Physical Activity and Sport Borough Profile 2016
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This document has been prepared by London Sport to provide an indication of the profile of physical activity and sport across Ealing. Combining information on participation behaviours, demographics, health profiles, education data, facilities provision and funding opportunities, the Ealing physical activity and sport profile shines a light on the trends and indicators that sit behind levels of participation in physical activity and sport in the borough.

For Ealing, current levels of physical activity and sport participation paint a stable picture. Regular participation levels are comparable to the London average for both sports participation and physical activity. This is reflected in the health data for the borough, which reports the majority of indicators are on par with London.

London Sport has set a target of getting 1,000,000 Londoners more active by 2020. This report is designed to provide the sector with the headline data and information they need to develop physical activity and sport in Ealing.
The demographic data explored here refer to population numbers, ethnicity, gender, age, religion, disability, qualifications, employment status and socio-economic grade. Within Ealing’s population of 351,025, there is a diverse community of religions, ethnicities and socioeconomic grades. Ealing demographics are a microcosm of London wide demographic breakdowns.

**EALING POPULATION**

The total population count for Ealing stands at 351,025.

**GENDER SPLIT**

- Male: 50.4%
- Female: 49.6%

**AGE**

- 0-15: 20.9%
- 16-25: 12.2%
- 26-34: 16.5%
- 35-44: 16.1%
- 45-55: 13.1%
- 55-64: 9.5%
- 65+: 11.7%

**ETHNICITY**

- White: 50.2%
- Mixed: 4.5%
- Black: 9.6%
- Asian: 27.0%
- Chinese/Other: 8.1%
- Other: 1.1%

**RELIGION**

- Christian: 45.9%
- Buddhist: 0.6%
- Hindu: 10.7%
- Jewish: 0.5%
- Muslim: 16.1%
- Sikh: 5.3%
- Other: 1.1%
- No Religion: 19.9%

**LONG-TERM HEALTH CONDITIONS AND DISABILITY**

- Not Limited: 85.5%
- Limited A Little: 7.4%
- Limited A Lot: 6.8%

Percentage of the population with highly limiting, mildly limiting, and no long-term health conditions or disabilities. This graph refers to the ability of both non-limited and limited people to carry out day-to-day activities, with or without the use of devices (e.g. hearing aid).
DEMOGRAPHICS

HIGHEST QUALIFICATION ACHIEVED²

Qualification data presents the highest level of qualification held by all usual residents aged 16 and over in Ealing

- 16.5% NO QUALIFICATION
- 9.9% NVQ1
- 10.5% NVQ2
- 1.4% TRADE APPRENTICESHIP
- 9.6% NVQ3
- 37.0% NVQ4+
- 15.1% OTHER QUALIFICATION

SOCIO-ECONOMIC STATUS³

National Statistics Socio-Economic Classification (NS-SEC) is the primary social classification in the UK. The different grade measures provide an indication of social standing by education, income and occupation.

- 32.8% NS-SEC 1-2
- 21.6% NS-SEC 3-4
- 25.4% NS-SEC 5-7
- 8.0% L14.1 NEVER WORKED
- 1.9% L14.2 LONG-TERM UNEMPLOYED
- 10.3% L15 FULL TIME STUDENTS

LABOUR MARKET²

- EMPLOYMENT RATE 70.9%
- ECONOMICALLY INACTIVE 23.6%
- UNEMPLOYED 6.5%

The Indices of Multiple Deprivation⁴ measures relative levels of deprivation across 32,844 small areas. Areas are ranked according to 7 sub-domains: health, income, employment, education, crime, barriers to housing, and living environment. The map below highlights highly deprived areas in light blue and those less deprived in dark blue. Deprivation levels in Ealing are widely variable.

