community use of an educational facility is likely to be 41 hours per week (5 hours on weekday evenings and 8 hours per day at the weekend). Clearly there is an opportunity to extend use at William Ellis School but currently not enough weekend demand has been identified to justify opening the facilities at the weekend.

A new sports hall is opening at South Hampstead High School in October. The school is run by the Girls Day School Trust (GDST). Community use of this facility has not yet been confirmed, however the GDST do have a policy of allowing community access to its facilities. It is assumed therefore that community use will be facilitated at this new sports hall.

Some community use, principally by UCL, is known to already take place at the UCL Academy. The Academy is currently in the process of appointing a Community Liaison Officer to be responsible for community use of a range of indoor and outdoor sports, arts and conference provision.

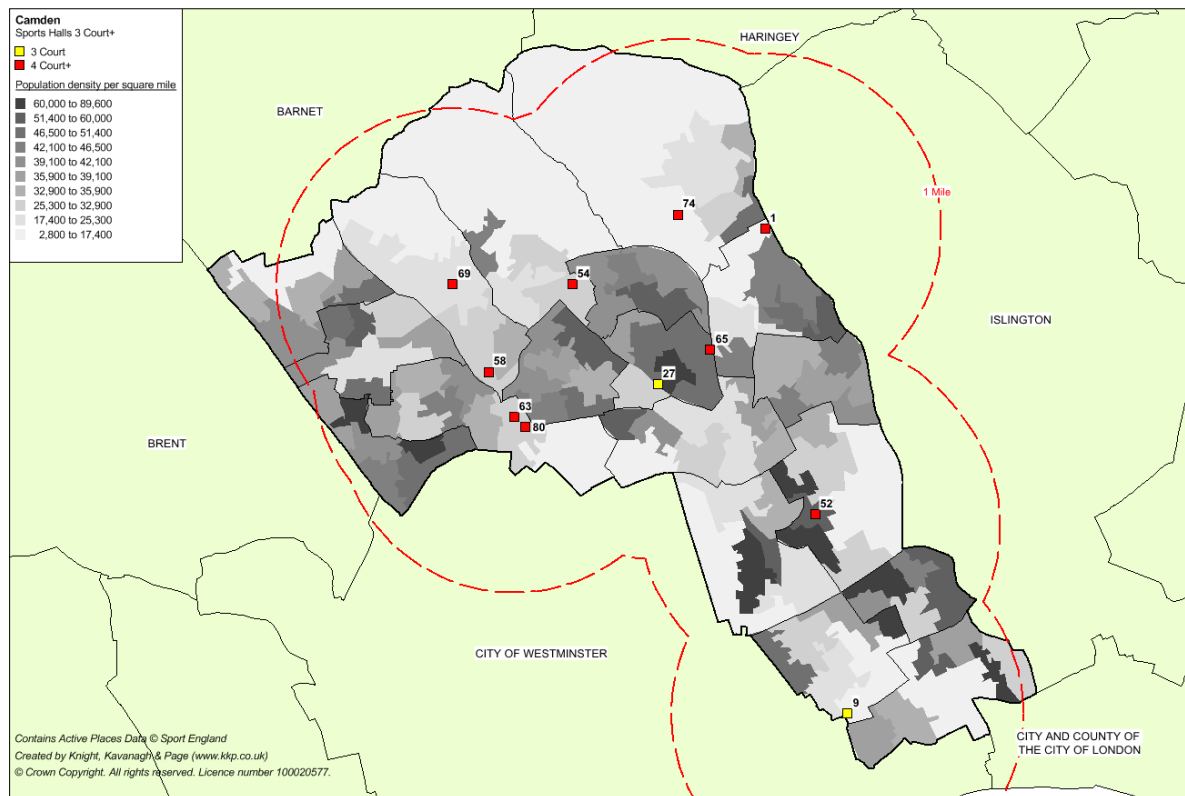
Three of the identified sports halls are within a club environment where registered membership is required. These halls are in the YMCA Central, UCS Active and at the Royal Free Hospital Recreation Club. YMCA Central runs several outreach programmes targeted at young and elderly ('50+') people. The remaining two centres are public facilities run by GLL. Both Talacre Sports Centre and Swiss Cottage Leisure Centre are open to the general public for over 70 hours per week.

The schools are independently managing the community use of their sports facilities. There is no evidence of borough-wide co-ordination on any aspect of programming or access, with individual clubs and organisations relying on establishing one to one relationships with the facility providers to maintain regular bookings and continued access to facilities.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Catchment areas

Figure 4.3: Sports Hall Provision in Camden 1 mile radial catchments



Key: 1 Acland Burghley School, 9 Central YMCA, 27 Kajima Community at Havestock School, 52 Regent High School, 54 Royal Free Hospital Recreation Club, 58 South Hampstead High School, 63 Swiss Cottage Leisure Centre, 65 Talacre Community Sports Centre, 69 UCS Active, 74 William Ellis School, 80 The UCL Academy.

The 1 mile radial catchment equivalent to a 20 minute walk time has been applied to the sports hall provision in Camden. Figure 4.3 identifies that the majority of the Borough can access a sports hall within a 1 mile radial catchment. However, many of these are not available during the school day, with most operating at capacity during peak times.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Summary of supply

There are 11, 3+ court sports halls in Camden. The quality of the provision is rated as good or above average. Talacre and Swiss Cottage, run by GLL, provide daily access. Five halls are on school sites that accommodate community use and three halls are part of health and fitness facilities with registered membership schemes. All three offer elements of community access. The facilities are busy and are considered to be at capacity during peak times.

4.2 Demand

Users

The schools with community access are predominately used by sports clubs. Haverstock School is a venue for GO Mammoth basketball and is used between 8pm – 10pm from Monday – Friday as is William Ellis which is used for volleyball between 6pm and 9pm Monday – Thursday.

GO Mammoth is a company that organises sports activity for the community. Its target market is young professional who want to participate in an activity after work but may not want to join a traditional sports club. GO Mammoth do all the organisation – venue, players and officials. Participants book individually and pay on line and turn up to play. GO Mammoth and a competitor company Power Play are very active across inner London and provide a range of sports and keep fit activities. In essence, these companies provide ‘social sport’ for adults (in the 25-39 age group) rather than affiliated league participation for a wide range of age groups.

Club users of sports hall accommodation in the Borough include:

- ◀ Camden Gymnastics Club at Haverstock School
- ◀ Lang Yang Badminton and Bank of America Basketball Club and a range of UCL student sports clubs at Regent High School / STCSA.
- ◀ British Fencing at William Ellis School
- ◀ Camden Fencing and Camden Basketball Clubs at Acland Burghley School.

Football does not appear to be a dominant user of sports hall accommodation, with most centres encouraging play outside on associated MUGA and AGP's.

The London Borough of Camden is home to 225,000 people and the population is expected to rise by 26,000 in the next ten years. Participation in physical activity is higher than the national average and the Borough has aspirations to make more of its residents more physically active. The dominance of young professionals with an interest in keeping fit through going to the gym and swimming is driving demand for local facilities. It is evident that the sports centres operated by GLL are busy, operating at capacity during peak times. School sports hall provision is reasonably well used by clubs. Operators like Go Mammoth are expanding the range of activities they offer and have two Camden venues and are known to be interested in any new supply that is accessible from central London.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

The NGB's for indoor sports have a range of programmes and initiatives that are designed to help increase sports participation and physical activity amongst the general population. Childhood obesity has been highlighted as an issue and getting and keeping children active in the Borough is a priority.

Accommodating new and latent demand for indoor provision will, given the current picture of high existing demand, continue to be a significant challenge. Without investment in new facilities new demand is not capable of being accommodated.

Camden has a relatively weak voluntary sports sector (i.e. it has relatively few affiliated sports clubs in a wide range of sports) and in indoor sports this is exacerbated by the shortfall of sports hall court space, particularly in mid-week evenings when clubs tend to meet for training, competition or recreational play.

Put simply the shortfall in supply of indoor sports hall provision is a constraint on demand because there is nowhere for the demand to express itself. This, we suggest, is contributing to the weaknesses in the voluntary sector and compounding the shortfall in qualified coaches, and learning and development opportunities at local clubs.

The Borough has several focus sports and runs development activity at a number of its core facilities and GLL promotes several indoor sports with young audiences. Priority is given to development activity at Talacre Sports Centre. Given the weak voluntary sector it is not clear that all of the development activities have sustainable pathways to enable continued participation locally once a development activity is completed. That is, there is no-where for clubs to develop into and use as a base for activity.

Clubs are increasingly competing with organisations like GO Mammoth to access school sports hall facilities. GO Mammoth are appealing to school facility managers as they represent a single source to deal with and take responsibility for the booking. Schools therefore only have a single point of contact rather than multiple club contacts.

4.3 NGB Consultation

Consultation was undertaken with a number of key NGB's and other relevant partners across the Borough to inform this report. A summary of the main consultees relevant to sports halls provision are detailed below.

Badminton England

Badminton England have recently introduced a Play Badminton essentials programme for adults at Talacre Community Sports Centre. The course is full and it is hoped that 'No Strings' or an embryo club may follow at the end of the course for participants to continue playing. This will be followed up in September 2014 with a Smash Up junior programme.

Badminton England stated that across inner London it is difficult to get access to court space midweek particularly between 6.00pm – 9.00pm. England Badminton are always on the lookout for opportunities to introduce badminton programmes. New sports hall provision, with a minimum of three badminton courts, would benefit badminton development in inner London.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

England Basketball

Basketball development is constrained by access to court space in London. There are also issues with resources available to the national governing body to deliver development programmes. The sport is currently very dependent on existing clubs to deliver development opportunities.

Table Tennis England

Camden is not a priority area for investment from Table Tennis England although the NGB would support additional specialist provision. As a Borough focus sport encouragement is provided in creating opportunities to play at a range of small community venues. This approach is supported by the NGB.

Near to Chancery Lane tube station a public bar / table tennis venue has opened. Bounce has some 20 plus tables. The core market is after work corporate groups who are encouraged to play social table tennis matches/tournaments with colleagues. Bounce hosts an over 50's social group at its premises during the day.

Boxing

The St Pancras Boxing Club operates out of a purpose built facility that was provided through the development of residential accommodation on the upper storeys of the clubs site near to Kentish Town West. With two boxing rings, over 20 punch bags and associated weight training and conditioning equipment it is one of the best stand-alone boxing facilities in London. Club membership is buoyant with high numbers of competitive and recreational boxers.

Boxing is a borough focus sport and the St Pancras Club helps the borough development officer facilitate a community outreach programme. This is delivered in a range of school and community facilities. Boxing as an activity to improve general health and fitness is increasing in popularity. The Amateur Boxing Association (ABA) has developed a Box Course to help train new instructors to deliver recreational boxing programmes.

The ABA development officer for London considers that there is capacity to develop a second boxing club in Camden, preferably in the south area. It was commented that most inner London Boroughs support 2 – 3 clubs. However commercial rent values make finding suitable and affordable facilities in Camden challenging. However, the nature of boxing for fitness and boxing training allows a range of indoor multi-use areas to be used to accommodate current demand. More widely accessible information on the range of community facilities available to hire could potentially help would be coaches identify facilities in which to organise sessions.

A shortage of qualified Level 1 and 2 coaches is a development constraint across London.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

University College London (UCL)

The UCL sports development officer reported difficulties in booking competition and training facilities for student teams in a number of indoor sports including basketball, netball, volleyball, handball, fencing and badminton. The problem is particularly acute between 18.00 – 22.00 hours. UCL make extensive use of Somers Town Community Centre / Regents High School and some use of the sports hall at the UCL Academy in Swiss Cottage (previously Swiss Cottage School). To meet the university's needs facilities in neighbouring boroughs are also used, but this is not ideal for students.

Such is the shortage of indoor facilities that UCL is not able to offer any recreational indoor sports programmes to students who would like to participate in a non-competitive environment. The development of new or additional indoor sports hall provision would be supported by UCL and could potentially help to meet unmet demand from the student population.

YMCA

The YMCA sports hall provision at the Central YMCA near Tottenham Court Road is at capacity offering a range of community activities and programmes in addition to its use by its members. The general manager considers that there is significant unmet demand from children and young people (aged 2 – 19) for a range of activities that require indoor space. The YMCA currently offers football, trampolining, gymnastics and badminton and would, if a suitable building became available, be interested in operating a bespoke youth facility delivering a range of sport and lifestyle programmes.

Sports Development

Affordable access to indoor sports provision can be an issue for the Borough Sports Development team. Hire charge fees can make proposed sports development activities cost prohibitive particularly for junior and hard to reach target groups.

GLL run a sports development programme. Indoor sports in the programme include badminton, basketball and gymnastics. Programmes take place at the facilities run by GLL and are devised to reflect community needs. Facilities at the GLL run centres are operating at, or close to capacity thus restricting opportunities to add further sports development activities. Any new facilities that could be added to the GLL management contract could potentially accommodate additional sports development activity.

LBC Boccia Development Officer

Boccia is a Camden focus sport. It is currently played in a range of school activity halls, day and community centres. Some sessions are held at Swiss Cottage Sports Centre. The development officer has indicated that additional sports hall provision in the Borough would provide more opportunities to establish more Boccia sessions and potentially provide a base for club development. Boccia in Camden is predominately played by elderly exercise and disability groups. DDA compliant facilities are ideally required to ensure participants can access the opportunity. A shortage of Boccia coaches is also a constraint to development.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

LBC Cricket Development Officer

Cricket is also a Camden focus sport. Several of the community accessible sports hall have cricket nets e.g. Swiss Cottage Leisure Centre. Hampstead Cricket Club uses indoor facilities at a nearby private school. Cricket development is inhibited not by the lack of indoor provision but through the absence of outdoor provision and the shortage of locally available coaches.

Specialist indoor facilities are available at the indoor cricket school at Lords' Cricket Ground and Middlesex CCC is involved in developing cricket in Camden schools and with the few clubs that exist.

The general absence of outdoor spaces for play and games, particularly in primary schools is considered to be a barrier to engaging young children in physical activity at an early age thus making continuing activity in later years harder to achieve.

There is no evidence of unmet demand for indoor cricket nets in Camden. This may however be a reflection of the low levels of outdoor cricket participation across Camden due in most part to a lack of facilities. Thus there are few teams to drive demand for indoor practice facilities.

4.4 Local club consultation

LB Camden has identified a range of priority sports, as has GLL. These priority sports each have a lead officer assigned to them who is responsible for developing the sport locally. The Council has not sought to focus on traditional sports, but has identified opportunities where it feels intervention is necessary and will increase participation.

Table 4.5: Camden Borough & GLL Focus Sports

LB Camden Focus Sports	GLL Focus Sports
Basketball	Athletics
Boccia	Badminton
Cricket	Basketball
Swimming	Football
Tennis	Gymnastics
Boxing	Swimming
Gymnastics	
Cycling	

Consultation was also undertaken with a range of local clubs, with the main challenges identified below:

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Cumberland Netball Club

The Cumberland Netball Club is a large women's netball club based in Camden. The club runs several teams playing in various divisions of the Middlesex County Netball League. Club representatives have identified the shortage of indoor space of a sufficient size to accommodate indoor netball as an issue. The club uses a range of venues, many of them located outside of Camden.

Camden Basketball Club

The basketball club are users of Swiss Cottage and Acland Burghley School. The club has experienced some growth in membership over the past three years.

Aikido Alive London

AAL is a user of the facilities at the Royal Free Hospital Recreation Club. The club is growing and would welcome a provision of a specialist permanent matted facility.

Hampstead Bowman

The bowmen are also users of facilities at the Royal Free Hospital. The profile of archery in the Olympics has helped raise demand and club membership is growing. The club feels that Camden has a lack of suitable, affordable indoor provision. Key issues are the size of the shooting space and access to storage facilities.

Gymnastics

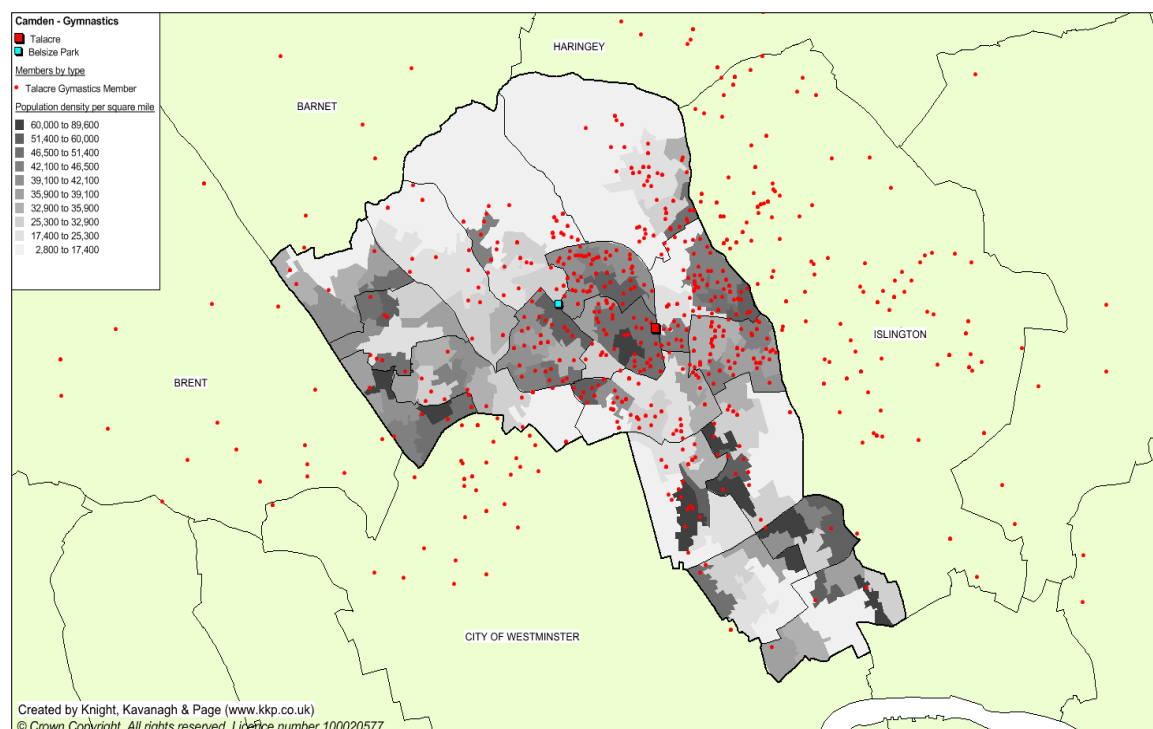
Gymnastics is a very popular activity with young children (0 -10 years) across Camden. Specialist facilities are located in one of the sports halls at Talacre Community Sports Centre and the centre is home to Camden Gymnastics Club. At Talacre there are over 25 classes per week attracting circa 1,000 users.

