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Assessing and Analyzing Resident Satisfaction Levels for Sports Facilities in the London Borough of Brent

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Assessing and Analyzing Resident Satisfaction Levels for Sports Facilities in the London Borough of Brent

An Interactive Qualifying Project proposal to be submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor Science.

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Abstract

In 2006 the Active Peoples Survey revealed Brent had lower levels of sports participation and satisfaction than the rest of England. The Brent Council recognizes the benefits of participating in sports, therefore the results of this survey were a major concern. Through collecting and analyzing data from a resident survey, key informant interviews, and G.I.S mapping this project's goal was to help the Council provide Brent's residents with facilities that most suit their needs.

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Executive Summary

Sports have a positive impact on those who participate in them and the communities that they exist in. Sports have beneficial effects on health and community cohesion. Research has shown that at-risk children who participate in sports have a better chance of educational success and are less likely to turn to crime. As such, there is a need for residents of Brent to have open spaces and sports facilities available to them. The Brent Council in the London Borough of Brent is striving to provide this local sports provision to its residents.

As part of the goal to provide adequate sports provision to its residents, the Brent Council has provided forty six local authority football, rugby, and cricket pitches within its borders. This is in addition to thirty educational and thirteen private pitches. For tennis, the Council provides the population with forty two tennis courts, and there are also thirty two private and educational courts. There are also six operational bowling greens in Brent and two that are no longer used. In Brent, a new trend has been the increased use of Multi Use Game Areas (MUGAs) which are facilities that can be used for multiple sports such as football and basketball. There are currently thirteen of these facilities in Brent, but an additional one is under construction, and there are three derelict MUGAs in the borough. There are currently two public pools in the Borough, along with six public health and fitness centers in the borough. However, even with such facilities available to the public the borough has lower participation and satisfaction levels than the rest of London. This project's main objective was to understand why these low levels exist.

This project was broken down into two main objectives. The first objective was to identify the reasons Brent residents have lower satisfaction and participation rates than the rest of London. One source of data collection that led to the productive achievement of the objective was the conduction of a resident survey. The postal survey was distributed to 4,000 residents within the borough, 2,000 in the northern part of Brent and 2,000 in the Willesden section. The method used in the selection of the participants of the survey was a stratified random sampling approach. Both multiple choice and open response questions were included in the questionnaire, which led to the collection of quantitative and qualitative data. The questions covered topics such as quantity and quality of facilities in local areas, levels of participation and desire to participate more, and changes that could be made that would increase the participation level of the respondent. Overall, 448 (11.20%) surveys were

completed and returned. Two actions were carried out with the purpose of increasing response rates. The first method of increasing response rates was the inclusion of a monetary prize to those who returned a completed survey by a predetermined date with contact information provided. Secondly, a reminder letter was sent to the selected individuals half way between the initial mailing of the survey and the date that marked the end of those who would be included in the prize draw.

The second source of data that allowed for the identification of reasons why Brent residents have lower satisfaction and participation rates than the rest of London was key informant interviews. There were three main types of interviews conducted: schools with facilities for hire, Brent Council run facilities, and private facilities. A general set of questions were prepared for these interviews, but were changed to cater to the different types of clubs that were interviewed. The types of people that were interviewed were both residents and those living outside of Brent. After the questions were developed a colleague from Brent Sports Department was met to tweak the questionnaire and identify some of the key informants in Brent. Once these interviews were conducted conclusions were drawn from them and cross referenced with the results from the data collected in the survey. It was noted that much of the Brent Council run facilities have been improving over the past year. However, many of these facilities are still without any access to swimming pools which has become a large turnoff for users. The main purpose of collecting interview data was to support the results of the resident survey, which allowed the combination of conclusions and identification of patterns.

The last objective of the project was to identify the areas of the borough which should have the highest priority to have their sports facility provision improved. In addition to information used from both the resident survey and key informant interviews, a series of maps were produced showing different aspects of Brent's sports provision. These included accessibility maps, quality maps, and public quality accessibility maps. However, the information to produce all of these maps was not available for all of the different types of sport facilities, so some types of facilities only had accessibility maps produced for them. After these maps were produced a final deficiency map was created for each of the types of facilities that had all of the available information to do so. These maps were based on the accessibility and quality of facilities as well as the areas that were in need of improvement. Figure 1 shows an example of a final deficiency map.

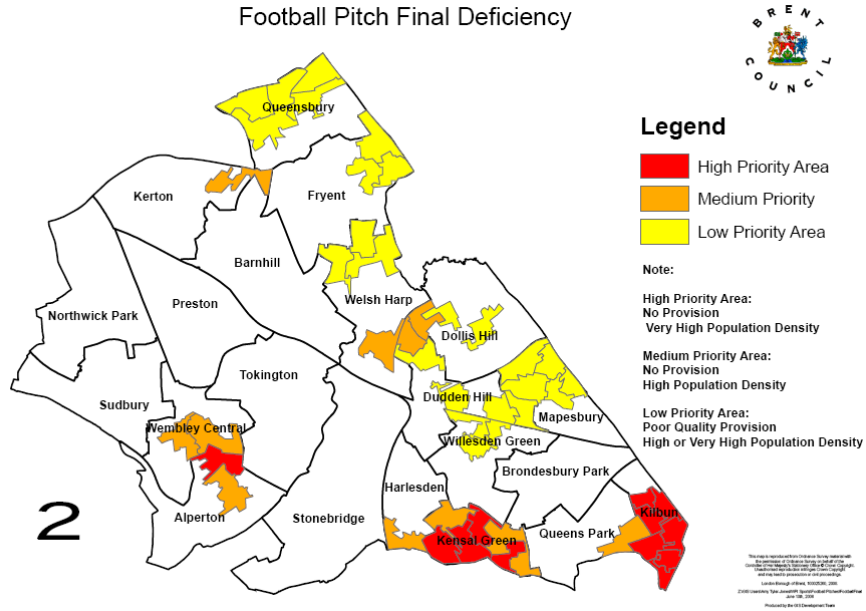


Figure 1: Football Pitch Deficiency Map

Based on these deficiency maps, the information gathered by the resident survey, and the information from the key informant interviews, recommendations were made on how to improve Brent’s sports provision.

The final recommendations of this project are to increase accessibility of sport facility information, make sports facilities a friendlier environment, add swimming pools to current provision, improve the quality of football and tennis pitches, and increase access to educational sports halls. The following paragraphs explain how these conclusions came to be.