KEY CONTACTS

London Sport Insight Team
Email: insight@londonsport.org
Tel: 0207 868 5055

GLA City Data Team
Email: datastore@london.gov.uk

DATA SOURCES

1. GLA 2015 Round Population Projections
2. ONS Annual Population Survey 2015
3. ONS Census 2011
4. English Indices of Multiple Deprivation 2015
PHYSICAL ACTIVITY AND SPORT PARTICIPATION

London Sport utilises physical activity and sport participation data to monitor progress against the target of getting 1,000,000 Londoners more active by 2020. Sport England’s Active People Survey 9 (2014/15) highlights that in Ealing, while participation on par with London, female and BAME groups participation rates are still low across the borough.

PHYSICAL ACTIVITY MEASURE

This measure shows the percentage of the population achieving the recommended levels of physical activity set out by the Chief Medical Officer. Active: >150 minutes a week
Insufficiently Active: 30-149 minutes a week
Inactive: 0-29 minutes a week

PARTICIPATION RATE BY ETHNICITY

This data compares the levels of regular (at least once per week) sport participation among white and BAME groups (Black, Asian and Minority Ethnics).

PARTICIPATION BY GENDER

1x30 MINUTES PARTICIPATION
PHYSICAL ACTIVITY AND SPORT PARTICIPATION

LONDON WIDE DATA

Unavailable at borough level, this data highlights London level sport participation by disability, socio-economic status and age

OVERALL PARTICIPATION IN SPORT AT LEAST ONCE A WEEK SINCE 2006

OVERALL PHYSICAL ACTIVITY RATES SINCE 2012

PARTICIPATION IN SPORT AT LEAST ONCE A WEEK SINCE 2006 BY GENDER

LATENT DEMAND

Latent demand refers to the percentage of people who would like to do more sport than they currently do. Inactive people are those who do less than 30 minutes a week

KEY CONTACTS

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Jo Valks (Active Ealing & Major Projects)
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DATA SOURCES

*Sport England Active People Survey
HEALTH

Health data helps to provide an illustration of the current implications of inactivity and the potential impact of increased participation in physical activity and sport. Across most measures, Ealing’s health indicators are on par with London, however sickness absence is notably higher than average, as are self-reported anxiety levels.

OVERWEIGHT AND OBESE CHILDREN\(^6\) AND ADULTS\(^5\)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
<th>London Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGED 4-5</td>
<td>21.6%</td>
<td>22.2%</td>
</tr>
<tr>
<td>AGED 10-11</td>
<td>37.5%</td>
<td>37.2%</td>
</tr>
<tr>
<td>ADULTS 16+</td>
<td>60.3%</td>
<td>58.4%</td>
</tr>
</tbody>
</table>

HEALTH/DISABILITY DEPRIVATION RANK\(^4\) **142**

This rank provides a relative measure of health/disability deprivation against all 326 Local Authority areas in England. A rank of 1 is the most deprived.

SICKNESS ABSENCE\(^8\)

- **1.9%**
  - London average 1.19%

Cardiovascular Health

- **84.5%** preventable Cardiovascular mortalities

Mental Health\(^2\)

- **6.0%** LOW LIFE SATISFACTION
- **4.1%** LOW WORTHWHILE SCORE
- **9.1%** LOW HAPPINESS RATE
- **21.9%** HIGH ANXIETY RATE

Cost of Inactivity to Ealing\(^3\)*

- **£19,102,686**
  - Per 100,000 Adults Aged 16+
  - London Local Authority Average £17,903,739

DATA SOURCES

1. ONS Annual Population Survey 2015
2. Indices of Multiple Deprivation 2015
3. Sport England Active People Survey
5. Public Health England
7. UK Active
8. Barry Kelly (London Sport)
   Barry.Kelly@londonsport.org
   Tel: 07496 870962
9. Louise Taylor (Public Health Specialist)
   taylorlo@ealing.gov.uk
   Tel: 020 8825 6496

KEY CONTACTS
Education environments are vital aspects of the physical activity and sport landscape in London. Data on education can help identify opportunities for improved provision of physical activity and sport, creating positive habits among young people.
One of London Sport’s five strategic aims is focused on getting more resources for physical activity and sport in London, and doing more with the resources currently available. This section identifies funding opportunities available to grassroots sport in London, some of which are managed and administered by London Sport, others which represent alternative funding pots available in the capital. For further funding information please refer to the London Sport Funding Search Tool.