Figure 4.4 below illustrates the home address of the members of Camden Gymnastics Club. It is evident that members are attracted to the facility from across a wide catchment area; significantly greater than the other facilities which have a more localised concentration.

The gymnastics provision at Talacre is at capacity and the classes are full and potential participants are regularly turned away. Therefore, it is clear that there is unmet demand for gymnastics in Camden and that the location of the facility is of less importance compared to local 'non-specialist' facilities.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 4.4: Home address of Camden Gymnastic Club members



There are several other clubs based in Camden operating out of a variety of facilities where the equipment is set up as required (see table 4.6). In total the clubs have circa 2,000 members.

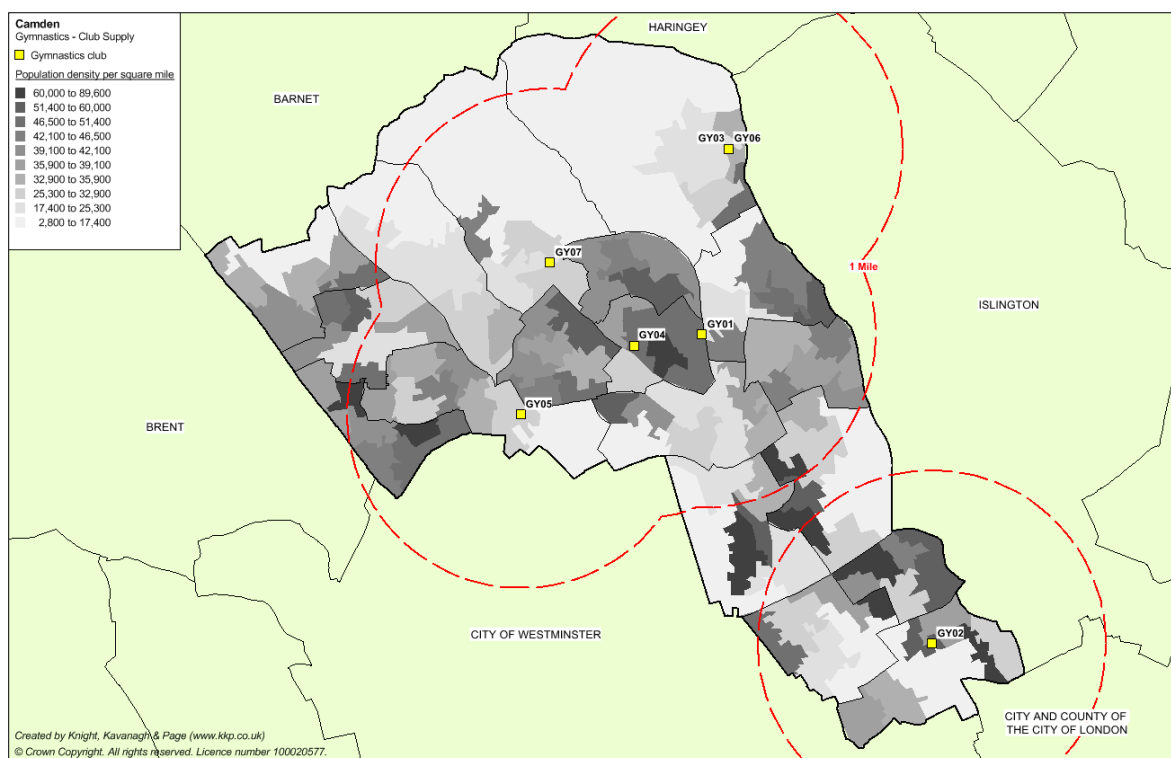
Table 4.6 Gymnastic Clubs in Camden

Gymnastic Club	Venue	Ref
Camden Gymnastics Club	Talacre Sports Centre	GY01
Holborn Gymnastics Club	Bedford House Community Centre	GY02
Hampstead Highgate Gymnastics Club	Highgate Newtown Community Centre	GY03
South Hampstead Gymnastics Club	Maitland Park Gym	GY04
Tekne Gymnastics Club	Swiss Cottage School (Avenue Road)	GY05
Highgate Newtown Gymnastics Club	Highgate Newtown Community Centre	GY06
Armoury Gymnastics Club	The Armoury	GYo7

The map in Figure 4.5 illustrates the 20 minute walking catchment area for each facility used for gymnastics. With the exception of the north and east, most areas of the Borough are within walking distance of a gymnastics club.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 4.5: Gymnastics Provision in Camden – one mile radial catchment areas



British Gymnastics has an objective to increase the number of dedicated facilities throughout the country. In view of the popularity of gymnastics across London, the governing body would support the further development of a dedicated facility in Camden. The provision at Talacre Community Sports Centre is of a specialist nature, it does not however, provide as many facilities as a dedicated gymnastics centre which would be able to offer access to permanently set-up gymnastic discipline equipment such as beam, rings, pommel horse, isometric bars, exercise floor and vault together with pitted areas and other training provision and specialist floor surfaces.

The popularity of gymnastics across London and the demand for gymnastic lessons, courses and club membership across Camden and notably at Talacre suggests that a dedicated specialist facility would be in demand. The nearest specialist facility in this area of London is at Hendon Leisure Centre, Brent Cross providing a venue for Hendon Gymnastics Club. This facility is at a public sports centre managed by GLL.

However, it should also be noted that it is unusual for a local authority to directly provide a dedicated gymnastics programme, especially where it has outsourced its facility management. The trend in recent years has been for clubs to operate as independent organisations and to have ownership or a long term lease on facilities. In this way gymnastics clubs have become social enterprises merging a business focus with clear gymnastics development and performance priorities.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

The development of a specialist gymnastics facility could be an area of future development within the Borough alongside a revised approach to gymnastics development and the operating model. This could incorporate a number of clubs within a specialist facility, providing a clear pathway for participants. It could also enable the Council to provide additional sports hall provision at Talacre and offer a diverse programme of activities across the facility as well as developing a base for sports hall sports clubs.

Summary of demand

The FPM clearly identifies a shortage of sports hall facilities across Camden; this is reinforced by the consultation with NGBs and local clubs. It would appear that there is clear demand by local clubs and organisations for greater access to sports halls. Consultation suggests that demand is also suppressed by a lack of sports hall facilities (i.e. because there is no capacity at facilities, clubs and organisations do not seek to increase demand because they know that it cannot be met). It would appear that this, coupled with competition from 'social sports' providers (whose clients can afford to pay premium prices) has contributed to the weak club infrastructure across the Borough.

4.5 Summary and challenges

The following summary of key facts and challenges in relation to sports halls can be identified:

- ◀ Camden has 11 sports halls on 10 sites which provide 44 courts.
- ◀ The quality of the existing provision has been assessed as good and above average.
- ◀ The FPM indicates a shortfall in provision of 21 courts, the sixth highest in London.
- ◀ Shortfall in provision is the reason for unmet demand across the Borough.
- ◀ Only 2 sports centres are publically available during the day – Talacre and Swiss Cottage.
- ◀ The 3 registered private members clubs (Royal Free Hospital, The Armoury and the Central YMCA) with sports hall provision do facilitate some community access.
- ◀ Community use is available at 5 school sites, 4 of these are at capacity. William Ellis could accommodate weekend use.
- ◀ Two new sports halls are planned, GDST South Hampstead High School opening in October 2014 and Kings Cross (opening tbc).
- ◀ A new sports hall may be included in the proposed re-development of Parliament Hill School and Maria Vidalis School, although this is subject to confirmation.
- ◀ There is no sports hall in Camden built to a specification to facilitate indoor County league netball.
- ◀ Schools independently manage the community use of their sports facilities, often with a commercial return as the key priority.
- ◀ There is no borough-wide approach to the programming of sports halls, especially those where the Council may have an influence (i.e. state schools).
- ◀ GO Mammoth is a key user of sports halls in Camden, offering social sport to young professionals in the area. This client group can afford to pay higher prices which has, to some degree, influenced school's pricing policies to the detriment of traditional sports clubs for young people.
- ◀ The cost of hire is an issue for some sports development activities and clubs.
- ◀ Club infrastructure is relatively weak; this reflects the shortfall in indoor space to accommodate club users and in particular to facilitate junior club development.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

- ◀ Capacity is a constraint on sports development, increasing levels of participation and potential club development.
- ◀ Capacity is a significant issue for University College London student indoor sports clubs and in providing participation opportunities for students wanting to take part in less competitive recreational sports activities.
- ◀ There is unmet demand for gymnastics provision at Talacre
- ◀ There is the potential to develop a regional gymnastics development centre in Camden to support the needs of a vibrant gymnastics club sector.

SECTION 5: SWIMMING POOLS

A swimming pool can be defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving.

Many small pools will be used solely for recreational swimming and will not necessarily need to strictly follow the Governing Body recommendations. It is generally recommended that standard dimensions should be used to allow appropriate levels of competition and training and to help meet safety standards. However, relatively few pools need to be designed to full competition standards or include spectator facilities.

Single community pools should have a minimum shallow water depth of 0.9 m (if there is no learner pool) and a deep end of 1.8 m or 2.0 m. Where a learner/teaching/training pool is provided, the shallow water depth of the main pool should be increased to 1.0 m in order to better cope with tumble turns.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25 m pool, and with modest spectator seating, the pool will also be able to accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main swimming pool. A dedicated tank for deep-water use may be an essential requirement for some activities at certain levels of competition.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo is the Amateur Swimming Association.

5.1 Supply

The FPM identifies that 96% of Camden residents who want to swim are able to do so. This is above the 93% London average. An area of unmet demand exists in the N/NW of the borough near to the boundary with Brent and Barnet. Unmet demand is calculated at 110sq meters of water space or two lanes of a 25m pool.

Quantity and Quality

The assessment identifies 15 pools on 11 sites across Camden. There are a number of pools located within commercial health and fitness facilities. These are recognised as part of the overall supply, but their ‘community value’ (i.e. to address the health inequalities and obesity challenges among some of the most deprived communities) is limited. Therefore, when we consider community accessible pools the following have been excluded on the basis that access is restricted by membership and often by price: Bloomsbury Health and Fitness, Central YMCA, Energy Base, UCS Active and Virgin Active.

Camden is also home to a Lido at Parliament Fields and the bathing pools on Hampstead Heath, both operated by the City of London. Both facilities attract a loyal cliental of swimmers and many more summer visitors especially in good weather. Despite their availability and use by local residents these pools are not factored into the Sport England

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

facility planning model calculations. However, the outdoor pool at Oasis Sports Centre has been included as it is an 'enclosed' and is available year round.

Figure 5.1: Swimming Pool Provision in Camden

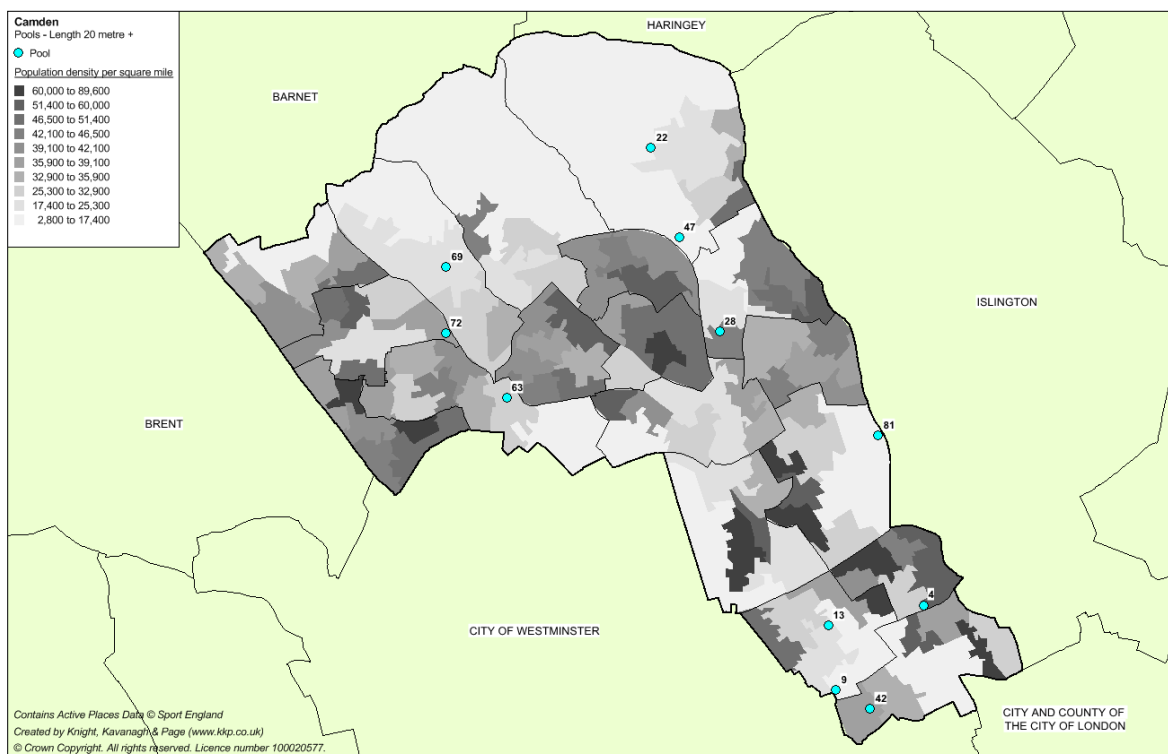


Table 5.1: Swimming Pool provision in Camden

Map ID	Site	Lanes	Length
4	Bloomsbury Fitness and Well Being Club	1	21
9	Central YMCA Club	4	25
13	Energy Base	4	33
22	Hampstead Bathing Pond	0	100
28	Kentish Town Sports Centre	5	30.5
28	Kentish Town Sports Centre	3	30
28	Kentish Town Sports Centre	4	25
42	Oasis Sports Centre	3	25
42	Oasis Sports Centre	3	27.5
47	Parliament Hill Lido	0	61
63	Swiss Cottage Leisure Centre	8	25
63	Swiss Cottage Leisure Centre	0	20
69	UCS Active	6	25
72	Virgin Active (Swiss Cottage)	3	25
81	Pancras Square Leisure Centre	6	25

Camden has four publically accessible swimming pools at Pancras Square Leisure Centre, which opened in July 2014, Kentish Town Sports Centre, which has three pool halls and Swiss Cottage Leisure Centre which has a main and learner pool. Pancras

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Square, Kentish Town and Swiss Cottage are all assessed as in good condition with good associated changing provision. This reflects ongoing and recent investment and the new provision at St Pancras.

The fourth facility, the Oasis Sports Centre, has an indoor and an outdoor pool. Oasis is assessed as above average. As one of the very few outdoor swimming facilities in central London it is much loved by its loyal users and much sought after when the summer temperature climbs. The outdoor pool is enclosed on four sides, is serviced by the indoor pool changing facilities and is available all year round. As such, it is a significant facility and is included within the overall supply and demand analysis.

Oasis is accessible to disabled users however the configuration of the building and provision across a number of levels makes accessibility quite difficult, especially for wheel chair users. Children's swimming is not popular at this centre. The difficult access together with the central London location may be a barrier to use by specific sections of the community (e.g. pushchair, pram and buggy users).

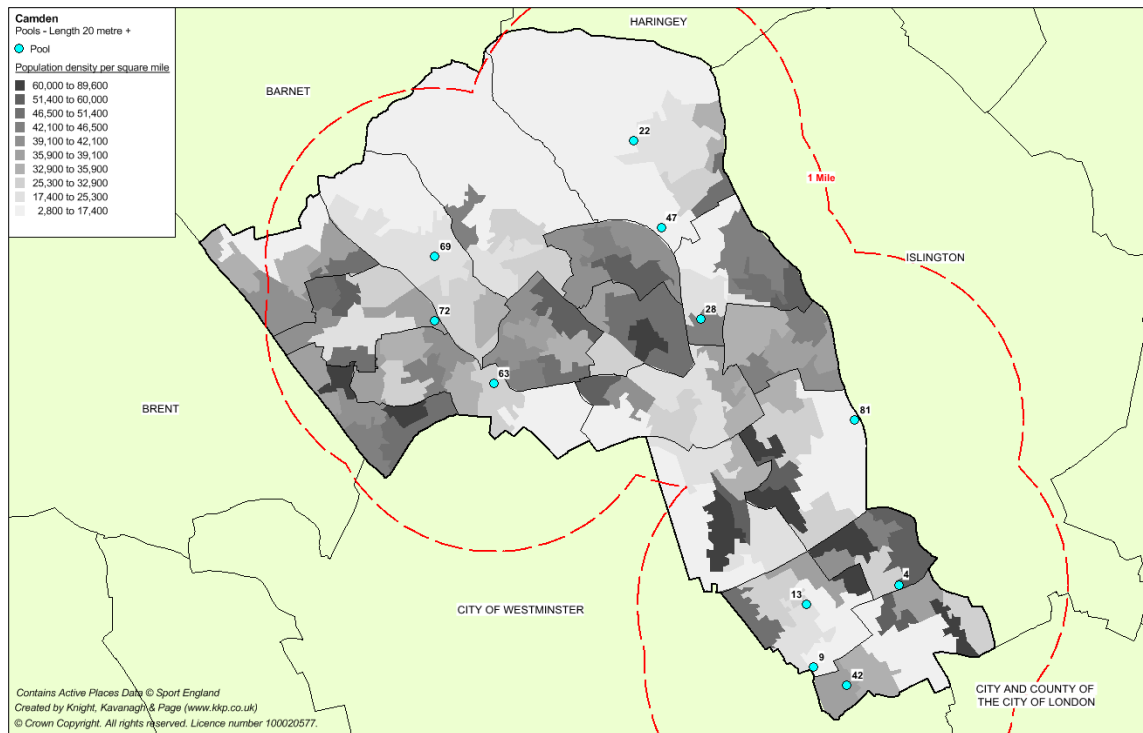
All these pools have associated health and fitness provision. The health and fitness facilities are an essential component of revenue generation and long term sustainability.