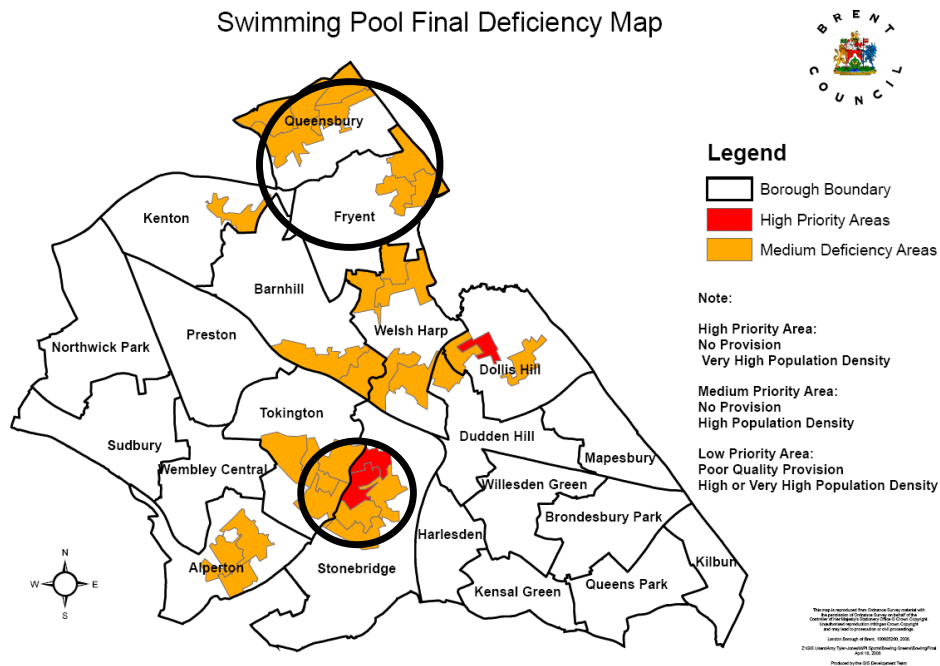
Our recommendation to increase the accessibility of sport facility information is based on the fact that fifty-nine percent of the survey respondents said they were unaware of the price of public facilities, forty people commented that they do not participate in as much sports as they would like because of a lack of information, and the manager of the Pavilion commented that residents who come to use his facility often are unaware of the services that the Pavilion (or other surrounding facilities) provide. Because of this improving the access of information was decided to be a priority goal.

To increase the flow of information about sports facilities it is proposed that the Brent council include updates regarding sports facilities in the *Brent Magazine* that is sent out to each resident in Brent every month. This will allow residents easy access to information pertaining to upcoming events and provide a space for facilities to advertise their current services. The other method of bettering the access to information would be to update the

Brent Council website. Currently most of the educational facilities that open themselves for public use do not have contact information provided for those interested in using those facilities. If this was updated perhaps more people would take advantage of those facilities.

The reason that making facilities a friendlier environment was identified as an area for improvement is because of a lack of resources for beginners, women only sessions, and classes catered to the elderly were noted at various sports centers. To counter this it is proposed that more personal trainers be hired for the public gyms to guide beginners, provide more women only sessions for things such as swim time, and set up walking clubs and other activities that older people can use as a socializing tool in addition to keeping them active.

The largest deficiency in Brent’s sports provision is a lack of swimming pools. Lack of swimming pools was the most consistent complaint in the key informant interviews and 38.3% of people who responded said that there were ‘not enough’ swimming pools in Brent and 31.5% said there were ‘Not nearly enough’ pools in Brent. Citing this it is proposed adding at least two new swimming pools to the current provision. Figure 2 shows the two areas where placing these two facilities will best fit the current and future needs of the borough.



This map is provided for information only and does not constitute a contract or any other form of agreement. The Council is not responsible for any loss or damage arising from the use of this information. © Brent Council 2018. Produced by the GIS Development Team.

The recommendation to improve the quality of tennis courts and football pitches stems from the fact that there are large sections of quality deficiencies on their deficiency maps. This indicates that there are many sections of the borough that only have access to poor quality facilities. The state of these facilities may be causing people not to use them. For example, when an interview conducted with the manager of the Goals Football Club in Alperton he mentioned that the tennis courts in Alperton were of poor quality and rarely used. As these are the only tennis courts in that area it is likely that if they were refurbished they would be used more. Furthermore, of the three football pitches rated as below average and the three that were nearly rated as below average four of the six are currently booked for less than half their available time on the weekends. Increasing the quality of the football pitches may lead to those pitches being used more.

The last recommendation was to increase access to educational sports halls. This recommendation was made because as Figure 3 shows there is a lack of public sports halls in the North of Brent. However, there are enough educational sports halls to provide adequate provision if they were accessible to the public. During an interview at the Jewish Free School a third party that takes over the sports hall bookings was mentioned. It is recommended that the Brent Council looks into this option and promotes it within all the educational facilities in Brent. This third party would take over the booking process so the schools would not have to spend time on it. The school would allow the third party to have the ability to open the facilities for anyone who books the facilities. In this way there would be one contact for all educational sports facilities which would make booking those facilities much easier for the public.

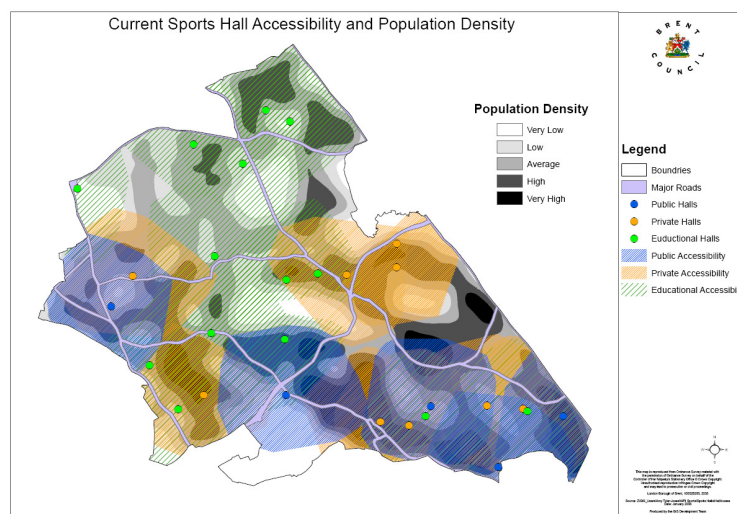


Figure 3: Educational Sports Hall Accessibility

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1 Introduction

Trends around the world have shown an intense increase in obesity rates since the mid-seventies. Recently, it has been hypothesized that for the first time ever there may be an equal amount of overweight to underweight people in the world {{Collins, Anne 2007}}. Obesity and weight problems are even growing in areas with food shortages, such as China whose obesity rate grew from ten to fifteen percent in three years {{Collins, Anne 2007}}. These increases are cause for serious concern among health officials because of obesity's likelihood to cause diseases such as type two diabetes, coronary heart disease, and stroke {{Centers for Disease Control 2008}}. Obesity is a very preventable problem that can be combated with regular physical activity and good nutrition. In the United States, about fifty percent of adults do not exercise enough to gain the health benefits from being active. Also, participation in high school physical education classes have dropped from forty-two percent in 1991 to thirty three percent in 2005 {{Centers for Disease Control 2008}}. These dilemmas are not isolated to the United States and are in fact magnified in all western cultures.

In the United Kingdom obesity rates are also high, as about seventeen percent of adult men and twenty-one percent of women are classified as obese {{Price, Jennie 2007}}. While obesity rates in England are increasing, less people are participating in athletics. England is widely known as a sporting nation, for they are the creators of football. In addition, England watches, talks, and cheers for their national teams like no other country. The city of London is the host of the 2012 Olympic and Paralympics games and continue to play a large role in the global sporting community {{Price, Jennie 2007}}. However, despite the fact that sixty five percent of London's citizens are satisfied with their athletic facilities only fifty percent of them participate in any sport. Every year 33,000 people stop participating in sports once they turn sixteen years old {{Price, Jennie 2007}}.

The borough of Brent shows an even lower rate of satisfaction than the rest of London. Its 263,464 residents have a satisfaction rate with their local sports provision of fifty four percent {{Brent Council 2007}}. This is true despite a noted effort from the Brent Council to improve amounts of both satisfaction and participation. The people of Brent have shown a

commitment to youth sports with their entry in the London youth games in 2000 and spending £50,000 to ensure inclusion in this event. Brent also has a significant number of facilities, including fifty-four football pitches, four rugby pitches, twenty-two cricket pitches, three Gaelic football pitches, five public workout facilities, and six private workout facilities {{Brent Council 2007}}.