<table>
<thead>
<tr>
<th>FUND NAME</th>
<th>AMOUNT</th>
<th>CLOSING DATE</th>
<th>APPLICATION LINK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport England Small Grants</td>
<td>Up to £10,000</td>
<td>Rolling</td>
<td><a href="https://londonsport.org/funding/">https://londonsport.org/funding/</a></td>
</tr>
<tr>
<td>London Marathon Charitable Trust</td>
<td>£5,000 - £150,000</td>
<td>Rolling</td>
<td><a href="http://www.imct.org.uk/what-we-fund/grant-">http://www.imct.org.uk/what-we-fund/grant-</a></td>
</tr>
<tr>
<td>Comic Relief Local Communities Programme</td>
<td>Up to £10,000</td>
<td>06.09.2016</td>
<td><a href="http://www.comicrelief.com/our-grants">http://www.comicrelief.com/our-grants</a></td>
</tr>
<tr>
<td>Satellite Clubs (through London Sport)</td>
<td>Discretionary</td>
<td>Rolling</td>
<td><a href="https://londonsport.org/funding/">https://londonsport.org/funding/</a></td>
</tr>
<tr>
<td>Big Lottery Fund Various Grants</td>
<td>Up to £500,000</td>
<td>Various</td>
<td><a href="https://www.biglotteryfund.org.uk/funding">https://www.biglotteryfund.org.uk/funding</a></td>
</tr>
<tr>
<td>Communities Together</td>
<td>Up to £2,500</td>
<td>28.10.16</td>
<td><a href="http://www.heathrowcommunityfund.com/need-funding/together">http://www.heathrowcommunityfund.com/need-funding/together</a></td>
</tr>
<tr>
<td>John Lyons Charity Grants</td>
<td>Various</td>
<td>Rolling</td>
<td><a href="http://jlc.london/grants/how-do-i-apply/">http://jlc.london/grants/how-do-i-apply/</a></td>
</tr>
<tr>
<td>BBC Children in Need Grants</td>
<td>£250 - £25,000</td>
<td>Rolling</td>
<td><a href="http://www.bbc.co.uk/corporate2/childreninneed">http://www.bbc.co.uk/corporate2/childreninneed</a></td>
</tr>
<tr>
<td>Lord Taverners Disability Sport and Play Grants</td>
<td>Discretionary</td>
<td>Rolling</td>
<td><a href="http://www.lordtaverners.org/about">http://www.lordtaverners.org/about</a></td>
</tr>
<tr>
<td>Sport England Protecting Playing Fields</td>
<td>Up to £50,000</td>
<td>01.09.2016</td>
<td><a href="https://londonsport.org/funding">https://londonsport.org/funding</a></td>
</tr>
</tbody>
</table>

**KEY CONTACTS**

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FACILITIES

Facilities statistics help to demonstrate the availability of appropriate sport facilities across London, their ownership and the wider availability of parks and open spaces within a defined region. Facility availability is one of the key considerations for grassroots sport and this data helps to identify the areas in which improved provision could have a positive impact. All facilities data displayed is from Sport England Active Places Power. Parks and Open Spaces data is sourced directly from Local Authority resources.