Accessibility

Figure 5.2 below illustrates the 20 minute walk time (1 mile radial catchment) for all of the Camden pools. The map illustrates that if all provision is included then Camden has a good geographical spread of pools and is well provided to meet local needs.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 5.2: Publically accessible pool provision in Camden – 1 mile radial catchment



(Key (4) Bloomsbury Fitness and Well Being Club, (9) Central YMCA, (13) Energy Base, (22) Hampstead Bathing Pool, (28) Kentish Town Sports Hall, (42) Oasis Sports Centre, (47) Parliament Hill Lido, (63) Swiss Cottage Leisure Centre, 69 (UCS Active), (72) Virgin Active @ Swiss Cottage, (81) Pancras Square Leisure Centre.

Figure 5.3 illustrates the radial catchment areas for the publicly accessible pools as identified above. This demonstrates that public pools are accessible to the majority of residents except those in the northern most extremities of the Borough where the population densities, with the exception of the boundary with Brent are low (due in part to the location of Hampstead Heath).

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 5.3: Swimming Pool Provision in Camden – 1 mile radial catchment areas

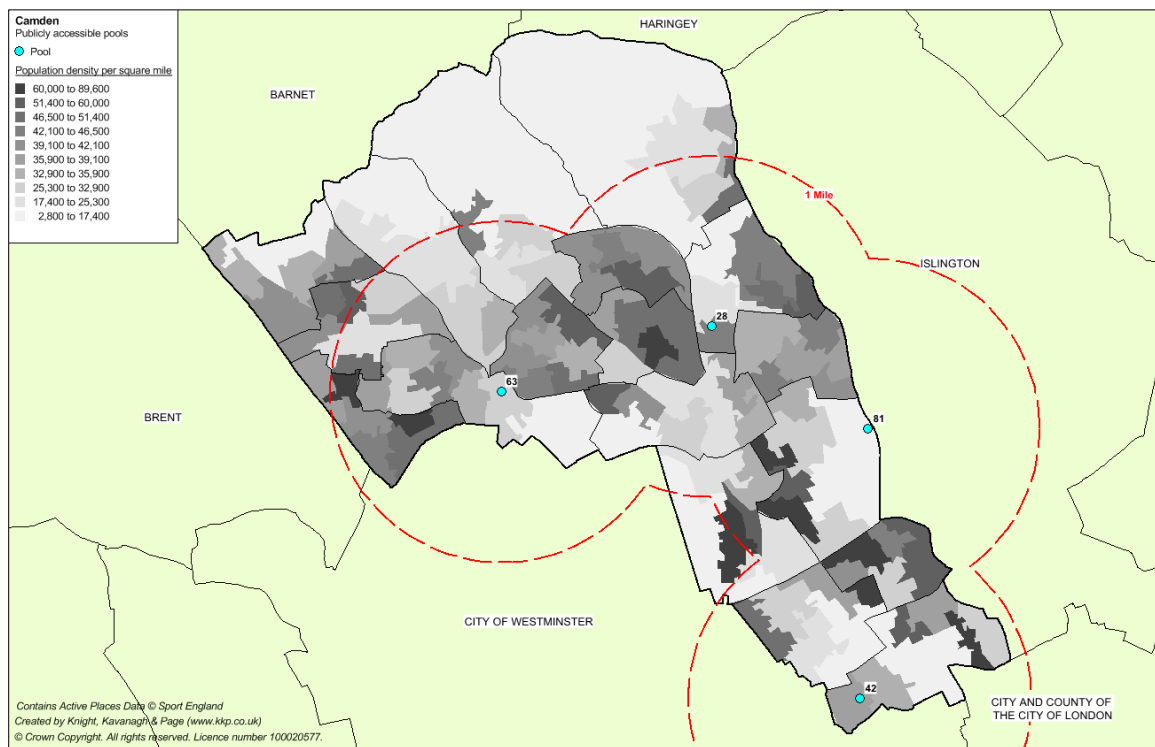


Figure 5.4 illustrates the impact of including cross boundary pools. Here we see that residents in the far north west of the Borough needs can be met by pools in the adjoining Boroughs of Barnet and Brent and that provision in the City of Westminster is high but dominated by clubs requiring registered membership and subsequent high price.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 5.4 Neighbouring Borough Pool provision – 1 mile radial catchments

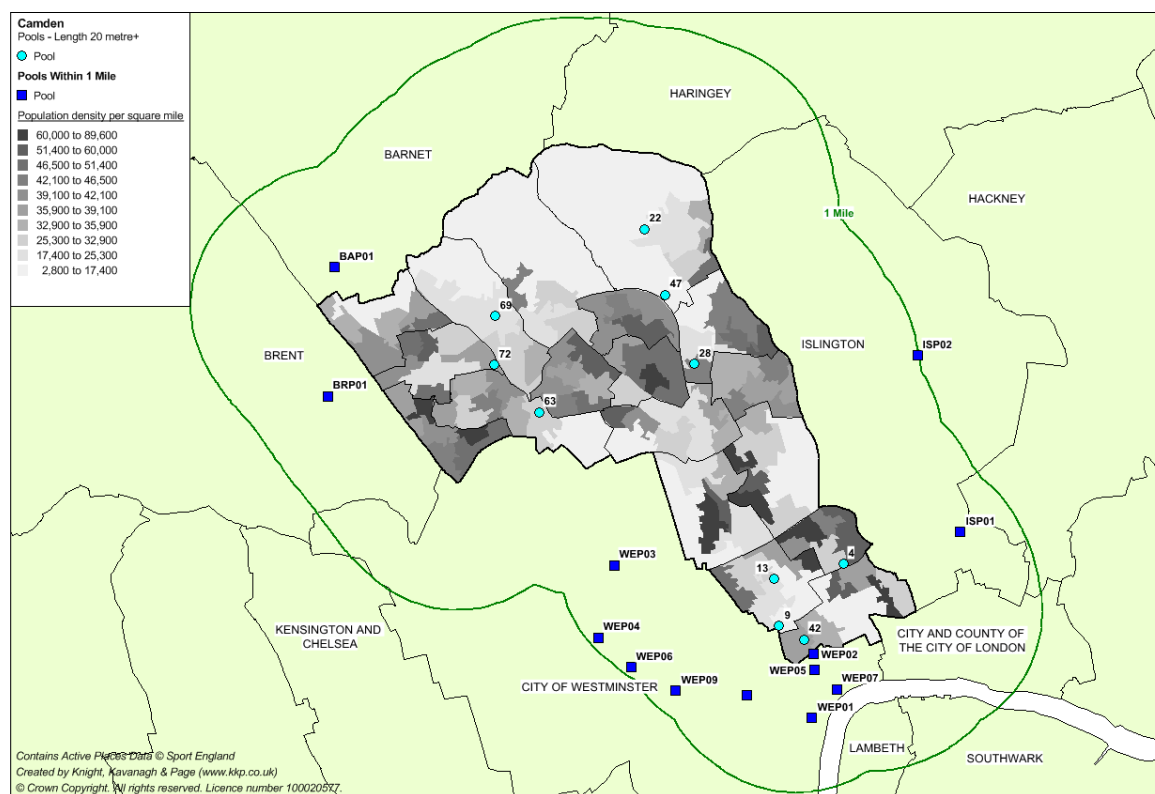


Table 5.2 Neighbouring Borough Pool Provision

Map ID	Site	Lanes	Access Type	Local Authority
BAP01	Virgin Active Club (Cricklewood)	0	Registered Membership	Barnet
BRP01	North West London Jewish Day School	0	Private Use	Brent
ISP01	Otium Leisure Club (City Barbican)	0	Registered Membership	Islington
ISP02	Highbury Pool and Fitness Centre	0	Pay and Play	Islington
WEP01	Corinthia Hotel London	0	Registered Membership	Westminster
WEP02	Covent Garden Fitness and Well Being Centre	2	Pay and Play	Westminster
WEP03	Francis Holland School	0	Sports Club/Com. Assoc	Westminster
WEP04	Marriot Leisure Club (London Marble Arch)	0	Registered Membership	Westminster
WEP05	Sanctuary Spa (Women only)	0	Registered Membership	Westminster
WEP06	The Club at Park Lane	0	Registered Membership	Westminster
WEP07	He Fitness Gallery	0	Registered Membership	Westminster
WEP08	The Picadilly Health Club and Spa	0	Registered Membership	Westminster
WEP09	Aman Spa	0	Private Use	Westminster

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Availability

All the pools owned by the London Borough of Camden, are managed by GLL and accessible to the community for in excess of 70 hours per week. All the pools provide a mixed programme of lane swimming, general swimming, club access, lessons and classes with some sessions targeted at specific user groups, for example women, 50+ and disability groups.

There is a high demand for swimming lessons in Camden. These are delivered by Camden Swimming Club, a historic and unique arrangement which in effect awards the Borough swimming lesson franchise to the swimming club. The lessons are delivered at agreed times at the GLL run pools. The swimming club does not maintain a waiting list system, but demand regularly exceeds supply.

Additional lesson times are being introduced at St Pancras but there is currently no capacity to extend lesson times at Swiss Cottage or Kentish Town. Some lessons take place at Oasis but due to the pool hall configurations it is not a popular venue for children's swimming lessons.

5.3 Consultation

Consultation was undertaken with a number of key National Governing Bodies of sport and other relevant partners across London to inform this report. A summary of the main consultees relevant to swimming pools are detailed below.

Amateur Swimming Association (ASA)

The ASA Divisional Business Manager for London and the East has confirmed that with the new pool provision at St Pancras, opened in July 2014, means the London Borough of Camden is comparatively well provided for in terms of pool provision. The new pool will meet the deficit in water space identified in the GLA evidence study carried out in 2010. Within Central London, Camden offers some of the best public swimming facilities of the other London authorities.

The ASA works in partnership with GLL to deliver a range of swimming programmes and has a number of initiatives targeted at making the local workforce more active. In addition to public pool provision the Borough has several pools in private health and fitness clubs. Accessibility to these facilities for the wider population presents challenges, especially in relation to cost.

The Swiss Cottage Swimming Club based at Swiss Cottage Leisure Centre is a strong well run club offering recreational and competitive swimming at all levels. The club has in excess of 500 members and is engaged in swimming development through community lesson provision at all the Borough pools.

The ASA is aware of the unique relationship between London Borough of Camden, GLL and Swiss Cottage Swimming Club to deliver the community swimming lesson programme. The quality of provision of this programme is considered by the ASA to be excellent. Other aquatic disciplines such as water polo and sub aqua are much less developed. The ASA view is that this is a club infrastructure issue rather than a pool space issue.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

University College London (UCL)

University College London (UCL) swimming club were unable to access dedicated pool time throughout the 2013/14 academic year. The club is currently negotiating with GLL to access water time at the new pool at St Pancras.

LBC Swimming Lead

The Borough swimming lead has also identified the shortfall in lesson programming time as an issue together with the cost of the swimming lesson programme which is a barrier for some families as is the cost of 'one off' swims.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

There are a limited number of women only swimming sessions across the Borough. None are scheduled at Oasis where the facility design is unable to accommodate the privacy required for single sex sessions. Facility design also impacts on disability users as does achieving a high enough pool temperature.

Despite these issues Camden is felt to be relatively well provided for with water space and is set to benefit significantly from the new provision at St Pancras.

Camden Swimming Club

The swimming club is one of the strongest voluntary clubs in Camden providing a range of competitive and recreational swimming opportunities across all age groups. It has an excellent reputation in provision for Masters swimming and as noted earlier is responsible for delivering the 'learn to swim' programme across Camden.

The club runs a very extensive training programme and has regular pool access for its range of squads and lesson programmes.

Officers of the clubs agreed that there is a good supply of swimming facilities in Camden that are generally meeting the needs of club and recreational swimmers. There is some unmet demand for lesson during peak times (4pm – 6pm). Club swimmers would like more water time at Swiss Cottage. Members travel to facilities outside of Camden to achieve this.

Starfish Social & Swimming Club

Starfish is a disability swimming club based at Swiss Cottage Leisure Centre. Club membership has increased recently due to the acquisition of a hoist, which has allowed people with more severe disabilities to join. Additional specialist equipment could facilitate more members. The Club has some issues with damaged facilities at the leisure centre and the quality of cleanliness. Staff are helpful and supportive of the users.

Fleetwell Swimming Club

Fleetwell is a disability swimming club which uses the Kentish Town Sports Centre. The club rate the centre as standard and have identified the lack of storage, poorly managed changeovers and the need for consistent temperatures in the pool as issues. Membership has remained static over the past three years.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

5.4 Supply and demand analysis

Camden has some of the best swimming provision in central London. The new pool at St Pancras will add significantly to the capacity of the pools in Camden to accommodate resident and visitor swimmers.

The FPM supports the view obtained through consultation that demand for swimming is being met across Camden in good quality facilities. The Borough profile indicates that swimming is a popular activity and this is borne out by facility managers who observe high levels of demand from early morning through to late evening.

5.5 Summary and key issues

In summary, the research has identified the following in respect of swimming pool provision in the London Borough of Camden:

- ◀ The Borough has four high quality public swimming facilities at Oasis, Kentish Town, Swiss Cottage and Pancras Square Leisure Centre.
- ◀ This provides a relatively good spread of public swimming pools, with the majority of residents living within one mile of a pool.
- ◀ Consultation suggests that there are limited women only swimming sessions across the Borough.
- ◀ Demand for swimming pool facilities appear, particularly with the opening of the new pool at Pancras Square, to be being met in Camden. Additional demand generated by the proposed new housing provision in the vicinity of Kings Cross will be met through the new facility in Pancras Square.
- ◀ The FPM calculates a shortfall equivalent to two swimming lanes (110 sqm)
- ◀ Camden Swimming Club is one of the strongest clubs in Camden providing competitive and recreational swimming opportunities for over 500 adult and 400 junior members. The Club is in the unique position of being the Borough swimming teaching provider.
- ◀ Demand for lessons exceeds supply at peak times. The current tri-partite arrangement has the potential to present challenges with respect to the responsibility and accountability for increasing participation in swimming lessons across the Borough.
- ◀ For some local residents the cost of swimming and swimming lessons is prohibitive. A free summer swim and teaching programme (at a temporary pool) is available to address this issue.

The above issues will need to be considered within the strategy development phase of the study and also be cognisant of the financial challenges on the Council and wider stakeholders.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

SECTION 6: HEALTH AND FITNESS SUITES

Health & fitness facilities are normally defined by a minimum of 20 stations. A station is a piece of static fitness equipment and a larger health and fitness centre with more stations will offer a more attractive offer to both members and casual users. Fitness suites can provide a valuable way for people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious benefits in health, fitness and wellbeing.

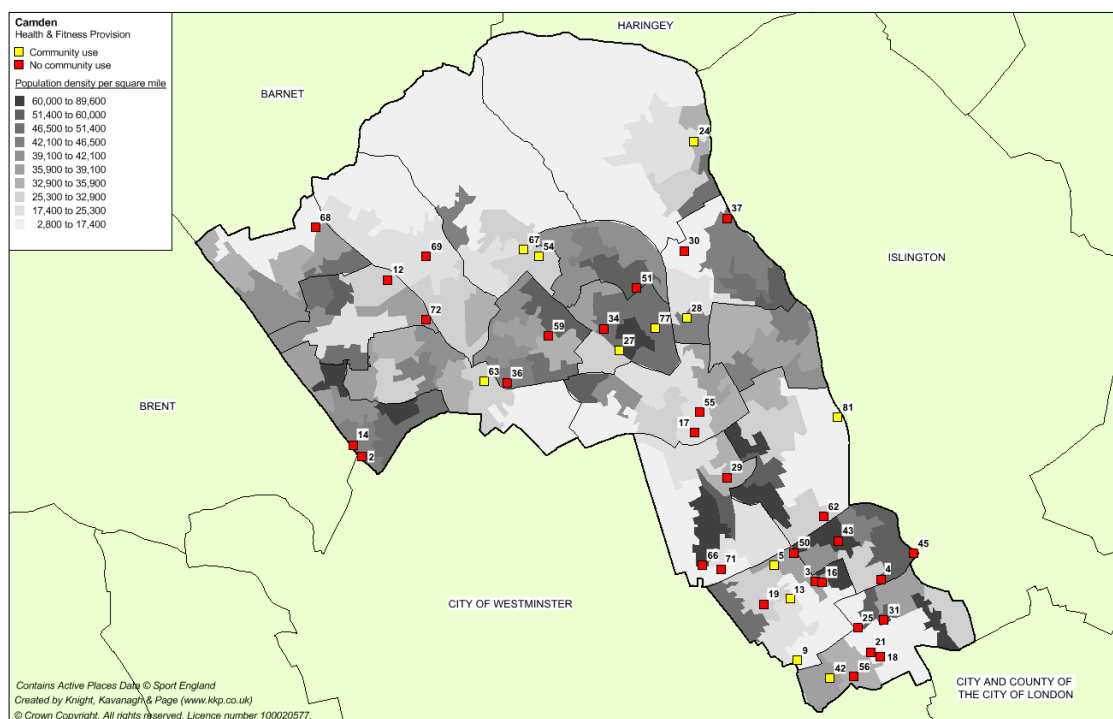
6.1 Supply

Quantity

As Figure 6.1 illustrates Camden is well provided for in terms of provision of health and fitness facilities. Our research has identified 41 health and fitness facilities, of which 11 can be defined as having community use and not restricted by membership. It is clear that there is a good spread of facilities across the Borough. However, unlike swimming pools and sports halls there is a clear concentration of fitness facilities in the south of the Borough (i.e. south of the Euston Road) serving the business district commuters. Therefore, it is clear that the commercial sector operators have a different target market from what LBC would like its operator to have (i.e. focus on residents' needs).