In order to maximize the effectiveness of athletic facilities in Brent, it must be understood what is specifically disappointing to the citizens. It is no known why Brent's residents have low satisfaction and participation rates. The Brent Council has already begun to address this problem by commissioning an analysis of their facilities conducted by an outside agency. Now that certain deficiencies have been identified, it must be decided if these problems are actually what is upsetting the people. Several sports clubs have decided to leave Brent due to its pitches and sports clubs, but it is not understood why these clubs are venturing to other parts of London.

The main objective of our project is to assist the Borough of Brent Planning Committee in understanding the lack of athletic satisfaction and involvement within the community. The team will conduct a survey to analyze the specific problems that the people of Brent have found with their sporting facilities. The group members will also interview and visit with various leaders in the Brent sporting community as well as those who have chosen to exit the borough. This will allow us to fully understand what problems exist with the facilities and what could be done to fix these problems. The team will then use all the information that has been gathered to make a useful recommendation to the Borough of Brent for the future of their athletic endeavors.

2 Background

The focus of our project was addressing problems with the satisfaction of the current facilities and the lack of sports participation in Brent. Our project was important because sports have many benefits to society. Because of this, we describe some of the many benefits that can be gained in the borough through increased sports participation. This is broken down into two categories, *Sports and Health* and *Social Benefits*. This distinction was made because the benefits to health from participating in sports is more of an individual benefit; however the social benefits listed such and community cohesion are more borough wide benefits.

The Brent Council is aware of the numerous benefits that arise from athletics. However, the borough lags behind England in both the average sports participation and satisfaction with local sport provision. In order to address this problem it is first necessary to understand the profile of Brent. Therefore, this section provides information regarding the profile of Brent including the borough's current sports participation. After reaching an understanding of Brent's profile, it is necessary to become knowledgeable with the structure and policies of the Brent Council.

The Brent Council has formulated specific strategies to address sports participation in the borough. Because of this, an overview of the council as well as its current sports strategy to provide insight regarding the Brent Council and their goals has been provided. We then provide information pertaining to the current sports played in Brent. A brief summary of each sport is given with the type of pitch needed to play the sport. These sports all require facilities, and so we have provided an overview of the current facilities in the borough to help the reader understand what facilities already exist.

2.1 Sports and Health

With high protein diets and a constant on the go attitude, most western societies are seeing an overall decrease in physical conditioning amongst their citizens. Despite constantly improving health care and medical facilities, physical activity seems to be on an overall decline, and the United Kingdom is part of this trend. In England 37% of coronary heart disease and coronary heart deaths are caused by people being inactive {{Sports England}}. This lifestyle of increasing physical inactivity is beginning to cause problems with the overall health.

While the United States has been known for not having extraordinary eating or physical activity habits for quite a while, European countries are beginning to join the Americans. Over half of the British population is now overweight {{Sports England}}. This can be related to a decline in manual labor jobs, for as the world becomes more technical more people spend their entire day sitting at a desk. Earlier in this century many jobs were extremely physical in nature, so exercise was occurring naturally as a byproduct of work. With desk jobs now becoming the norm a person must now go out of their way to work out and stay in good physical shape.

This health crisis has also been occurring with young people. While organized sports participation amongst youths is at an all time high many children are overweight. The reason for this is that many organized sports leave participants on the sidelines for a significant amount of time while waiting to get in the game. This results in equal playing time, but less activity per participant. Some children do not participate in any activity and just play video games by themselves all day. This results in a decline in social skills and physical conditioning. Overall, the physical state of children around the world has seen a significant decline. Obesity has tripled in six to fifteen years olds between 1990 and 2001 {{Sports England}}.

Despite lack of participation per individual in organized sports, there is a definite relationship between participation and better health. The World Health Organization recognizes that sports reduce risk of such diseases as obesity, type two diabetes, coronary heart disease, anxiety, hypertension, stroke, and cancer {{Brent Sports Strategy 2004}}. According to the Chief Medical Officer of England, “Evidence clearly demonstrates that an inactive lifestyle has a substantial, negative impact on both individual and public health” {{Halton Sport Strategy 2006}}. It can therefore be determined that a good starting point for fixing worldwide health problems would be to increase activity in athletics and other modes of physical activity.

2.2 Social Benefits

Many sport facilities can be classified as a public good, and are therefore often provided to a community via the government. However, there are benefits other than the negation of a free rider situation that publicly provided athletic facilities bring to a community. Participation in athletics has proven to have a positive correlation with one’s social abilities and ability to reach greater levels of education success. In addition, increased sports

participation amongst a community has shown improved levels of social inclusion as well as a reduction in crime. Overall, these factors improve the quality of life for all people and communities with a high level of involvement in sports {{Brent Sports Strategy 2004}}.

2.2.1 Community Cohesion

Sports have often been thought of as a great equalizer. For example, Jackie Robinson became the first African American Major League Baseball player in 1947. This act occurred significantly before Dr. Martin Luther King Jr's famous civil rights movement in the United States. Before African Americans were even close to being considered equal to white Americans, Robinson was demonstrating the ability of sports to bring people of entirely different backgrounds together {{Jackie Robinson Biography}}. The communal benefits are not only felt in professional sports, but also in everyday athletics. Sports give people of different ethnicities an activity where they can interact on an equal level and promote better understanding {{Halton Sports Strategy 2006}}.

Sports prevent young people from becoming isolated and help them to build social networks. Sports provide a positive environment in which young people can make friends. In many instances, even before a child enters formal schooling they have already begun participating in competitive athletics. This allows the child to identify with a group of people who have similar interests and often come from a similar geographical area. In fact, friendships through sports are often long lasting and serve as the foundation for one's social group {{Halton Sports Strategy 2006}}.

Sports promote a greater sense of belonging to the community. Neighborhood groups will often get together and form sports teams and participate as a group. In addition, companies will hold softball games and pickup basketball tournaments in order to promote bonding within their organization. Either as a community or a company playing sports as a team brings people with similar interests closer together {{Brent Sports Strategy 2004}}.

2.2.2 Educational Success

Sports raise the standards students set for themselves. This leads to better behavior, attendance, achievement, and attitude towards learning. The "student athlete" is a term that is highly thought of in American schools. Often times participating in athletics gives a student the extracurricular standing that is required to get into a university of higher learning. Sports provide student athletes with a sense of drive, competition, and determination that makes them distinct from students who do not participate in sports {{Sports England 2004}}.

Sports can provide a place for youth to learn skills and acquire qualifications that can lead to future employment. The importance of having the ability to work successfully as a team is preached at the fundamental levels of athletic competition. Teamwork is also an essential tool that is required to be successful in the business world, for there the ability to acknowledge each person’s individual strengths and weaknesses is put under the microscope. Another characteristic that is common in both athletics and the working world is the ability to effectively receive constructive criticism and make the most of it. These are just some of the skills that can be translated from the sporting world into the working world {{Brent Sports Strategy 2004}}.

2.2.3 Crime Reduction and Positive Decisions

Youth sport programs have consistently been shown to divert at risk youth from committing crimes. Sports provided these struggling youths with an outlet for idle time that otherwise might be used to make poor decisions {{Brent Sports Strategy 2004}}. For example Figure 4 shows that illicit drug use is approximately four percent high in youths who do not participate in sports and those who do. Figure 4 also shows that youths who participate in sports take a significantly dimmer view on cigarette, alcohol, and marijuana use than those who do not. It is often believed that drug use is a gateway to crime, so any decrease in these habits or thoughts towards these habits is beneficial to society, as well as the individual {{Team Sports Participation and Substance Use Among Youths}}.