29 ARTIFICIAL & 3G PITCHES
34 CRICKET PITCHES
68 FOOTBALL PITCHES
101 TENNIS COURTS
22 SWIMMING POOLS
39 SPORTS HALLS
280 CLUBS AND VENUES

487 FACILITIES
3.68% OF FACILITIES IN LONDON

SPORTS CLUB MEMBERSHIP RATE
23.0%

Olympic Sports or NGB Whole Sport Plan clubs

FACILITY OWNERSHIP

Breakdown of primary ownership of sports facilities

PARKS AND OPEN SPACES

*Does not include all parks and open spaces in borough

Northolt & Greenford Countryside Park: 110 hectares of open space with smaller parks, playing fields and countryside including: Greenford Lakes and Birch Wood; Wildlife across ponds, wetlands, woodlands and meadows.
Manhams Fields & Smiths Farm Open space
Rectory Park: Football, cricket, playgrounds, skate park, basketball courts
Northala fields: Multiple playgrounds, model boating lake, 6 fishing lakes, 3 wildlife ponds, mosaics, visitor centre

Ravenor Park: Multi-use games area, tennis, adult exercise equipment, playground, public toilets, close to heart of Greenford community.

Islip Manor Park: Cricket pitch, new play centre, playground, basketball, 5-a-side area, bowling green.

Brent Lodge Park and Churchfields: Multi-use games area, tennis, millennium maze, animal centre, playground, cafe, public toilets.

Gunnersbury Park: Ornamental gardens, woods, lakes, 9 hole golf course, animal centre, playground, cafe, public toilets.

Brent River Park: 7km curving strip along Brent Valley. Many cycle paths and nature conservation areas with wildlife and woodland.

Acton Park: Bowling green and pavilion, tennis, multi-use games area, cafe, climbing block, basketball, football, art block, play centre.

Pitshanger Park: Tennis, football, bowls, allotments, play centre, car park, wildlife and adjacent Ealing golf course.

KEY CONTACTS

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Chris Bunting (Assistant Director of Leisure)
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DATA SOURCES

5 Sport England Active People Survey
6 Sport England Active Places Power
7 LB Ealing Parks and Open Spaces
SPORTIVATE

Sportivate is a £56 million Lottery funded London 2012 Legacy project that gives more young people the chance to discover a sport that they love. The programme gives 14-25 year-olds access to six-to-eight weeks of free or subsidised coaching in a range of sports. Activities on offer include judo, dodgeball, tennis, golf, athletics, parkour and many more.

4,425 participants have taken part in Sportivate projects in Ealing since the programme started in 2011; this is above the average number of participants per borough.

CLUBWORKS

ClubWorks is a brand new programme, managed by London Sport and funded by Greater London Authority, designed to support and develop clubs and organisations in London over the next three years to: develop coaches/volunteers; attract new members; access funding; and plan for the future.

In Ealing there are currently 5 ClubWorks clubs; this is the average number of clubs per borough.

SATELLITE CLUBS

Satellite Clubs are extensions of community sports clubs, and are established in secondary schools or colleges in order to target 11-25 year-olds. The aim of these clubs is to provide opportunities for under-represented groups, such as BAME groups, females and disabled young people, to take part in physical activity and sport.

There have been a total of 21 Satellite Clubs set up in Ealing since 2013/14; this is below the average number of clubs per borough.

WORKPLACE CHALLENGE

Workplace Challenge is a national programme run by the County Sports Partnership Network (CSPN) and funded by Sport England. It aims to engage workplaces in physical activity and sport and get them active through tracked progress and by providing sport and fitness opportunities.

47 participants are currently signed up to Workplace Challenge in Ealing; this is below the average number of participants per borough.

KEY CONTACTS

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The data contained within this profile is designed to support the development of physical activity and sport in Ealing. According to their strategy, key development priorities for Ealing are to get more people more regularly active, to improve the awareness of available sport and active leisure opportunities, to ensure the sustainability of sport and leisure, to provide appropriate recreation facilities and to champion the wider benefits of being active.

**INSIGHT SERVICES**

Whether it’s helping National Governing Bodies to understand the needs of their London based members, or helping Local Authorities understand local areas in order for them to focus their physical activity and sport offer, our specialist Insight team are able to advise, create and deliver on a range of services.

Speak to us now about working together to help London become the most physically active city in the world.

**GET IN TOUCH**

Email: insight@londonsport.org
Website: data.londonsport.org