If we exclude those with less than 20 stations the supply becomes 9 health and fitness facilities with community use and 27 sites which are purely commercial and where access is restricted by membership, providing between them circa 2712 fitness stations. GLL, LBC's management contractor, runs four of the largest health and fitness facilities in Camden, with a total of 516 stations. Swiss Cottage Leisure Centre has the largest gym in Camden with 216 stations.

Figure 6.1: Health and Fitness facilities in Camden (population densities)



LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Table 6.1: Camden health and fitness facilities

Map ID	Site	Stations	Community Use
2	Bannatynes Health Club (Maida Vale)	40	No
3	Bannatynes Health Club (Russell Square)	57	No
4	Bloomsbury Fitness and Well Being Centre	81	No
5	Bloomsbury Fitness Centre	90	Yes
9	Central YMCA Club	146	Yes
12	Cumberland Lawn Tennis and Hampsted Cricket Club	25	No
13	Energy Base (University of London)	50	Yes
14	Fit4Less (London Kilburn)	49	No
16	Fitness First Health Club (Bloomsbury)	100	No
17	Fitness First Health Club (Camden)	50	No
18	Fitness First Health Club (High Holborn)	100	No
19	Fitness First Health Club (Tottenham Court Road)	90	No
21	GYMBOX (High Holborn)	104	No
24	Highgate Newtown Community Centre	7	Yes
25	Holborn Health and Fitness Centre	19	No
27	Kajima Health at Haverstock School	16	Yes
28	Kentish Town Sports Centre	110	Yes
29	Kieser Training	40	No
30	LA Fitness (Highgate)	59	No
31	LA Fitness (Holborn)	41	No
34	Maitland Park Sport Centre	16	No
36	Marriot Leisure Club (London Regents Park)	27	No
37	Maximum Fitness	85	No
42	Oasis Sport Centre	100	Yes
43	One KX	15	No
45	Ozone Leisure Club	22	No
50	Profile Health and Fitness	21	No
51	Queens Crescent Gym	14	No
54	Royal Free Hospital Recreation Club	28	Yes
55	Soho Gyms (Camden)	73	No
56	Soho Gyms (Covent Garden)	90	No
59	Springhealth Leisure Club (Hampstead)	50	No
62	St. Pancras Renaissance London Hotel	10	No
63	Swiss Cottage Leisure Centre	216	Yes
66	The Albany Club	25	No
67	The Armoury (Hampstead)	111	Yes
68	The Gym (London West Hampstead)	190	No
69	UCS Active	36	No
71	Virgin Active Club (Regents Park)	110	No
72	Virgin Active Club (swiss Cottage)	186	No
77	St Pancras Boxing Club	20	Yes
81	Pancras Square Leisure Centre	90	Yes

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Quality

The quality of the provision at the GLL facilities is excellent. All the fitness provision has been assessed as good. GLL and the Council have clearly invested in the equipment and service on offer at all of the contracted health and fitness facilities.

Accessibility

The health and fitness facilities at the four leisure centre sites are highly accessible to the local community.

There are a number of national commercial fitness operators with facilities in Camden, for example, Bannatynes, Fitness First, LA Fitness, Virgin Active and Soho Gyms. Many of these gyms will be providing for incoming commuters, particularly those in the central business area in the south of the borough. Access to this type of facility is via a membership package which some residents, particularly from disadvantaged groups, will not be able to afford.

Residents also have unlimited free access to 9 outdoor gym facilities located in a range of open spaces across Camden. This may be an attempt to provide access to fitness equipment where price is not a barrier; however, it should be noted that equipment is considerably different and health and fitness facilities are significantly more than the equipment on offer.

Summary of supply

Across Camden there are a wide range of providers of health and fitness facilities. The standard of provision in the public sector is good and in many instances competes on an equal footing with the commercial sector venues.

6.2 Demand

As seen in the Sport England Active People Survey and Market Segmentation data health and fitness is an extremely popular activity across the Borough.

This is confirmed by managers at the Borough facilities who commented on the high daily demand for access to fitness facilities. Most of the fitness classes are operating at capacity and managers would, particularly at peak times, have no difficulty filling more fitness classes, if studio space could be increased. Spin classes are currently very popular, reflecting the interest in cycling as a fitness activity.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Camden, through its provider partners in the public and private health sector, runs an effective GP referral scheme targeted at individuals whose health can be improved through a regular exercise routine. Provision for these residents needs to be considered within all of its fitness developments

In order to assess the adequacy of the quantity of provision we have developed a demand calculation based on an assumption that UK penetration rates will increase slightly in the future.

Table 6.2: Analysis of demand for health and fitness provision

	2012	2024	2037
Camden Adult population (aged 16+)	224,962	257,462	283,445
UK average penetration rate	12%	13%	14%
Number of potential members	26,995	33,470	39,682
Number of visits per week (1.5 per member)	40,493	50,205	59,523
65% of visits in peak time	26,320	32,633	38,690
Stations required (no/30 peak hours)*	877	1087	1289

*The above excludes any comfort factor for fitness suites at the peak time which can account for the requirement of an additional 50%+ provision.

Camden currently has a total of 2,712 fitness stations across all sites. Based on the average national UK penetration rate, both at present and in the future (2024 & 2037) demand appears to be more than fully catered for. However, it is clear that health and fitness provision in Camden has a slightly different role from many other local authorities in that it serves a significant commuter market. Therefore, even though it would appear that the fitness market is saturated the demand profile of residents and commuters in Camden is ever evolving and in some instances (e.g. GLL sites) supply is struggling to cope with demand at peak times.

A significant factor which affects the demand for facilities from residents is the location of the facility, especially its proximity to the Underground network. This is clear when we consider the profile of membership across the Borough and the role that Swiss Cottage Leisure Centre plays in accommodating circa 50% of all membership across the sites.

It is also clear that there are distinct roles within the fitness market across the facility infrastructure in the District. These range across commercial health and fitness facilities such as LA Fitness, hotels and spa facilities to school and community leisure centre facilities. Furthermore, the public fitness offer is not only aligned to providing a high quality fitness experience, it also supports a range of health and well-being initiatives for residents with longer term limiting illness and weight management issues.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

6.3 Summary

Health and fitness through exercising in a gym or class environment is a highly popular form of exercise across Camden, appealing to men and women across a wide range of age groups.

There are many providers of health and fitness facilities in Camden and the market is highly segmented. In Camden there are many private providers, where price may restrict some users. However, the Borough leisure contractor, GLL, has focussed on providing good quality fitness provision at affordable prices.

The geographical distribution of the main publically accessible leisure centres, supported by smaller school and community centre provision and the free outdoor gyms ensures Borough wide access to all residents. Demand for affordable health and fitness provision will continue and is likely to increase if more residents can be encouraged to add exercise to their daily routines.

6.4 Reach of current service

Current membership

Using membership postcode data supplied by GLL, KKP has mapped the home address of members of the three main public leisure facilities with health and fitness provision. Kentish Town and Swiss Cottage Leisure Centres and Oasis Sports Centre. In total c.30,000 records have been mapped providing an accurate picture of the reach of facilities and their significance to their local communities..

Figures 6.2 – 6.4 clearly illustrate the geographical relationship between the home address and the centre frequented by the member. As we would expect there is a strong relationship between home and choice of centre. What the figures below also clearly illustrates in a high degree of cross borough boundary users. Some of these users will be people who work close to a particular centre.

Swiss Cottage Leisure Centre has close to 50% of the membership. Its location right next to the Underground station as well as its extensive facility mix are the key factors in its extensive reach. This is especially relevant to the amount of cross boundary use of the facility.

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Figure 6.2 Swiss Cottage Leisure Centre Membership – Home Address

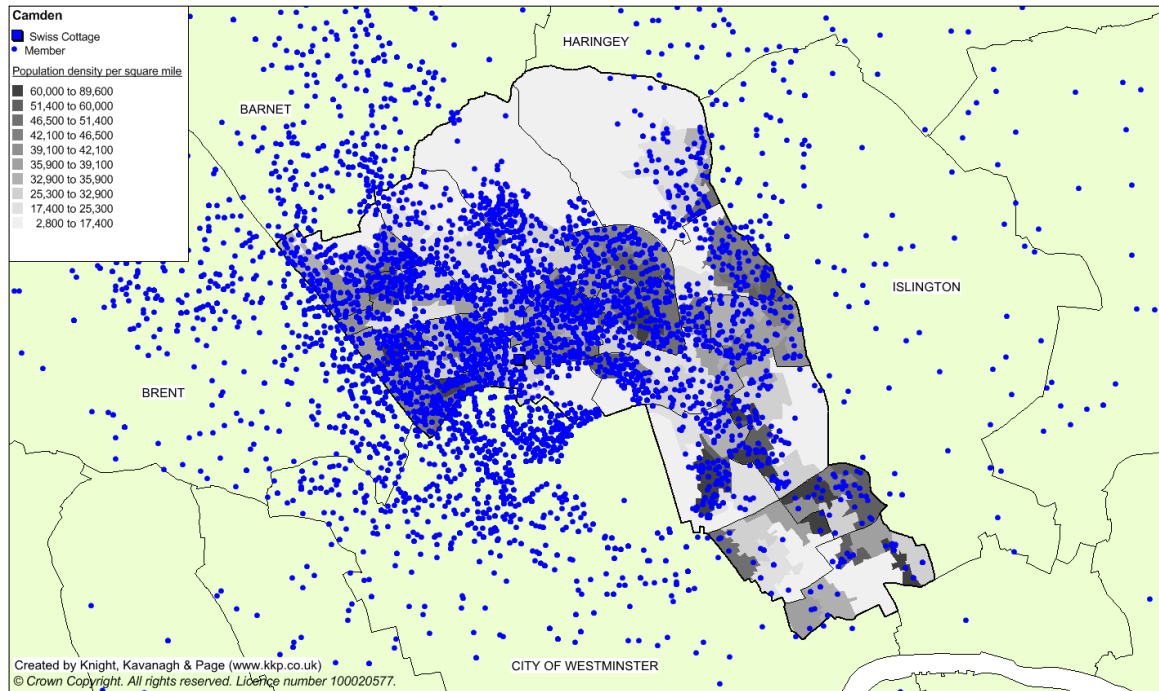
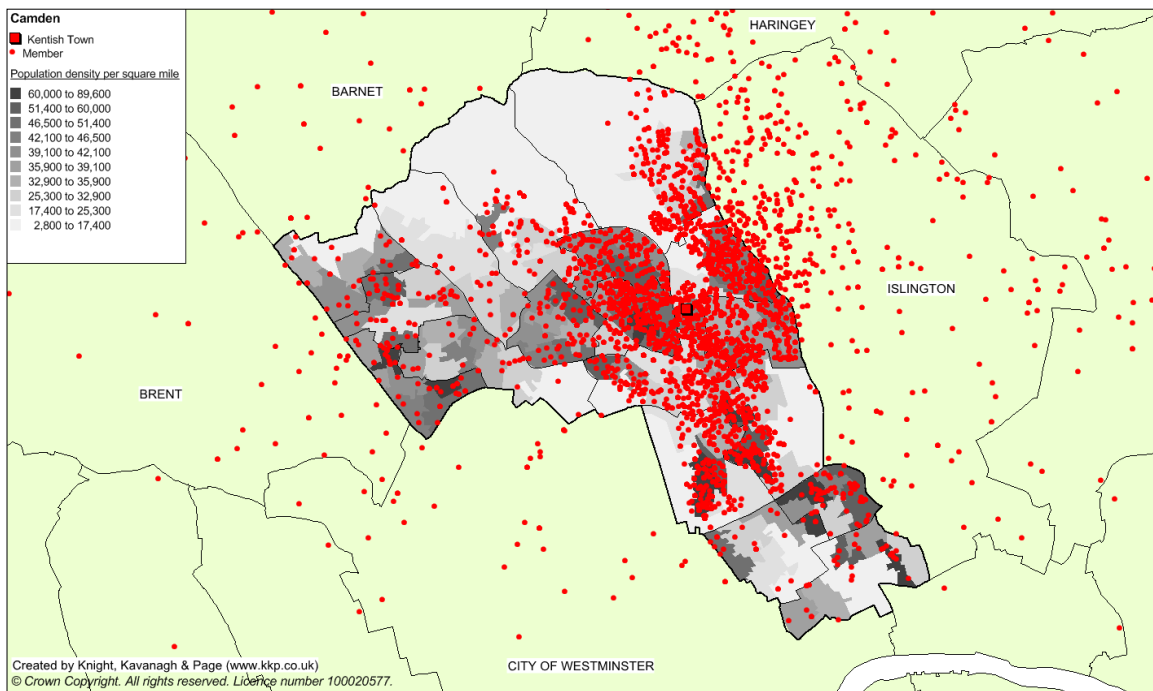


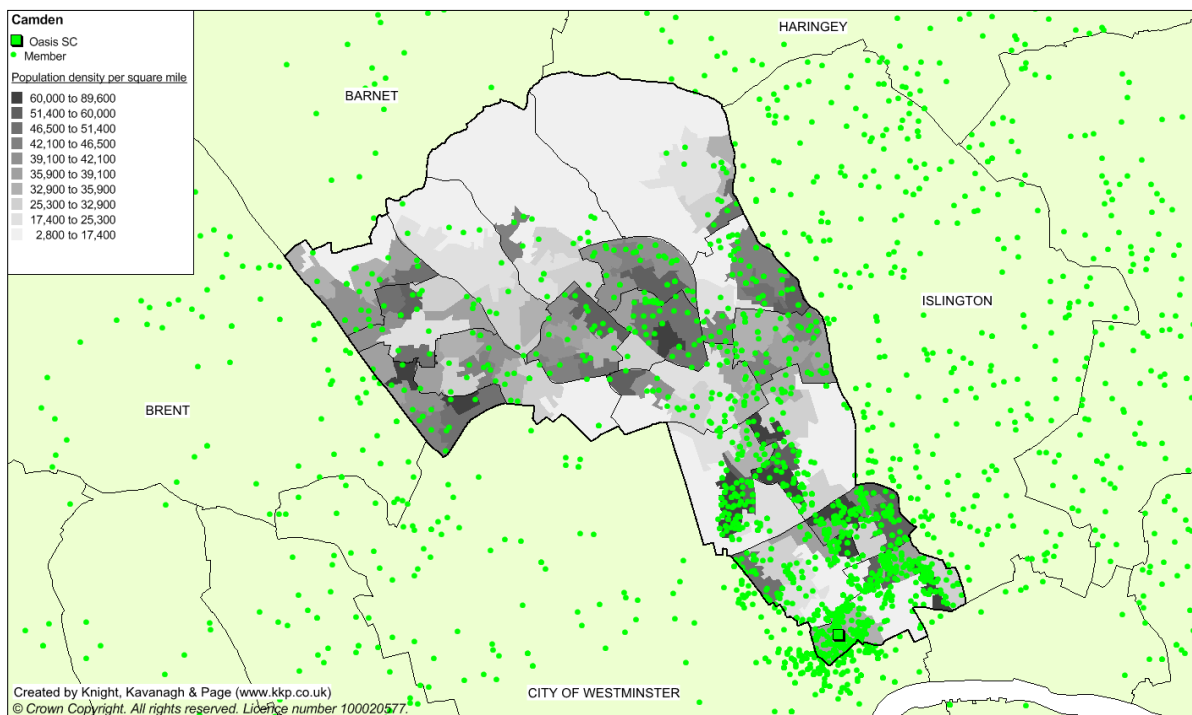
Figure 6.3 Kentish Town Sports Centre Membership – Home Address



It is clear that Oasis Sports Centre has a significantly wider catchment than the others managed by GLL. It serves its local resident population as well as a proportion of commuters.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 6.4 Oasis Sports Centre Membership – Home Address



Age profile of users

We have also tabulated the age, gender and ethnicity (where known) of facility users (see Table 6.3). Swiss Cottage has a high percentage of young users in the 0 – 9 age groups. At Swiss Cottage the dominant activity for this age group is swimming and taking part in swimming lessons. The opposite is the case for Oasis which has very few children that are members. This reinforces the challenges identified within the swimming section.

It appears that all centres are attracting users from across all age bands and from ethnicities although membership among Asian communities appears to be lower than the 16% of its Camden population.