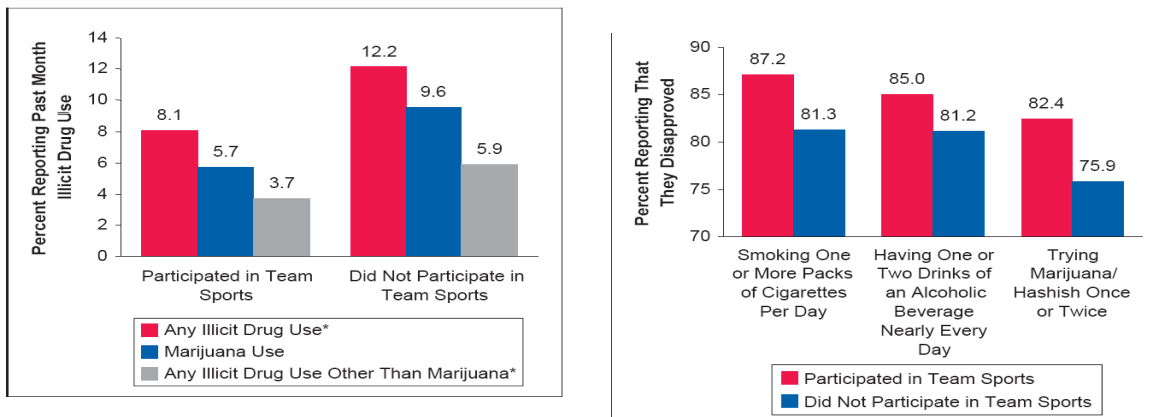


Figure 4: Sports and Drug Use

2.3 Profile of Brent

Brent was created in 1965 when the Willesden and Wembley boroughs were combined into one borough {{Willesden Local History 2002}}. Since then Brent has continued to grow into the borough it is today. Understanding the current state of the borough is essential to developing any plan to improve the sports

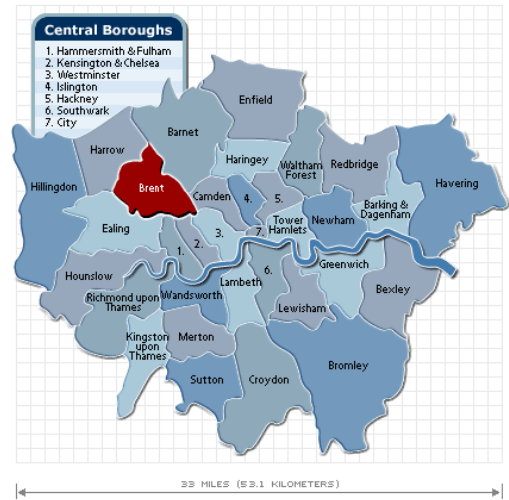


Figure 5: Location of Brent (London Town .com2008)

facilities that service its population.

2.3.1 Geographical Breakdown

The Borough of Brent is located in the North West London as shown in Figure 5. Nine other Boroughs surround it. These surrounding boroughs include Barnet, Camden, Westminster, Kensington & Chelsea, Hammersmith & Fulham, Ealing, and Harrow. Brent covers 17 square miles and is split into 21 Wards The wards are: Alperton, Barnhill, Brondesbury Park, Dollis Hill, Dudden Hill, Fryent, Harlesden, Kensal Green, Kenton, Kilburn, Mapesbury, Northwick Park, Preston, Queens Park, Queensbury, Stonebridge, Sudbury, Tokyngton, Welsh Harp, Wembley Central, and Willesden Green {{Willesden Local History 2002}}. These wards are shown in Figure 6.



Figure 6: Brent Wards (Brent Council 2008)

2.3.2 Age of Brent's Residents

Brent's average resident age is only 35.4 years old, and 25 percent of the population under the age of 19. At the last census (collected in 2001) there were 263,464 people living in Brent. This number has been steadily increasing, as the growth rate of the Borough has been over 3% per year during the last ten years {{Brent Sports Strategy 2004}}. This steady increase in Brent residents indicates that the need for sports facilities will only continue to grow.

2.3.3 Ethnicity of Brent

Ethnically the Borough of Brent is among the most diverse in London. The total amount of white people within the Borough is 129,000 with 76,000 of those being British This accounts for only 45.3% of Brent's resident, making Brent one of two boroughs in which the majority of people are not white {{Brent Sports Strategy 2004}}. The proportion of minorities is shown in Figure 7. However it should be noted that a disproportionate number of students are minorities. 73% of the Borough's student population is made up of Black and Asian residents {{Brent Sports Strategy 2004}}.

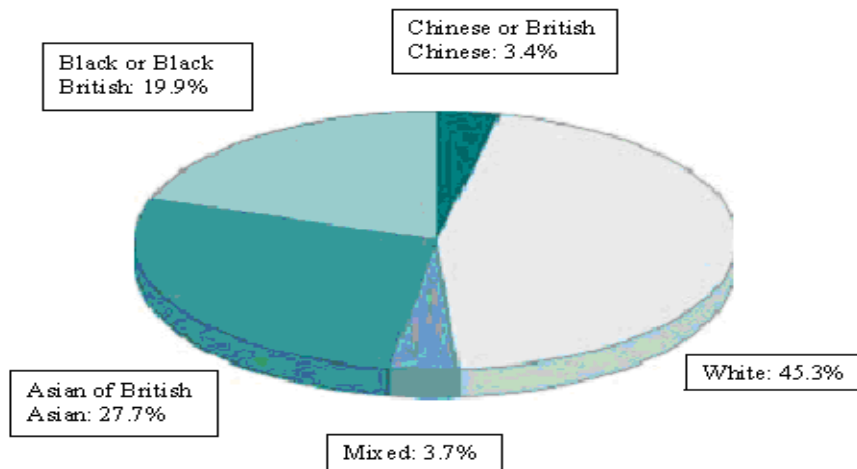


Figure 7: Ethnicity of Brent (Brent Council 2004)

2.3.4 Economics of Brent

Brent is traditionally a manufacturing borough, but the real estate and renting businesses have slowly been expanding. Nearly 40% of the borough's population is employed full time with another 8% working part time. In comparison, the entirety of London employs 43% of its residents full time with another 9% working part time. 95% of the borough of Brent is employed in some way. This is 1.6% behind the average for England. Four percent of the borough is classified as full time students, which is more than London's 3%. The borough has been known to have problems economically. As show Figure 8 in the more deprived wards are located in Southern Brent {{Strategic Review of Brent 2008}}.