A review of the distance travelled to use a sports centre indicates that the assumption that Oasis is being used by commuters is justified. Oasis attracts over 27% of users from beyond 5 miles compared to just 3.6% for Swiss Cottage and less than 1% of users of Kentish Town.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Table 6.3: Facility Members Gender, Age and Ethnicity

Gender	Kentish Town	Oasis SC	Swiss Cottage	Talacre	Grand Total
Female	4,608	2,035	7,771	1,491	15,905
Male	4,053	3,301	7,436	1,224	16,014
Unknown	1	5	4		10
Grand Total	8,662	5,341	15,211	2,715	31,929

Age band	Kentish Town	Oasis SC	Swiss Cottage	Talacre	Grand Total
0 to 4	315	3	1,091	1,106	2,515
5 to 9	931	153	2,055	925	4,064
10 to 14	435	258	1,450	330	2,473
15 to 19	493	450	1,258	37	2,238
20 to 24	799	681	1,057	20	2,557
25 to 29	1,168	1,050	1,551	47	3,816
30 to 34	996	842	1,687	55	3,580
35 to 39	788	536	1,223	67	2,614
40 to 44	628	413	937	52	2,030
45 to 49	588	334	755	29	1,706
50 to 54	418	232	552	17	1,219
55 to 59	344	156	399	14	913
60 to 64	284	94	441	5	824
65 to 69	218	75	354	6	653
70 to 74	147	35	218	3	403
75 to 79	71	13	105	2	191
80 to 84	25	11	48		84
85 to 89	5	2	17		24
90+	2	2			4
Grand Total	8,655	5,340	15,198	2,715	31,908

Ethnic Group	Kentish Town	Oasis SC	Swiss Cottage	Talacre	Grand Total
Not recorded	2,433	1,675	4,495	38	8,641
British	2,615	1,318	3,732	510	8,175
White	682	510	1,100	243	2,535
Mixed	210	123	459	136	928
Black	505	163	677	95	1,440
Asian	479	393	911	89	1,872
Eastern European	33	81	127		241
Other	304	262	804	92	1,462
Unknown	1,401	816	2,906	1,512	6,635

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

In contrast Swiss Cottage and Kentish Town attract over 90% of users from within a 2 mile catchment area. The corresponding figure for Oasis is 40%.

Figure 6.5: Sports centre users resident within Camden

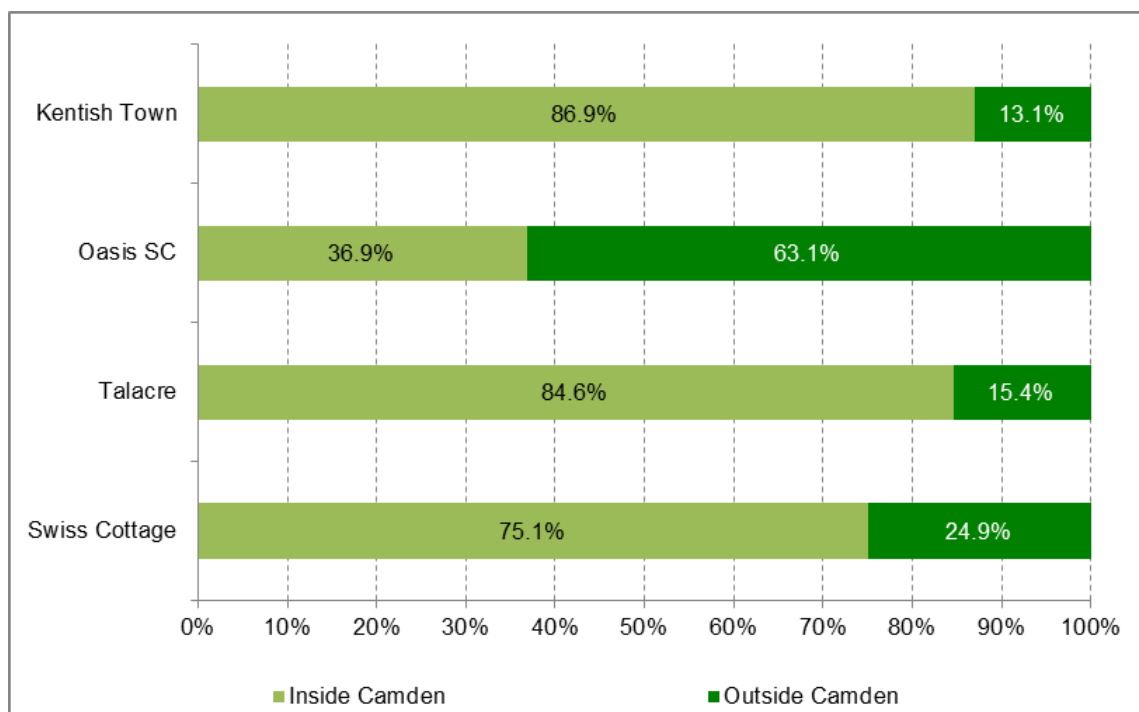
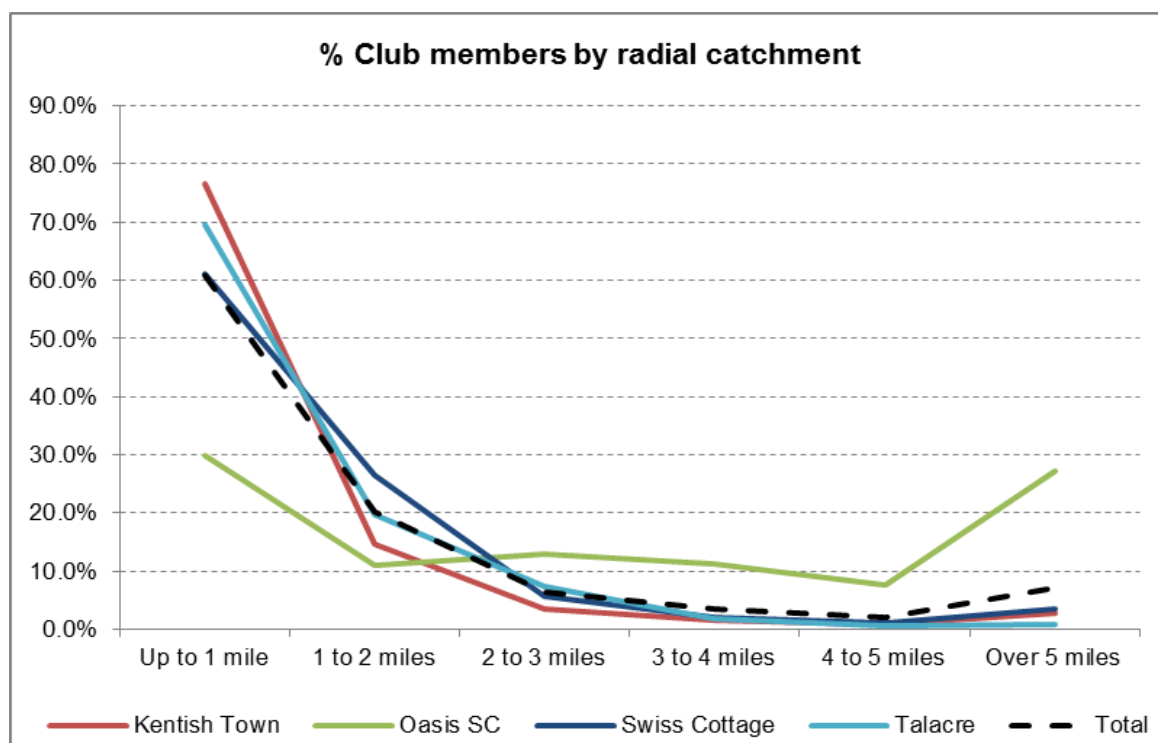


Table 6.4 Sports Centre Membership by Radial Catchment

Catchment	Kentish Town	Oasis SC	Swiss Cottage	Talacre	Total
Up to 1 mile	6,585	1,569	9,206	1,862	19,222
1 to 2 miles	1,258	573	3,978	530	6,339
2 to 3 miles	300	677	851	199	2,027
3 to 4 miles	132	590	315	49	1,086
4 to 5 miles	71	402	170	15	658
Over 5 miles	238	1,418	538	24	2,218
Total	8,584	5,229	15,058	2,679	31,550

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 6.6: % club members by radial catchment



Summary and key issues

Demand for health and fitness facilities amongst the dominant borough profiles is high. The three community leisure centres at Swiss Cottage Leisure Centre, Kentish Town Baths and the Oasis Sports Centre have very good provision. This is likely to continue at the new Pancras Square Leisure Centre; especially given its central location and adjacency to the London underground network.

At Swiss Cottage and Kentish Town demand is 80% driven by resident users. This drops to 60% at Oasis which in part due to its location which is popular with commuters into the Borough business district.

There is an ongoing challenge with respect to meeting demand for health and fitness facilities, especially at Kentish Town where there is a need for expanded fitness and group fitness provision. The opportunity exists to develop additional provision at Talacre; however, the offer will need to complement Kentish Town rather than replicate it.

GLL is investing regularly in the health and fitness facilities and continues to make them attractive and able to compete with the plentiful range of private facility suppliers. Increasing population and increasing demand for active lifestyles will continue to drive demand for good quality public health and fitness provision.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

SECTION 7: CONCLUSIONS AND SWOT ANALYSIS

The following key conclusions can be drawn from the assessment. The Strategy will need to consider how it addresses these in order to make the service stronger and deliver the required outcomes of the Council and residents.

Conclusions

Camden is a vibrant inner London Borough. As with many parts of central London it has areas of very high wealth and areas of extreme poverty. The population is 224,962. By 2024 there will be 32,500 new arrivals and by 2037 an additional 58,483, a rise of 26%. A third of the population are from a non-white ethnic group. There are a high number of students and young professionals and an increasing number of over 65's.

Housing growth is expected to be in the areas of Kings Cross, Euston, Tottenham Court Road, Holborn and around the West Hampstead Interchange.

Ensuring the health and well-being of communities, and the delivery of modern and a 'fit for purpose' range of community sports facilities is a key priority for Camden Council, who like many other strategic bodies are keen to ensure that the population takes regular exercise and eats a nutritious and well balance diet to maintain health and well-being in body and in mind. Unhealthy and unfit residents who eat badly and take no exercise, together with a rapidly aging population are an increasing drain on state resources and the simple message is 'get active'.

Facilities in which to take part in sport and other forms of physical activity will be increasingly significant in helping deliver the 'get active' message and the opportunity to engage and 'be active'. Currently an estimated 50%of adults participated in at least 30 minutes moderate intensity sporting activity per week. Most users are aged between 18 and 46. The most popular activities are working out in a health and fitness gym, taking a fitness class and swimming.

Camden has a range of indoor and built sports provision, provided and managed by several different types of organisations, including trusts, schools, charities, hospitals and private companies.

Provision of the main types of indoor facilities in Camden are as follows:

Facility Type	Number of Sites	Key Providers	Main Sites
Sports Halls (min 3 court)	11	CC Schools Private members clubs	Swiss Cottage LC Talacre SC Acland Burley Haversock Regent High South Hampstead William Ellis UCL Academy Central YMCA Royal Free Hospital UCS active
Swimming Pools	11	CC	Swiss Cottage LC Oasis SC

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Facility Type	Number of Sites	Key Providers	Main Sites
		Private members Clubs	St Pancras LC UCS Energy Base Central YMCA Bloomsbury Club Virgin Active
		Other	Parliament Hill Lido Hampstead Pools
Health & Fitness	41	CC Private members clubs	Swiss Cottage LC Kentish Town SC St Pancras SC Oasis SC Various.

Camden has limited specialist sports facilities, Talacre Sports Centre provides for gymnastics and accommodates specialist gymnastics equipment. There is a purpose built boxing club, the St Pancras Boxing Club in Kentish Town and several squash courts. Other sports that require specialist facilities are accommodated in multi-purpose sports hall venues, for example fencing, indoor bowls and table tennis.

In very general terms Camden is able to accommodate demand for swimming and swimming pool activities, health and fitness users and people wishing to attend fitness classes. There is however a significant shortfall in sports hall accommodation, calculated by the Sport England FPM at 21 badminton courts, the equivalent of 4 or four court sports halls.

The shortfall of sports hall provision is having an impact on participation in sports hall sports. For example badminton, basketball, netball, handball and volleyball. The shortfall is a constraint on club and sports development.

An emerging trend is use of facilities by private activity providers such as GO Mammoth and Power Play who are booking all spare community capacity to the potential detriment of sports clubs and local residents.

The gymnastics facilities at Talacre are regularly oversubscribed.

An overview of the strengths, weaknesses, opportunities and threats is provided in the SWOT analysis below:

LONDON BOROUGH OF CAMDEN

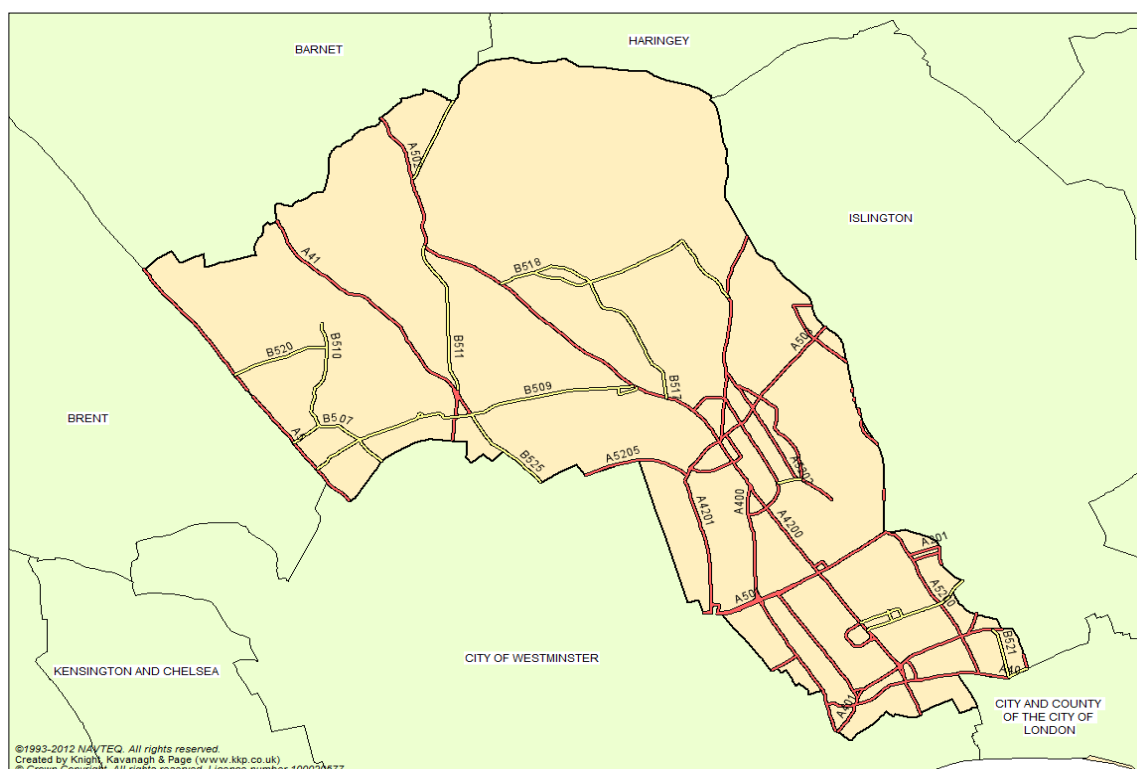
INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

APPENDIX A – CAMDEN BOROUGH AREA PROFILE

Located in inner London, Camden is in the northern part of the City reaching from Holborn and Bloomsbury in the south to Hampstead Heath in the north. The Borough is dissected by a series of A roads, the main north/south link being the A4200 and A502, while in a west/east direction there are a few including the A501 and A503. Whilst roads help to define the geography of the borough the public transport network is essential and plays a significant role in the lives of residents and their movement patterns.

Camden is home to Kings Cross and Euston mainline railway stations, University College London and the University of London. The Borough also has an extensive office stock and attracts many daily commuters. Well known sports facilities in the borough include Lords' Cricket Ground whilst Hampstead Heath and Regents Park provide important open spaces.

Figure: 1.0 Camden with main roads



The data used to describe the area is taken from a range of nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly and at different intervals.

Unemployment data is, for example, released every month while population projections and deprivation data tend to be produced every three to four years. Within this context, it is noteworthy that a new Index of deprivation is to be published in 2015.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

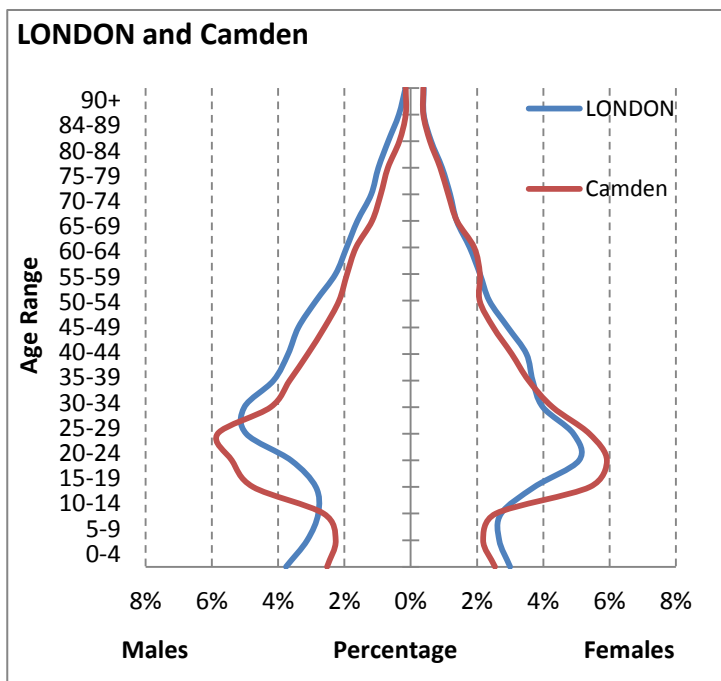
Population *(Data source: 2012 Mid Year Estimate, ONS)*

The total population, from the 2012 MYE, in Camden was 224,962 (males = 110,576 and females = 114,386).

Figure 2: Comparative age/sex pyramid for Camden and London

The following chart illustrates the population's age and gender composition while, overlaying the red line for Camden on top of the blue line for London it is easy to see where one dataset is higher or lower than the other. This highlights, for example, that the age structure is relatively evenly distributed across most population cohorts, paying due regard to the natural effect of ageing.

However, there is a lower proportion of 35-64 year olds (Camden = 43.5%, London = 52.9%), this may suggest a lower level of demand from this age group, some of which may have higher levels of disposable income.

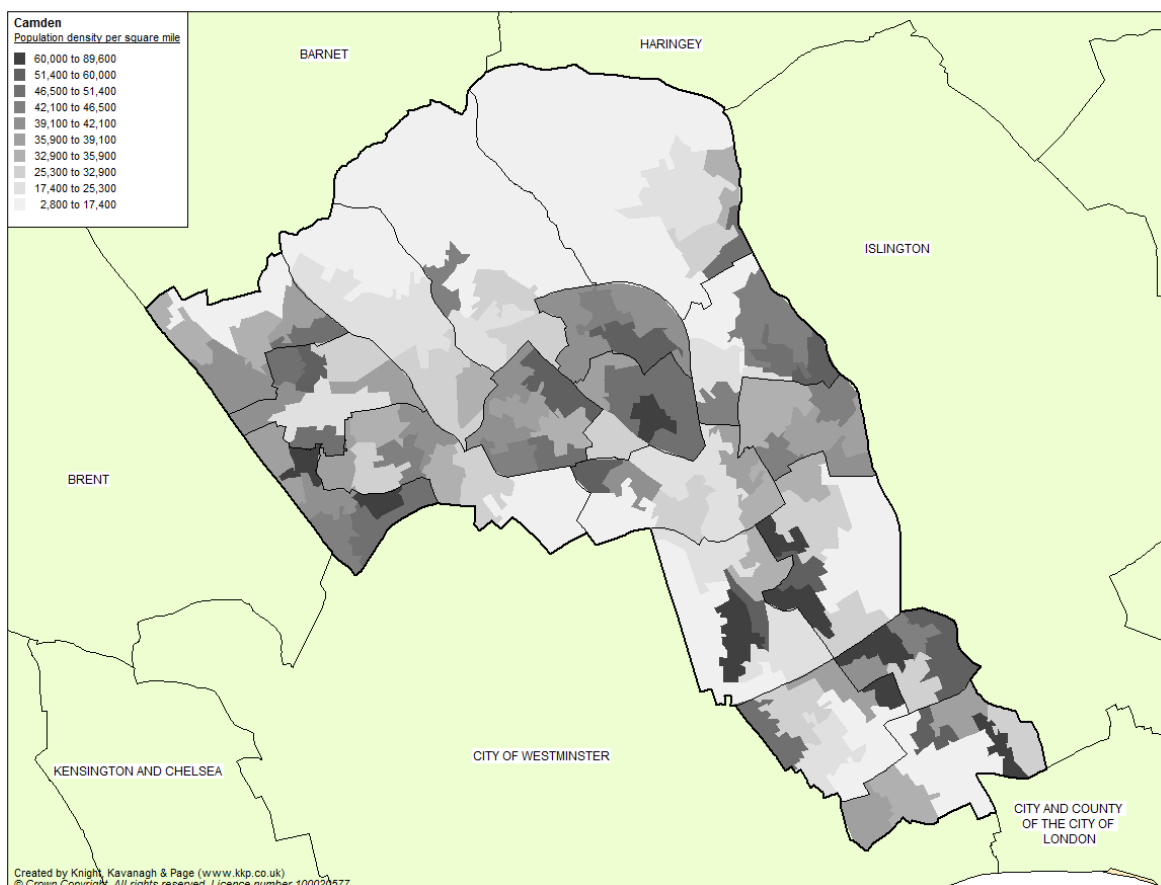


There are, however, more in the age groups from 15-29 (Camden = 32.7%, London = 25.2%); these groups are likely to have a higher propensity to participate in sport and physical activity. However, it should also be noted that this group is likely to be affected by the transient student population from both universities.

The population density map allows residential and non-residential areas to be easily identified.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 3: Population density: Camden super output areas (SOAs)



Ethnicity (Data source: 2011 census of population, ONS)

In broad terms, Camden’s ethnic composition is significantly different from that of England as a whole. According to the 2011 Census of population, the largest proportion (66.3%) of the local population classified their ethnicity as White, this is lower than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 16.1% this is more than twice the national equivalent (7.8%).

Table 1: Ethnic composition – Camden and England

Ethnicity	Camden		England	
	Number	Percentage	Number	Percentage
White	146,055	66.3%	45,281,142	85.4%
Mixed	12,322	5.6%	1,192,879	2.3%
Asian	35,446	16.1%	4,143,403	7.8%
Black	18,060	8.2%	1,846,614	3.5%
Other	8,455	3.8%	548,418	1.0%
Total	220,338	100.0%	53,012,456	100.0%

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Crime *(Data source: 2014 Recorded Crime, Home Office)*

During the 12 months to September 2013 the rate for recorded crimes per 1,000 persons in Camden was 136.9; this is markedly higher than the equivalent rate for England and Wales as a whole which was 61.7. In both instances the crime rate has fallen since 2010, by around 9.1% for Camden and 15% for England & Wales.

Table 2: Comparative crime rates - Camden and England & Wales

Authority	Recorded crime (Oct '12 – Sept '13)	Population 2012 MYE	Recorded crime per 1,000 population
Camden	30,671	224,926	136.9
England & Wales	3,491,816	56,567,800	61.7

Economic indicators *(Data source: NOMIS 2014)*

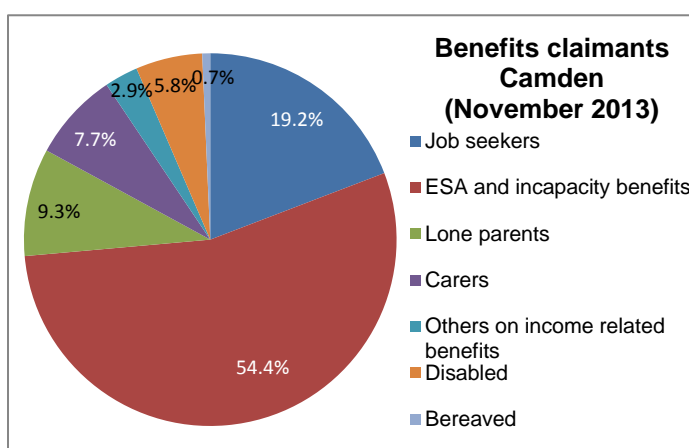
Economic activity and inactivity

2 in 3 (68.8%) of Camden's 16-64 year olds are economically active (in or seeking employment - Dec 2013) compared to a national figure of 77.4%.

The unemployment rate⁵ in Camden is 7.2%; this is below the London figure (8.5%) and below the national rate (7.5%).

Approximately 3 in 10 (31.2%) of Camden's 16-64 year olds are economically inactive. 2 in 3 are students and 1 in 5 are long term sick.

Figure 3 Benefits by type of claimant



Income and benefits dependency

The median figure for full-time earnings (2013) in Camden is £37,372; the comparative rate for the London is £31,892 (-14.7%) and for Great Britain is £26,941 (-27.9%).

In May 2014 there were 3,564 people in Camden claiming Job Seekers Allowance (JSA); this represents a decrease of 35.4% compared to May 2006 (5,520). However, people claiming JSA only represent 19.2% of benefits claimants in Camden, a further 54.4% are claiming ESA⁶ and incapacity benefits while 7.7% are carers.

⁵ Note the unemployment rate is modelled by the Office for National Statistics

⁶ Employment and Support Allowance is directly targeted to support those who are ill or disabled.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Deprivation *(Data source: 2010 indices of deprivation, DCLG)*

The following deprivation maps (Figures 5 and 6) illustrate the ranking of super output areas (SOAs) in Camden based on the Department for Communities and Local Government's (DCLG) 'Indices of Multiple Deprivation 2010' (IMD 2010). The IMD ranks 32,482 SOAs throughout England⁷, with a rank position of one indicating the most deprived SOA in the Country.

Table 2.3 shows Camden's population in relation to 10 bands of relative deprivation. It indicates that 2.2% of Camden's population live in areas within the bottom 10% of SOA's nationally, i.e. in the most deprived parts of the country. Furthermore, a further 42.7% are in the next two cohorts; consequently, 44.9% of Camden's population is in the 'lowest' three bands compared to a national average of 29.8%.

Table 3: IMD cohorts - Camden

IMD cumulative norm	Multiple deprivation			Health deprivation			
	Population in band	Percent of population		Population in band	Percent of population		
Most deprived	10.0	5,246	2.2%	2.2%	18,401	7.8%	7.8%
	20.0	53,509	22.7%	24.9%	48,526	20.6%	28.4%
	30.0	47,009	20.0%	44.9%	39,618	16.8%	45.2%
	40.0	38,691	16.4%	61.3%	38,965	16.6%	61.8%
	50.0	25,896	11.0%	72.3%	13,460	5.7%	67.5%
	60.0	24,590	10.4%	82.7%	29,497	12.5%	80.0%
	70.0	17,559	7.5%	90.2%	13,874	5.9%	85.9%
Least deprived	80.0	17,958	7.6%	97.8%	22,311	9.5%	95.4%
	90.0	4,904	2.1%	100%	7,196	3.1%	98.5%
	100.0	0	0.0%	100%	3,514	1.5%	100%

Conversely, despite a generally similar pattern, comparison of figures 5 and 6 highlights a noticeably higher level of health deprivation within the most deprived communities than that of multiple (causes of) deprivation. This is borne out by the comparative rates which show 24.9% of Camden's population to be in the two bands with the highest levels of multiple deprivation while 28.4% are in the equivalent two bands for health deprivation (see table 2.4 and Figure 2.8).

⁷ SOAs relate to the geography used for the 2001 Census.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 5: Index of multiple deprivation

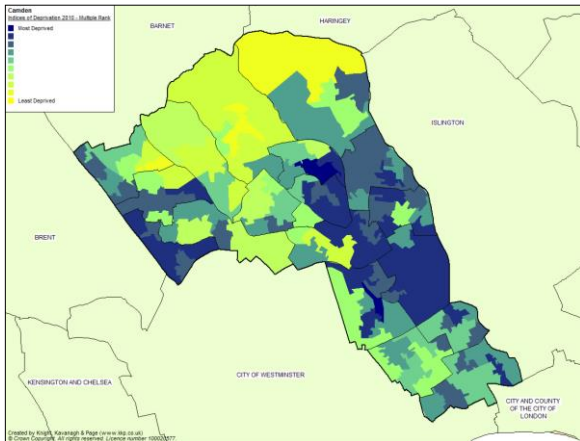


Figure 6: IMD Health domain

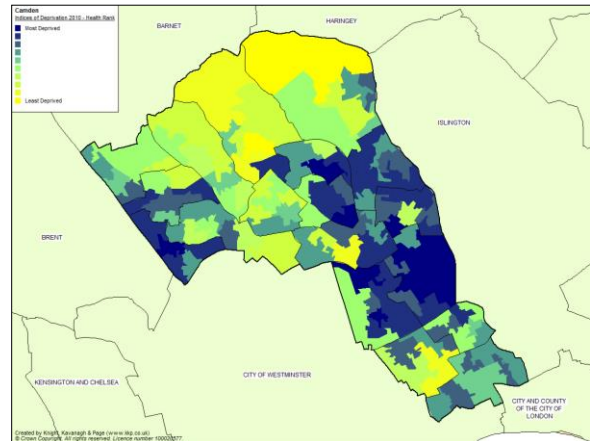
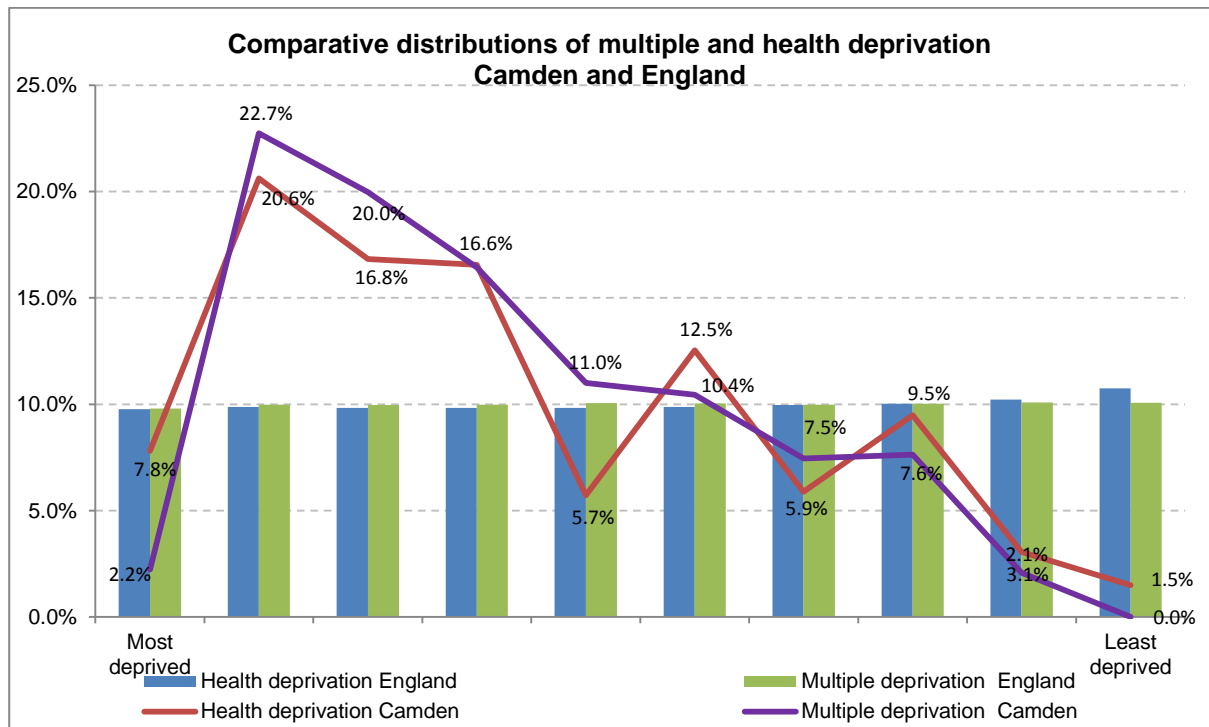


Figure 7: IMD and Health domain comparisons – Camden and England.



LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁸ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Camden are below the national and regional averages; child rates for obesity are also lower. As with many other areas, obesity rates increase significantly between the ages of 4 and 10. Under 1 in 10 (9.0%) of children in Camden are obese in their Reception Year at school and 12.0% are overweight; by Year 6 these figures have risen to just over 1 in 5 (21.8%) being obese and 13.6% being overweight. In total, by Year 6, a third (35.4%) of pupils are either overweight or obese.

Figure 8: Adult and child obesity rates

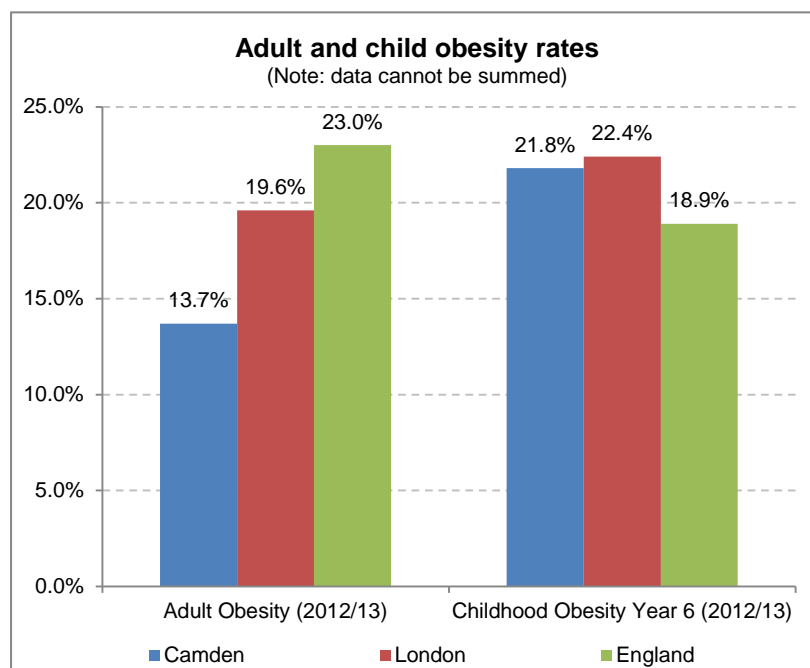
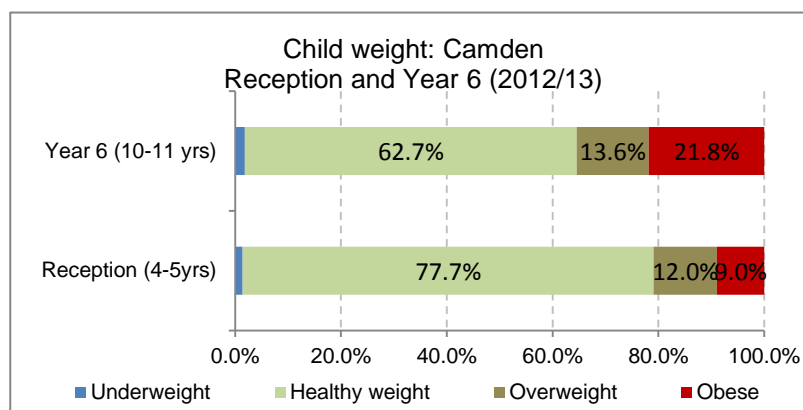


Figure 9: Child weight – Reception and Year 6



⁸ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Health costs of physical inactivity

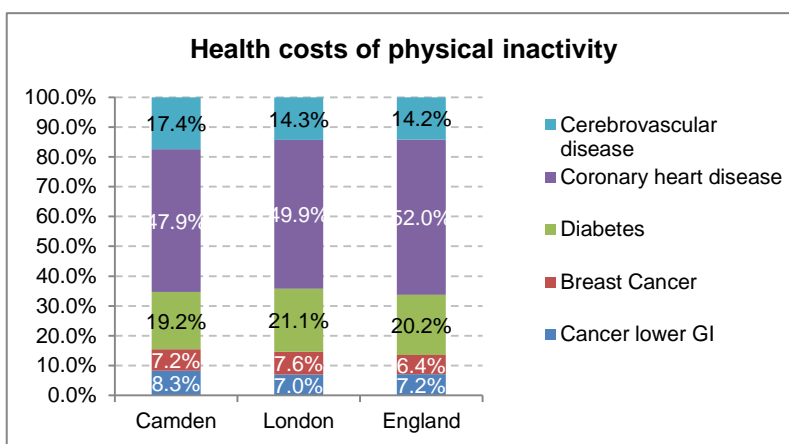
The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England.