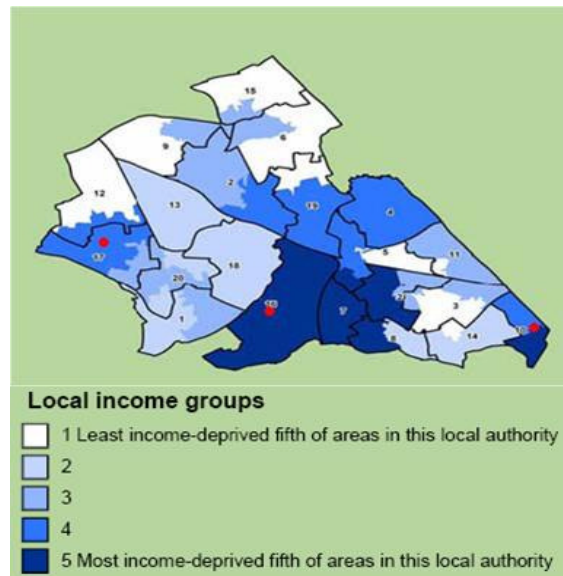


Figure 8: Income by Wards (Brent Council 2008)

2.3.5 Future Growth in Brent

In March of 2008 the Brent Council created a Potential Housing Growth maps showing where the anticipated cumulative growth of Brent’s population from 2007 to 2016 were plotted. Using this map the Council has identified five priority areas of new growth. This map and the five areas are shown in Figure 9. The areas of priority are shown in red and labeled. When taking population densities into account to determine priority areas this map can not be ignored, as the new growth in Brent will change those population densities over the next five to ten years.

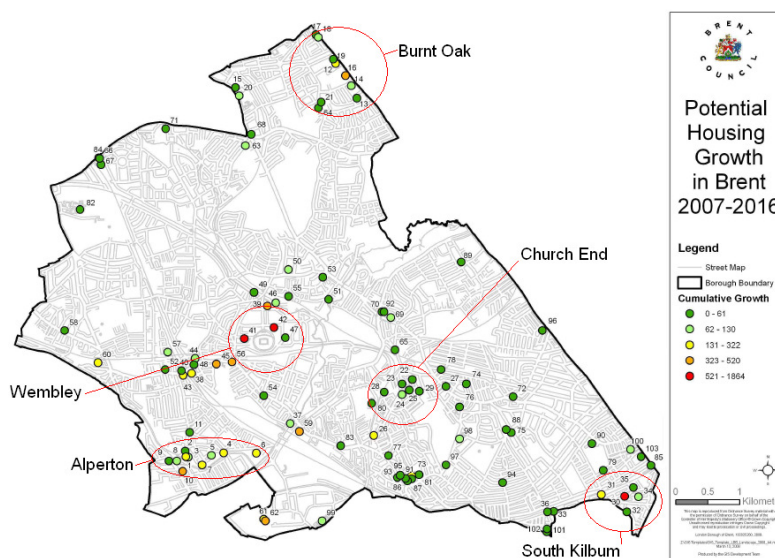


Figure 9: Potential Housing Growth in Brent (Brent Council 2008)

2.3.6 Current Sports Participation

Brent does not have a high level of sports participation, as Table 1 from the *Active Peoples Survey 2006* shows. Brent is below the city of London's and England's national average in moderate weekly participation, club membership, organized sport participation, and local sports provision satisfaction.

Table 1: Sports Participation in Brent

Category	Brent	London	National
At least 3 days a week x 30 minutes moderate participation (all adults)	18.0%	21.3%	21.0%
At least 1 hour a week volunteering to support sport (all adults)	2.7%	3.5%	4.7%
Club member (all adults)	20.5%	26.2%	25.1%
Received tuition from an instructor or coach in last 12 months (all adults)	13.4%	19.2%	18.0%
Taken part in organized competitive sport in last 12 months (all adults)	10.3%	13.1%	15.0%
Satisfaction with local sports provision (all adults)	52.7%	66.1%	69.5%

Active Peoples Survey 2006

2.4 Council of Brent

The Brent Council has put extensive effort into establishing an effective sports strategy for the Borough. Therefore, it is important to understand how the council works. This allowed us to have a better understanding of the data that has been produced by the council up to this time and how the Council will use the data we produced.

2.4.1 Structure and Function of Council

The Brent Council can be broken down into eight key sectors which are then broken down into different departments. For example, our project falls under the Director of Environment and Culture as it deals with sports provision. There are four main goals of the

council which are as follow: a safer Brent, regenerating Brent, a sustainable Brent, and young people in Brent. In order to achieve these goals, the council has developed relationships with locals. To provide a safer Brent the council has created partnerships with the police and a range of voluntary and statutory groups which have helped to lower the crime rate 15 percent within the past four years. In order to work on regenerating Brent the council has been working on creating more housing as part of the addition of Wembley Stadium and the regeneration project which accompanies it. To create a sustainable Brent the council has been working to raise recycling rates and are making the effort to raise these rates by 30 percent by 2010. Also, the council is working to have cleaner streets by having Brent residents be more aware of their environment. The council also focuses heavily on the youth as about 25 percent of the Brent residents are under the age of 19. A few of the things the council has implemented for young people are The Youth Opportunity Fund, which is managed by teenagers, for teenagers, issues grants to worthwhile projects including a Somalian youth club, a gardening club for youngsters with special needs and a student newspaper. To better understand how the council works and is broken down refer to Figure 10: Brent Council Structure.

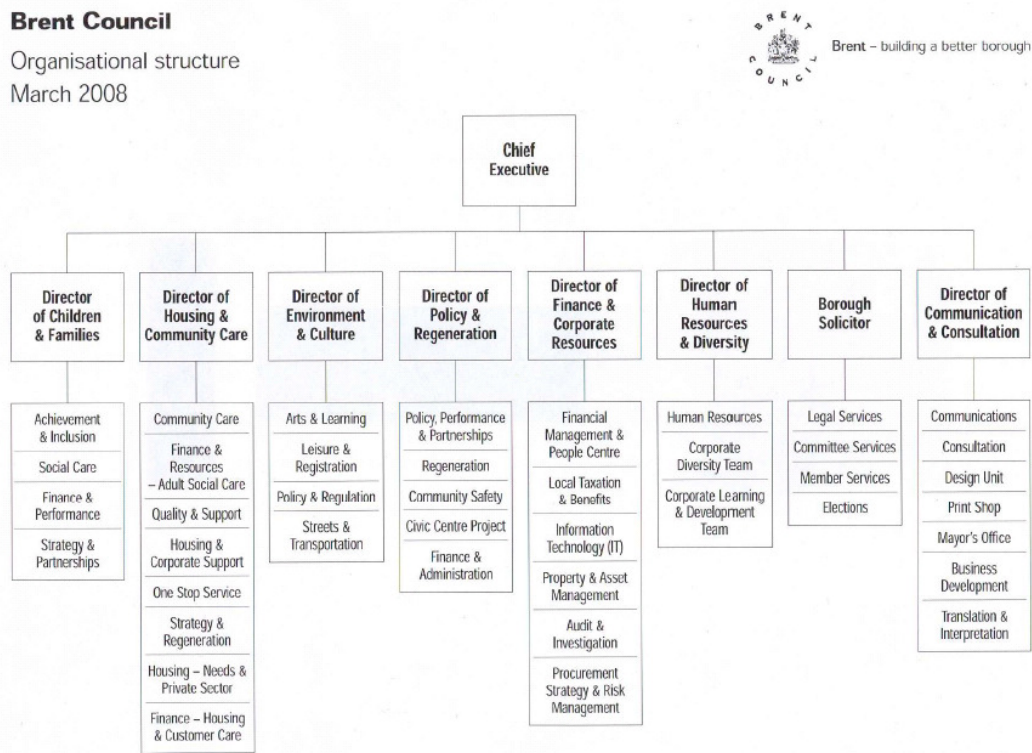


Figure 10: Brent Council Structure (Brent Council 2006)

2.4.2 Council Policies and Strategies

According to the *Brent Sports Strategy*, “Increasing awareness, ensuring the quality of sports facilities, supporting local sports clubs, and reducing barriers for participation are top priorities in the council.” To achieve this goal the borough has taken many steps to improve the sports landscape in Brent. However, even with these measures Brent still has lower sports participation than the rest of London.