Illnesses, that the BHF research relates to, include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease eg: stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

The annual cost to the NHS of physical inactivity in Camden is estimated at £3,328,600.

When compared to regional and national costs per 100,000 Camden (£1,344,396) is 26.0% below the national average (£1,817,285) and 24.3% below the regional average (£1,776,346).

Figure 10: Health costs of physical inactivity



It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Population projections

Strategic planning: Change from 2012 to 2037⁹

At strategic and operational levels plans to increase levels of physical activity should be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 26.0% in Camden's population (+58,483) over the 25 years from 2012 to 2037.

Figure 11: Projected population change (2012 -2037)

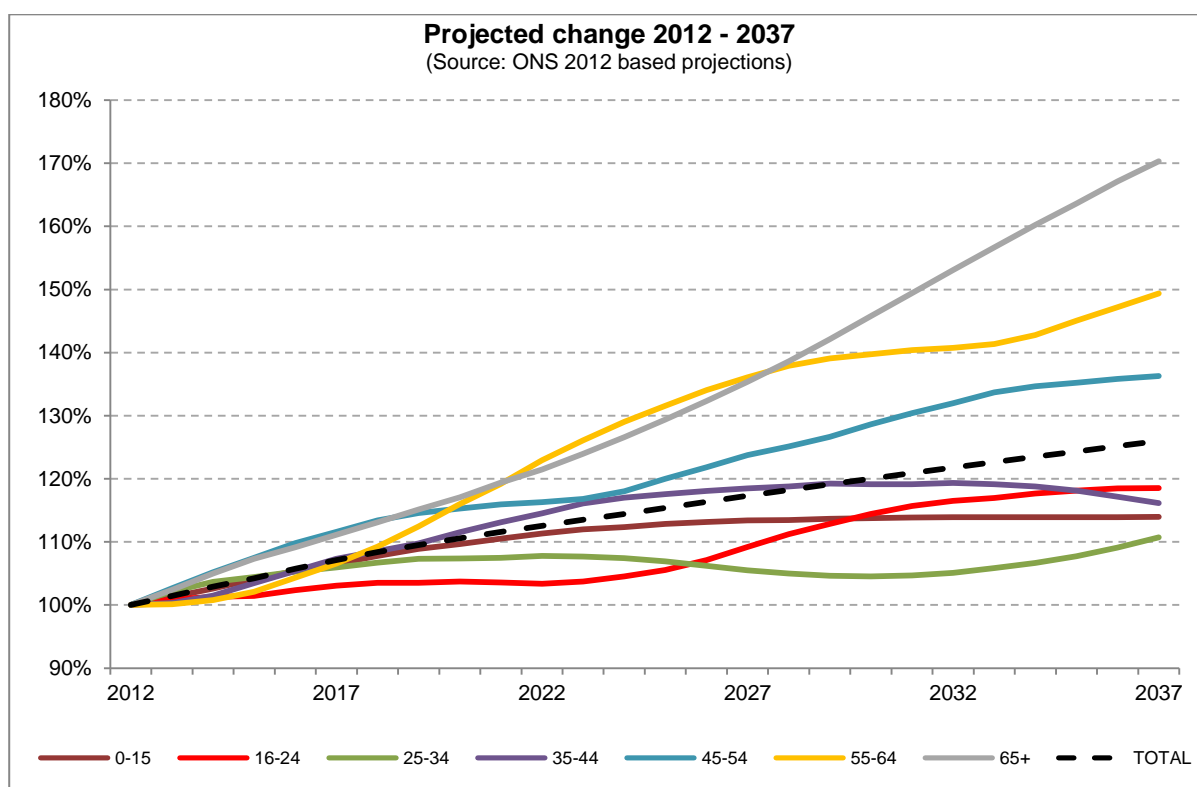


Table 4: Camden - ONS Projected population (2012 to 2037)

Age (years)	Number			Age structure %			Change 2012 - 2037		
	2012	2024	2037	2012	2024	2037	2012	2024	2037
0-15	37,112	41,696	42,293	16.5%	16.2%	14.9%	100.0%	112.4%	114.0%
16-24	32,690	34,171	38,751	14.5%	13.3%	13.7%	100.0%	104.5%	118.5%
25-34	50,708	54,464	56,156	22.5%	21.2%	19.8%	100.0%	107.4%	110.7%
35-44	35,371	41,396	41,091	15.7%	16.1%	14.5%	100.0%	117.0%	116.2%
45-54	25,308	29,869	34,494	11.2%	11.6%	12.2%	100.0%	118.0%	136.3%
55-64	18,569	23,958	27,735	8.3%	9.3%	9.8%	100.0%	129.0%	149.4%
65+	25,204	31,909	42,925	11.2%	12.4%	15.1%	100.0%	126.6%	170.3%
Total	224,962	257,462	283,445	100.0%	100.0%	100.0%	100.0%	114.4%	126.0%

⁹ Office for National Statistics 2012-based population projections (data released May 2014)

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Several key points are outlined below:

- ◀ All age profiles are anticipated to rise throughout the coming years.
- ◀ One of the most notable points is the progressive rise in the number of 0-15 year olds, rising by +4,584 (+12.4%) over the first half of the projection (to 2024). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ◀ Furthermore there is a rise in the number of 16-24 year olds, 4.5% in the first period (1,481) and continues to rise to 18.5% (6,061) in the second period.
- ◀ There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +26.6% (+6,705) in the first period continuing to rise to +70.3% (+17,721) between 2012 and 2037. While the age group represented 11.2% of Camden's population in 2012 it is projected to be 15.1% of the total by 2037 - this is approaching 1 in 6 of the population.

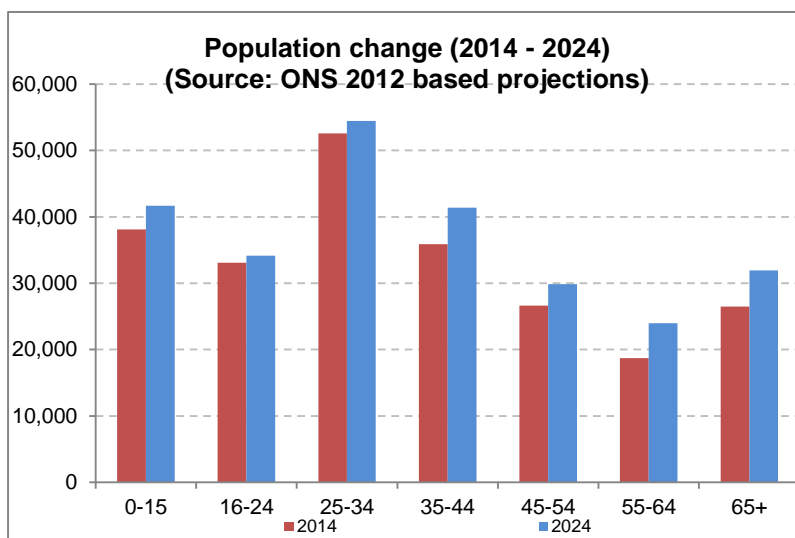
Service planning: Significant change over the coming decade

While strategic planning needs to consider change over 20 to 25 years, service planning is often more closely aligned to a much shorter time horizon, typically 5 to 10 years. Over the decade to 2024 it is projected that the overall number of people in Camden will rise by +25,994 (+11.2%). However, significant age specific variations will have implications for different markets, economic and health issues, for example, there will be:

- ◀ +3,611 (+9.5%) more 0-15 year olds; and
- ◀ +3,241 (+12.2%) more 45-54 year olds; and
- ◀ +5,241 (+28.0%) more 55-64 year olds; and
- ◀ +5,447 (+20.6%) more people aged 65+.

Figure 2.12: Projected population change (2014 -2024)

Plans to increase levels of physical activity must not be set in isolation, as if the current population is to remain in its age structure, gender and ethnic composition for ever more. Plans at strategic and operational levels must pay due regard to predictable changes.



LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Housing allocations

The London Plan sets a housing target for Camden of 6,550 homes between 2011/12 and 2020/21, whilst the adopted Core Strategy sets out a requirement for 12,250 additional homes to be delivered between 2010/11 and 2024/25. It is expected that 60% of these homes will be delivered in major growth locations at Kings Cross, Euston, Tottenham Court Road, Holborn (south of the Borough) and West Hampstead Interchange (north of the Borough).

Mosaic (Data source: 2013 Mosaic analysis, Experian)

Mosaic 2013 is a similar consumer segmentation product and classifies all 26 million households into 15 groups, 67 household types and 155 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour. The following table shows the top five mosaic classifications in Camden compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent almost all of the adult population in Camden, compared to a UK equivalent rate of 27.9%.

Table 5: Mosaic – main population segments in Camden

Mosaic group description	Camden Population		National %
	#	%	
1 - Liberal Opinions	129,257	54.2%	8.3%
2 - Upper Floor Living	84,344	35.4%	4.9%
3 - Alpha Territory	21,019	8.8%	3.5%
4 - Terraced Melting Pot	2,160	0.9%	7.2%
5 - Elderly Needs	1,075	0.5%	4.0%

The largest segment profiled for Camden is the Liberal Opinions group, making up 54.2% of households in the area, this is over six times the national rate (8.9%). This group is defined as young, professional, well educated people who are cosmopolitan in their tastes and liberal in view views and enjoy the vibrancy and diversity of inner city living. These neighbourhoods also contain a high proportion of the country's students living in term-time accommodation.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 2.13: Mosaic segmentation – Camden compared to England (Feb 2014)

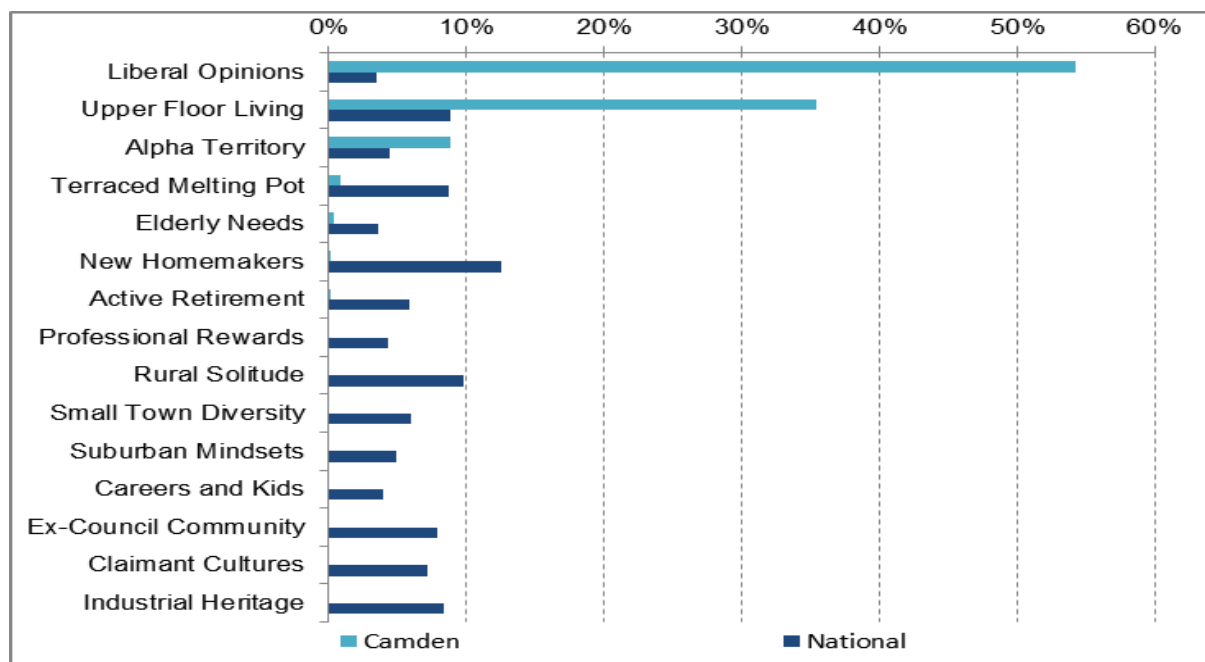


Table 6: Dominant Mosaic profiles in Camden

Liberal Opinions

This group is defined as young, professional, well educated people who are cosmopolitan in their tastes and liberal in view views and enjoy the vibrancy and diversity of inner city living. These neighbourhoods also contain a high proportion of the country's students living in term-time accommodation.

Upper Floor Living

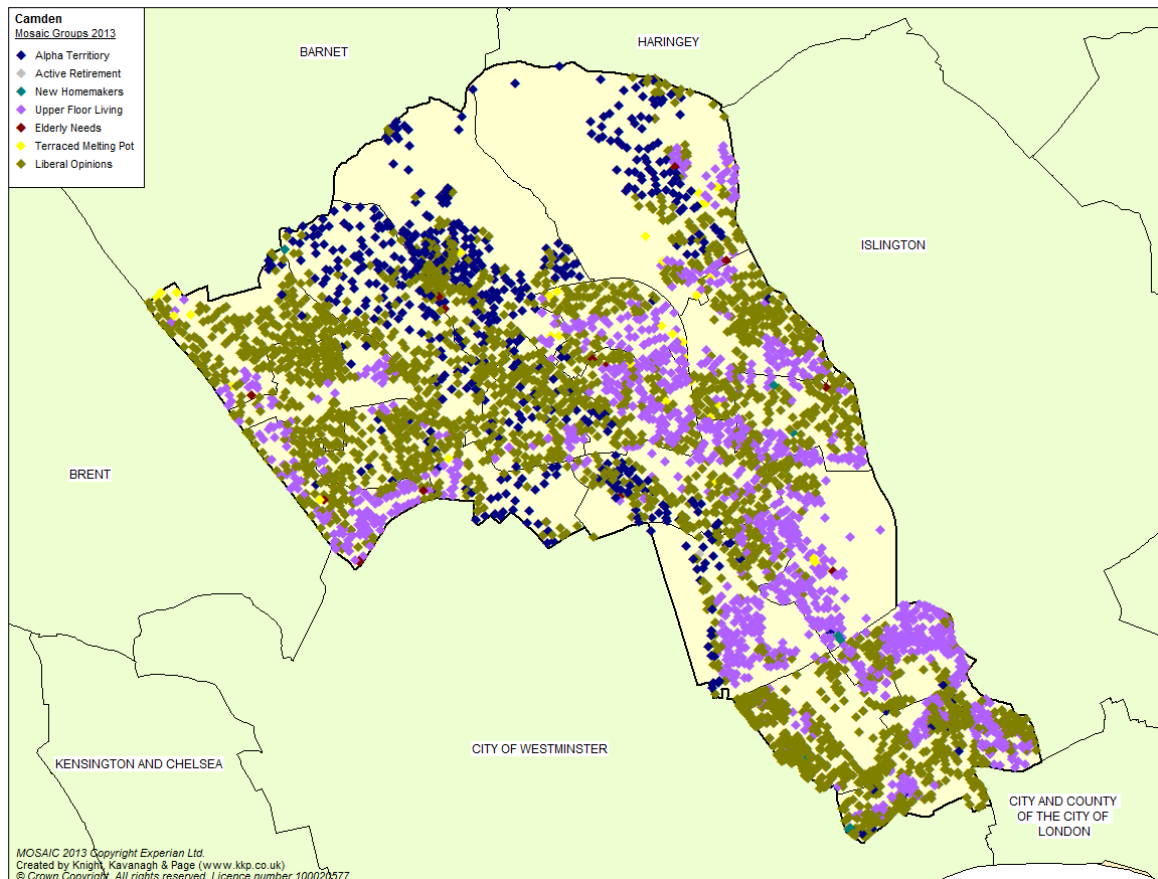
This group is defined as people on limited incomes who rent small flats from local councils/housing associations and are generally young single people. Quite a few of the larger blocks of flats have turned out to be less attractive places to live than planners had envisaged, as a result many are hard to let. Many residents are disadvantaged by living in neighbourhoods where they suffer high levels of vulnerability.

Alpha Territory

This group is defined as the most wealthy and influential individuals in the UK. They include those who have risen to positions of power in their work and celebrities. They reside in quite different types of houses from smart private flats in inner London to town houses in Georgian squares or large properties on the outskirts of cities. This group has a high level of disposable income and desire luxury purchases.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Figure 14: Distribution of Mosaic segments in Camden



LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Sport England Active People Survey

The Active People Survey (APS) is the largest ever survey of sport and active recreation to be undertaken in Europe and allows levels of detailed analysis previously unavailable. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It has now become a continuous process, with APS3 completed in Oct 2009, APS4 in October 2010, APS5 in October 2011, APS6 in October 2012 and APS7 in October 2013.