In 2004 the Brent Sports Strategy identified eight sports as priorities for Brent. These sports were Athletics, Basketball, Cricket, Football, Martial Arts, Netball, Swimming, and Tennis. These sports were identified based on a matrix that weighed such factors as the presence of good quality facilities already in Brent, School program priorities, current successful Brent sports club, if sport was currently under-provided for, if Brent’s diverse community plays the sport, and if the sport is a Sports England or UK Sport priority {{Brent Sports Strategy 2004}}. The success of the council in promoting each sport has varied for sport to sport. Table 2 and Table 3 show the current participation of Brent in a variety of sports. Sports that Brent is below the national and London averages are in red print.

Table 2: Indoor Sport Participation Averages

Sport	National Average of Participation in last 4 Weeks	London Average of Participation in last 4 Weeks	Brent Average of Participation in last 4 Weeks
Badminton	2.2	1.9	0.9
Basketball	0.7	1.1	1.5
Dance Studio based activities	5.8	6.8	7.1
Gym	10.5	13.5	9.0
Indoor Football	2.0	1.6	1.4
Indoor Swimming	12.2	11.5	9.5
Squash	1.2	1.1	0.7
Volleyball	0.2	0.2	0.2

Active Peoples Survey (2006)

Table 3: Outdoor Sports Average Participation

Sport	National Average of Participation in last 4 Weeks	London Average of Participation in last 4 Weeks	Brent Average of Participation in last 4 Weeks
Athletics (track and field)	0.1	0.2	0.3
Cricket	0.9	0.9	1.5
Gaelic Football	0.0	0.1	0.1
Outdoor Bowls	0.5	0.2	0.2
Outdoor Football	5.8	6.0	5.7
Rugby League and Rugby Union	1.0	0.7	0.3
Running or Jogging	5.1	7.1	5.4
Tennis	2.1	3.0	2.1
Walking	0.3	0.2	0.1

Active Peoples Survey (2006)

As shown in both Table 2 and Table 3 the Brent council has made more progress towards improving the involvement of Brent’s residents in some of these sports than others. For example, Brent has double the participation in basketball than England’s nation average, but lags behind in such sports as football and swimming participation.

To address the low sports participation the long-term goals of the council were laid out in Brent’s Corporate Strategy in 2006. Those goals are to increase the number of adults participating in moderate activity weekly by four percent, increase the number of young people visiting the council’s sports facilities from 33,800 in 2007 to 40,920 in 2009, and to increase the percentage of children engaged in at least two hours of Physical Education (P.E.) class or sports through school from 42% in 2004 to 86% by 2009. Since these goals were laid out the Brent Council has been able to raise P.E. involvement to 82% {{Netball Development Plan 2007}}.

The borough has continued to take measures attempting to improve sports usage in Brent. Some of these measures have been maintaining a database of sports facilities in the borough accessible by Brent’s website and has begun improving the changing accommodations at borough owned facilities. Furthermore, the Brent Council has attempted to focus of increasing the level of participation in sports clubs within the borough. One way the council has attempted to support local sports clubs have been by aiding those clubs secure external funds {{Brent Sports Strategy 2004}}.

2.4.2.1 B.Active Discount Scheme

The B.Active discount scheme is a promotional tool used by the Sports division of the Brent Council (Brent Council 2008). B.Active cards cost thirty-two pounds for Brent residents and fifty-nine pounds for non-residents. These cards allow people to receive a twenty-five percent discount when participating in swimming, group exercise classes, gym induction, and racquet sports at Brent’s four sports centers. These centers are Bridge Park Community Leisure Centre, Charteris Sports Centre, Vale Farm Sports Centre, and Willesden Sports Centre. The B.Active scheme also includes a concessionary user price of forty percent less than the normal price of admission. This applies to resident who meet the one of the following criteria:

- Full time student
- Sixty years old or older
- Receives Income Support
- Disabled Person

The prices and savings of a B.Active card are shown in Figure 11.

Activity	Average peak price	Standard B.Active peak price	Concessionary B.Active peak price	Standard card saving	Concessionary card saving
Adult gym induction	£16.90	£12.70	£10.15	£4.20	£6.75
Fitness studio	£5.40	£4.05	£3.25	£1.35	£2.15
Aerobics/ Step	£5.00	£3.75	£3.00	£1.25	£2.00
Adult swim	£3.25	£2.45	£1.95	£0.80	£1.30
Yoga	£4.90	£3.65	£2.95	£1.25	£1.95

Figure 11: B.Active Discount Scheme (Brent Council 2008)

2.5 Sports in Brent

Brent is home to a number of sports. Some of these sports are Football, Bowling, Cricket, Gaelic Football, Netball, Rugby, Tennis, and Basketball {{Brent Sports Strategy 2004}}. Each of these sports is different and requires different playing spaces. Some

sports rules may not be well known and a general overview of how to play is listed below along with a description of the playing facility needed for each sport.

2.5.1 Football

The most common sports facility in Brent is the football pitch. A football pitch is 90 to 120 meters long and 45 to 90 meters wide. Figure 13 shows how the pitch is oriented along with its main feature. These include the location goals like the



Figure 12: Football Goal

one in Figure 12 on each end of the pitch. These goals are 8 feet high and eight yards wide {{Paluch et al}}. Other important features include the center circle where play begins and the penalty box in front of the goal area. Football pitches are usually outside and on grass, but indoor and outdoor synthetic turf fields exist.

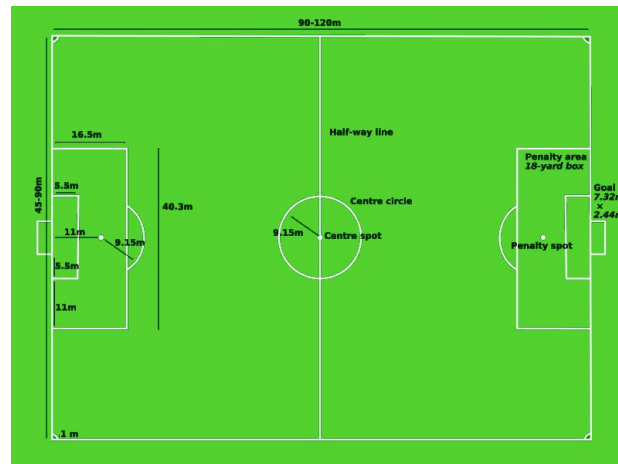


Figure 13: Football Pitch (Wikipedia 2008)

2.5.2 Bowling

Bowls is a sport played outdoors on grass or on artificial surfaces. The objective of this game is to rolls the bowls (the balls used in the game) closest to a small white ball which is called the jack. The playing field for bowls is divided into playing strips called rinks. The game begins when the first opponent rolls the jack to the other end of the green. The players then take turns rolling their bowls towards the jack. Once each player has rolled all of his or

her bowls at the jack, the person with the closest bowls to the jack will receive points. The person receiving points will get more points depending on how many of their bowls are closest to the jack in comparison to the opponent's closest bowl. Normally the game will end once one participant of the game receives twenty one points.

2.5.3 Cricket

Cricket pitches are not square like football pitches. Instead, they are round, as shown in Figure 15. They include the wickets shown in Figure 14 at each end of the twenty-two yard pitch. The twenty-two yard pitch has better maintained grass than the outfield. There is also a division between the close field, infield, and the outfield. The close field extends fifteen yards away from the wickets and the infield extends fifteen yards from the close field {Paluch et al}.



Figure 14: Cricket Wicket

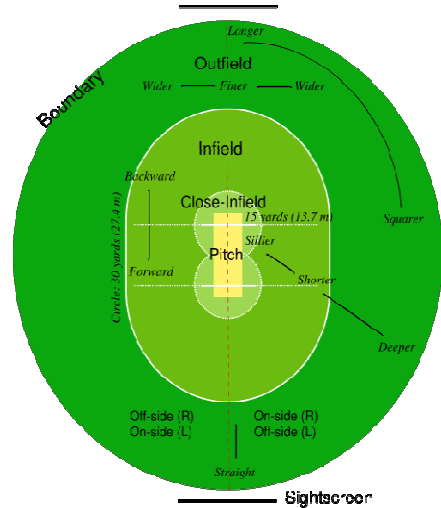


Figure 15: Cricket Pitch (Wikipedia 2008)

2.5.4 Gaelic Football

Gaelic Football is best described as a mix of soccer and rugby. Each team has 15 players, and the object of game is to score more points than the other team. A team can score by throwing or kicking the ball over the crossbar in an H-shaped goal (Shown in Figure 16) for one point or throwing or kicking the ball under the crossbar for three points {All About Football 2008}. The ball (shown in Figure 17) is smaller than the ball used in football and looks like a standard volleyball. The ball can be carried, but only for four steps without bouncing the ball on the ground or kicking the ball back to oneself {All About Football 2008}. Players are not allowed to bounce the ball to themselves more than once in a row.



Figure 16: Gaelic Football Goalpost



Figure 17: Gaelic Football Ball

The playing field for Gaelic football is very similar to the pitch used in football. It is slightly larger than a football pitch, and it has no center

circle. It is 130 to 145 meter long and 80-90 meters wide. There are lines marked at thirteen meters, twenty meters, and forty-five meters from each end of the field {{All About Football 2008}}.

2.5.5 Netball

Netball is based on basketball, but is played with seven players to a team {{Special Olympics 2008}}. Each player can only move in a designated area of court, and only two of the players can score. They only can score from what is called the Goal Circle {{Special Olympics 2008}}. The object of the game is to score more baskets than other team. The court for Netball is displayed in Figure 18. In Brent Netball is usually playing in sport halls.

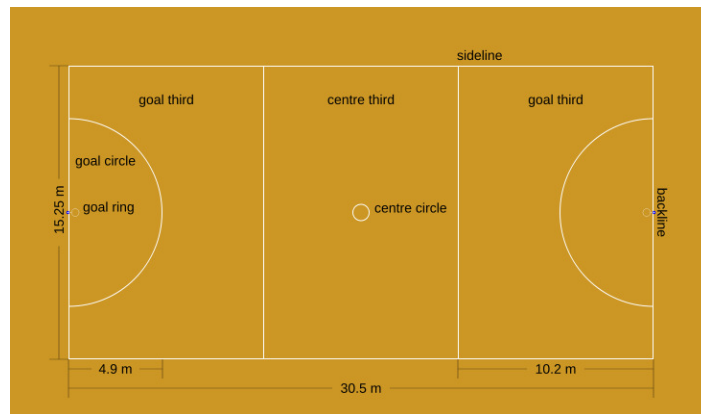


Figure 18: Netball Court (Wikipedia 2008)

2.5.6 Rugby

Rugby pitches are similar to football pitches except on each end of the pitch there is an H shaped upright instead of a football goal. The field also does not have a penalty box or center circle. Rugby pitches instead have a halfway line, a five meter line, a line ten meters from the halfway line on each sideline, a twenty-two meter line, and a try line. Rugby pitches are also typically played on grass pitches Figure 19 shows the orientation of the field.

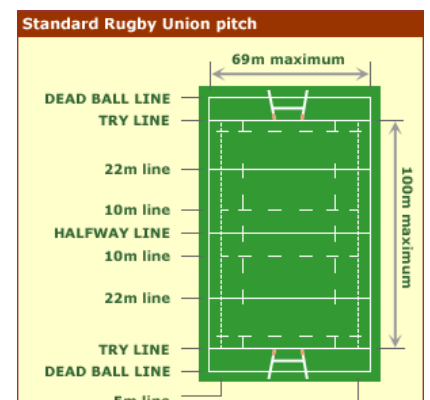


Figure 19: Rugby Pitches Pearson (2003)

2.5.7 Tennis

Tennis courts usually made of asphalt, cement, or grass. They are often built in alongside with another court, as in Figure 20. Tennis courts contain a net running along the center of the court that is three to three and a half feet high. The size of the court is seventy-eight feet by twenty-seven feet; however, additional room is needed for stray balls hit out of play. The layout of a tennis court is shown in Figure 21.



Figure 20: Tennis Courts

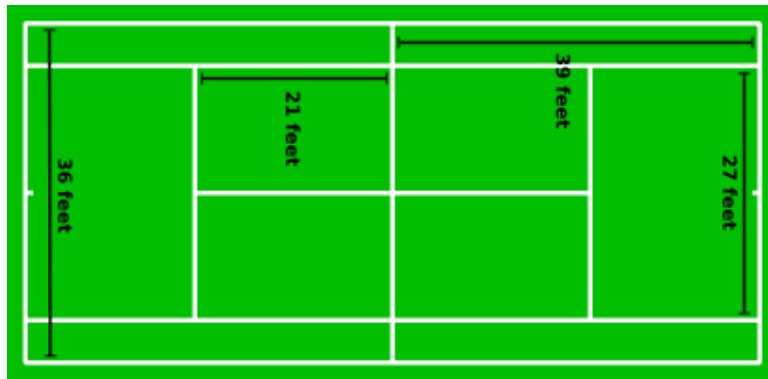


Figure 21: Tennis Court Layout (Wikipedia 2008)

2.5.8 Basketball

Basketball is a team sport in which two teams of five trying to score more points than the other team. Scoring is achieved by throwing the basketball into a netted hoop. The game is played on a court that is flat and rectangular with baskets on opposite ends (shown in Figure 22). The court has a center line which is where the tipoff occurs, a three point line which separates the three point shooting range from the 2 point shooting range. Other key areas of the court include the parameter, the low post area, and the key.

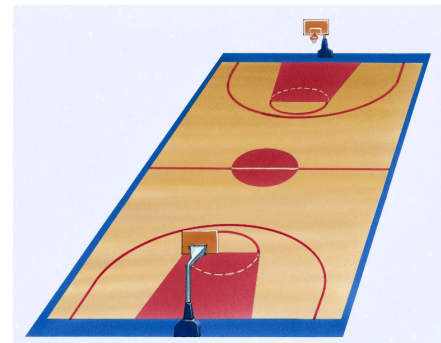


Figure 22: Basketball Court (Kindersley 2008)

2.6 Current Facilities in Brent

To identify deficiencies in the athletic facilities in Brent it was first necessary to examine what facilities exist in Brent. The location of such facilities is also crucial in examining any access issues. A number of studies and/or audits have taken place in recent months to determine the quantity and quality of facilities in Brent.

2.6.1 Pitches

Recently an audit of the sports pitches was conducted to examine the quality of pitches in Brent. The results were published in the *Outdoor Sports Audit* produced by the Godfrey Associates in 2008. The report states that there are currently sixty-six various athletic sites in the Brent: thirty-one are owned by local authority, twenty-seven by educational institutions, eleven by private owners, and one by a housing association. The individual pitch ratings are available in Appendix A, and at these sites a number of different types of pitches are available to users.