Each survey gathers data on the type, duration and intensity of people's participation in different types of sport, active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Table.7: Active People Survey for all adults – Camden and nearest neighbours

KPI	National %	London %	Camden %	Nearest neighbours			
				Hammersmith & Fulham %	Islington %	Lambeth %	Wandsworth %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2012/13	35.7	37.2	44.2	42.0	40.2	40.5	42.6
KPI 2 - At least 1 hour per week volunteering to support sport.							
2012/13	6.0	4.9	3.6	3.3	5.8	2.6	6.9
KPI 3 - Club membership in the last 4 weeks							
2012/13	21.5	21.1	19.6	30.4	20.7	17.4	28.5
KPI 4 - Received tuition / coaching in last 12 months.							
2012/13	16.1	17.3	20.8	21.7	19.6	18.1	24.0
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2012/13	12.6	9.8	11.2	12.3	11.9	9.1	14.6

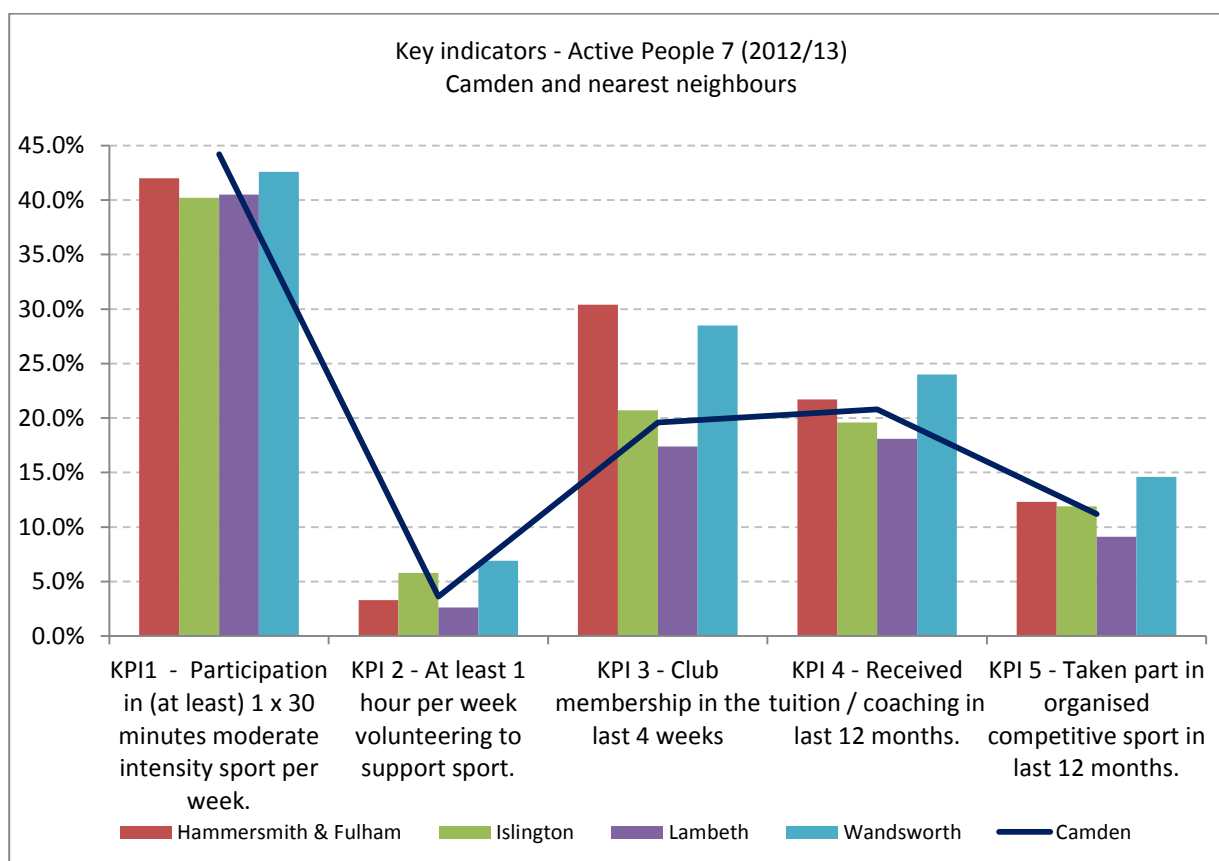
Table 2.7 shows key indicators from APS 7 for Camden and compares these to the corresponding rates for the London, England and statistical 'nearest neighbours' based on a CIPFA (the Chartered Institute of Public Finance and Accountancy) model. Key findings include:

- ✦ Participation - just under half (44.2%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national average (35.7%) and the regional average (37.2%). It was above all of its 'nearest neighbours' which ranged from 40.2% to 42.6%.
- ✦ Volunteering - around 1 in 25 (3.6%) provide at least 1 hour's volunteering to support sport in Camden each week. This is lower than the corresponding national and regional equivalents and is around the 'mid-point' of its 'nearest neighbours'.
- ✦ Sports club membership - just under 1 in 5 (19.6%) are members of a sports club, based on the four weeks prior to the AP survey. This is below the national average (21.5%) and the regional rate (21.1%) and is below all but one of its 'nearest neighbours'.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

- Sports tuition - just over 1 in 5 (20.8%) received sports tuition during the 12 months prior to the AP survey. This was above the regional and national averages. It is also above all but one of its 'nearest neighbours'.
- Competitive sport – just over 1 in 10 (11.2%) adults had taken part in competitive sport in the previous 12 months, this was below the 'mid-point' of Camden's 'nearest neighbours' and also lower than the national (12.6%) and above regional (9.8%) averages.

Figure 15: Key AP indicators, Camden and nearest neighbours (2012/13).



Potential impact on sports facilities

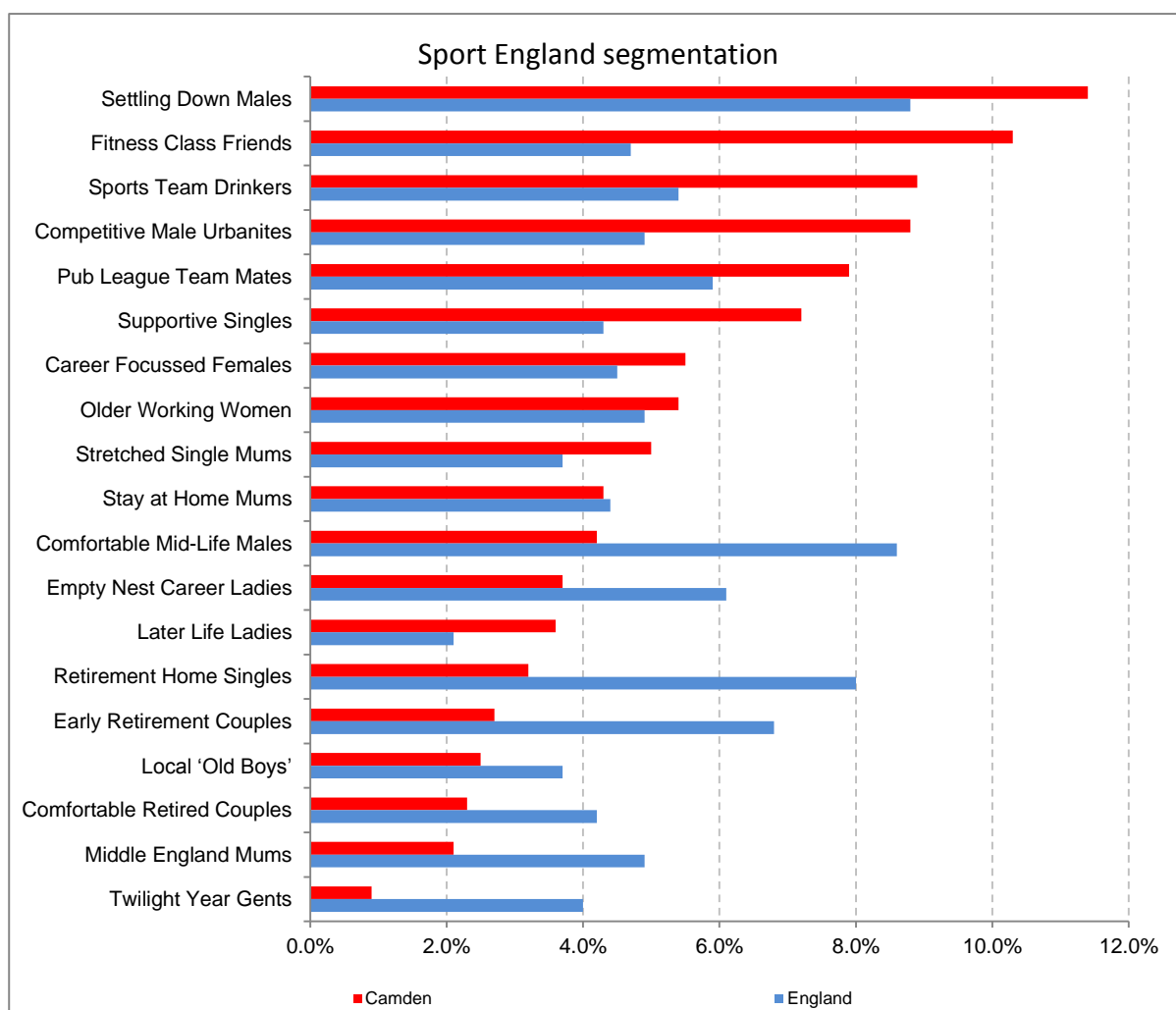
Camden has seen a rise in participation levels since 2010/11. Further rises will potentially be dependent upon continued and improved access to facilities. In Camden club membership and participation in competitive sport is lower than for neighbouring boroughs. New club formation and participation in competitive sport may be being held back by a lack of access to affordable facilities.

LONDON BOROUGH OF CAMDEN INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Sport England Market Segmentation¹⁰

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Camden indicates ‘Settling Down Males’ to be the largest segment of the adult population at 11.4% (20,909) compared to a national average of 8.8%.

Figure 16: SE segmentation – Camden compared to England (March 2014)



Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Whilst the needs of smaller segments should not be ignored, it is important for Camden to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles. However, it should also

¹⁰ Data source: Market segmentation, Sport England, January 2014

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

be noted that the ethnic composition of Camden does not potentially reflect these profiles and consideration needs to be given to their specific relevance for the authority.

The following data indicates that Tim, Chloe and Jamie are the three dominant groups, representing 30.6% (56,087) of the adult population in Camden, compared to 18.9% nationally. There is a correlation between the profile of these groups and the dominant mosaic of liberal opinions.

Table 8: Sport England market segmentation summaries

Segment, description and its top three sports nationally			
Settling Down Males	Tim	20,909	Camden
Sporty male professionals (aged 26-45), buying a house and settling down with partner.		11.40%	London
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	8.80%
Fitness Class Friends		Chloe	18,868
Young (aged 18-25) image-conscious females keeping fit and trim.		10.30%	Camden
		6.60%	London
Keep fit/gym (28%)	Swimming (24%)	Athletics (14%)	4.70%
Sports Team Drinkers	Jamie	16,310	Camden
Young blokes (aged 18-25) enjoying football, pints and pool.		8.90%	London
		8.00%	London
Football (28%)	Keep fit/gym (22%)	Athletics (12%)	5.40%
Competitive Male Urbanites	Ben	16,062	Camden
Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.		8.80%	Camden
		6.60%	London
Football (33%)	Keep fit/gym (24%)	Cycling (18%)	4.90%
Pub League Team Mates	Kev	14,399	Camden
Blokes (aged 36-45) who enjoy pub league games and watching live sport.		7.90%	Camden
		8.50%	London
Keep fit/gym (14%)	Football (12%)	Cycling (11%)	5.90%
Supportive Singles	Leanne	13,160	Camden
Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.		7.20%	Camden
		6.00%	London
Keep fit/gym (23%)	Swimming (18%)	Athletics (9%)	4.30%
Career Focussed Females	Helena	10,068	Camden
Single professional women, enjoying life in the fast lane (aged 26-45).		5.50%	Camden
		5.20%	London
Keep fit/gym (26%)	Swimming (23%)	Cycling (11%)	4.50%
Older Working Women	Brenda	9,835	Camden
Middle aged ladies (aged 46-65), working to make ends meet.		5.40%	Camden
		5.90%	London
Keep fit/gym (15%)	Swimming (13%)	Cycling (4%)	4.90%
Stretched Single Mums	Paula	9,117	Camden
Single mum (aged 26-45) with financial pressures, childcare issues		5.00%	Camden

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Segment, description and its top three sports nationally				
and little time for pleasure.			5.10%	London
Keep fit/gym (18%)	Swimming (17%)	Cycling (5%)	3.70%	England
Stay at Home Mums	Alison		7,933	Camden
Mums with a comfortable, but busy, lifestyle (aged 36-45).			4.30%	London
Keep fit/gym (27%)	Swimming (25%)	Cycling (12%)	4.40%	England
Comfortable Mid-Life Males	Philip		7,724	Camden
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			4.20%	London
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	5.80%	England
Empty Nest Career Ladies	Elaine		6,764	Camden
Mid-life professionals who have more time for themselves since their children left home (aged 46-55).			3.70%	London
Keep fit/gym (21%)	Swimming (18%)	Cycling (7%)	4.70%	England
Later Life Ladies	Norma		6,661	Camden
Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.			3.60%	London
Keep fit/gym (12%)	Swimming (10%)	Cycling (2%)	2.90%	England
Retirement Home Singles	Elsie & Arnold		5,895	Camden
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			3.20%	London
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	5.00%	England
Early Retirement Couples	Roger & Joy		8.00%	Camden
Free-time couples nearing the end of their careers (aged 56-65).			2.70%	London
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	4.10%	England
Local 'Old Boys'	Terry		6.80%	Camden
Generally inactive older men (aged 56-65), low income and little provision for retirement.			4,542	London
Keep fit/gym (8%)	Swimming (6%)	Cycling (5%)	2.50%	England
Comfortable Retired Couples	Ralph & Phyllis		3.70%	Camden
Retired couples (aged 66+), enjoying active and comfortable lifestyles.			4,206	London
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	2.30%	England
Middle England Mums	Jackie		2.90%	Camden
Mums (aged 36-45) juggling work, family and finance.			3,870	London
Keep fit/gym (27%)	Swimming (20%)	Cycling (9%)	3.50%	England
Twilight Year Gents	Frank		4.90%	Camden
Retired men (aged 66+) with some pension provision and limited sporting opportunities.			1,563	London
Golf (7%)	Keep fit/gym (6%)	Bowls (6%)	0.90%	England
			2.00%	

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

The most popular sports in Camden

A further aspect of the Active People survey and SE segmentation is that it makes it possible to identify the top five sports within Camden. As with many other areas, gym and swimming are among the most popular activities and are known to cut across age groups and gender; in Camden around 1 in 6 adults go to the gym, on average, at least once a month. The next most popular activity is swimming, 13.9% of adults go swimming on a relatively regular basis.

Table.9: Most popular sports in Camden (Source: SE Area Profiles)

Sport	Camden		London		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	33.3	16.3%	28.3	13.9%	4,622.7	10.9%
Swimming	28.2	13.9%	24.2	11.9%	4,896.9	11.5%
Athletics	24.9	12.2%	17.6	8.6%	2,778.8	6.5%
Keep Fit Classes	17.6	8.6%	11.2	5.5%	1,764.8	4.1%
Fitness & Conditioning	17.6	8.6%	16.6	8.1%	2,854.7	6.7%

Potential impact on sports facilities

Active People highlights the importance of facilities, notably gym and swimming provision in meeting the demand from profiles Tim, Chloe and James in Camden where the rates are above levels recorded in London and England.

Sport England investment in London Borough of Camden

Sport England use funding from the National Lottery and Exchequer to support hundreds of projects each year.

Investments in Camden since 2013 include:

- ◀ £200,000 to Coram Field to refurbish the ATP.
- ◀ £261,359 All Active Funding for Inclusive and Active Camden
- ◀ £1,160 Get Equipped award to The Camden Society
- ◀ £9,999 Get Equipped award to Wac Arts Sports
- ◀ £9,456 small grant to Maria Fidelis Catholic School to widen participation.

There has been no recent National lottery funding for indoor sports facility provision in Camden.

LONDON BOROUGH OF CAMDEN

INDOOR SPORTS AND LEISURE FACILITIES STRATEGY

Government investment in school facilities

Investment in school facilities has been important to both the previous and current Governments and each have had different programmes to provide funding to upgrade and renew school facilities across the Country. Investment in sports facilities cannot be guaranteed in schools that are refurbished, but are generally included in new builds.

Building Schools for the Future

Prior to investment in the London Borough of Camden, the Building Schools for the Future programme was cancelled. However, prior to the cancellation redevelopment sample schemes at UCL Academy and South Camden Community College (renamed Regent's High School in 2012) were approved. This has resulted in a new 4 court sports hall at the UCL Academy and improved sports hall facilities at Regent High School.

Priority School Building programme

This programme has seen a new primary school, Netley School, on the border between Somers Town and Regents Park developed, which will open in September 2014. It has a small activity hall (165sqm).

Potential impact on sports facilities

As a result of being sample schemes both UCL Academy and Regents High School have had improvements to the on-site sports facilities.

At Regent High the sports hall has been refurbished, changing rooms and a fitness gym have been added together with three multi use games areas. At the UCL Academy there is new sports hall and two multi use games areas.

Local authority leisure facilities management

Leisure management is provided at the following London Borough of Camden owned sports centres by Greenwich Leisure Limited (GLL):

- ◀ Kentish Town Sports Centre
- ◀ Oasis Sports Centre
- ◀ Talacre Sports Centre
- ◀ Swiss Cottage Sports Centre

In July 2014 a new pool and fitness centre opened at 5 St Pancras Square. The new facilities are managed by GLL and will subsequently be part of the whole leisure management contract.

The London Borough of Camden is responsible for significant elements of facility maintenance and repair at all of the sports and leisure centres managed by GLL. The GLL contract with the London Borough of Camden expires in 2020.