The majority of local authority pitches are football fields, as there are a total of thirty-six. Figure 23 shows the location of all the football pitches in Brent.

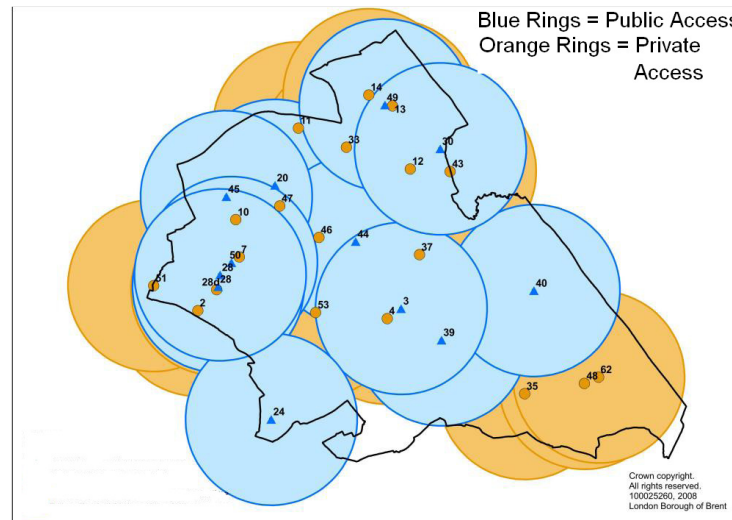


Figure 23: Location of Football Pitches in Brent (Brent Council 2008)

In addition to all the football fields there are also five cricket pitches, three Gaelic football fields, and two rugby pitches. The overall conditions of all these pitches are shown in Table 4. The table indicates that the overall quality of local authority pitches is poor, as over

60% of these pitches have a condition of below average or worse. Some of the common reasons for low scoring pitches are poor (bordering dangerous) goalpost condition, uneven surfaces, and large worn sections of field.

Table 4: Local Authority Pitches

Ratings: Local Pitches	%
An excellent pitch	0.0
A good pitch	10.9
An average pitch	26.1
A below average pitch	54.3
A poor pitch	8.7

Godfrey Associates (2008)

Out of the 27 educationally owned sites there are fifteen football pitches, two decommissioned football fields, three cricket pitches, and one rugby pitch. On average these educationally owned pitches are in better condition than the local authority facilities. The overall conditions are displayed in Table 5. Nearly 37% of the pitches are in good condition while only about 20% are below average or worse. Also, none of the pitches were considered poor.

Table 5: Educational Pitch Ratings

Ratings: Educational Pitches	%
An excellent pitch	0.0
A good pitch	36.8
An average pitch	42.1
A below average pitch	21.1
A poor pitch	0.0

Godfrey Associates (2008)

There are eight privately owned football pitches, four cricket pitches, and one rugby pitch. As Table 6 indicates ratings for these pitches vary in quality. Almost 8% of the pitches are in excellent condition while 30% of the facilities are below average.

Table 6: Private Pitch Ratings

Ratings: Private Pitches	%
An excellent pitch	7.7
A good pitch	38.5
An average pitch	23.1
A below average pitch	30.8
A poor pitch	0.0

Godfrey Associates 2008

2.6.2 Tennis Courts

The borough is home to five local tennis clubs, three educational, and three privately owned tennis areas. These tennis courts were also rated by the Outdoor Sports Audit. According to the audit the overall median rating of Brent's courts is 77.8% on a 100% scale. Local authority courts lowered the average, with a 67.2% median. The median score for educational courts was 77.8% while the privately owned facilities median was 74.1%. The individual court ratings can be seen in Appendix A. The location of Brent's tennis courts is shown in Figure 24.

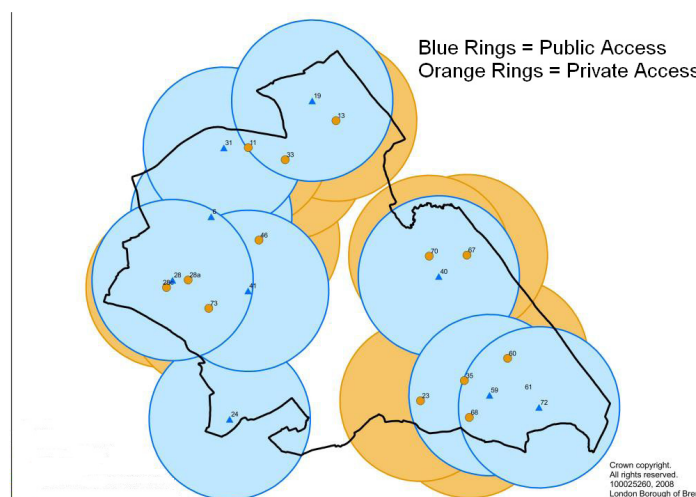


Figure 24: Location of Tennis Courts in Brent (Brent Council 2008)

2.6.3 Bowling Greens

In Brent there are currently five bowling green's in use. However, the Outdoor Sports Audit rated seven sites (shown in Table 7). The sites at Gladstone Park and Alperton Sports Ground have both been abandoned. However, they still have the basic infrastructure of a green left and therefore can be restored. This is why they received such low ratings. The locations of Brent bowling greens are shown in Figure 25.

Table 7: Bowling Green Ratings

Site Name	Total % Score
Roundwood Park	83.3
Woodcock Park	81.5
King Edward VII Park	72.2
Preston Park	66.7
Eton Grove Open Space	64.8
Gladstone Park	33.3
Alperton Sports Ground	29.6

Godfrey Associates (2008)

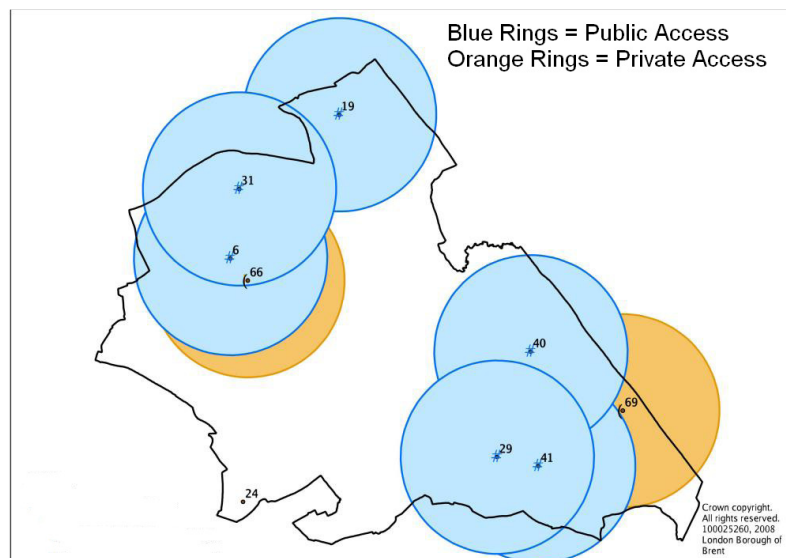


Figure 25: Location of Bowls in Brent (Brent Council 2008)

2.6.4 Workout Facilities

In the 2008 Strategic Review of Brent workout facilities were cataloged. They were then plotted onto the map show in Figure 26. The rings around each facility show the estimated distance that each facility is accessible from. On the map the blue rings correspond to access to public workout facilities and orange correspond to private workout facilities. This map demonstrates that the Borough has a lack of public facilities in the northern section.

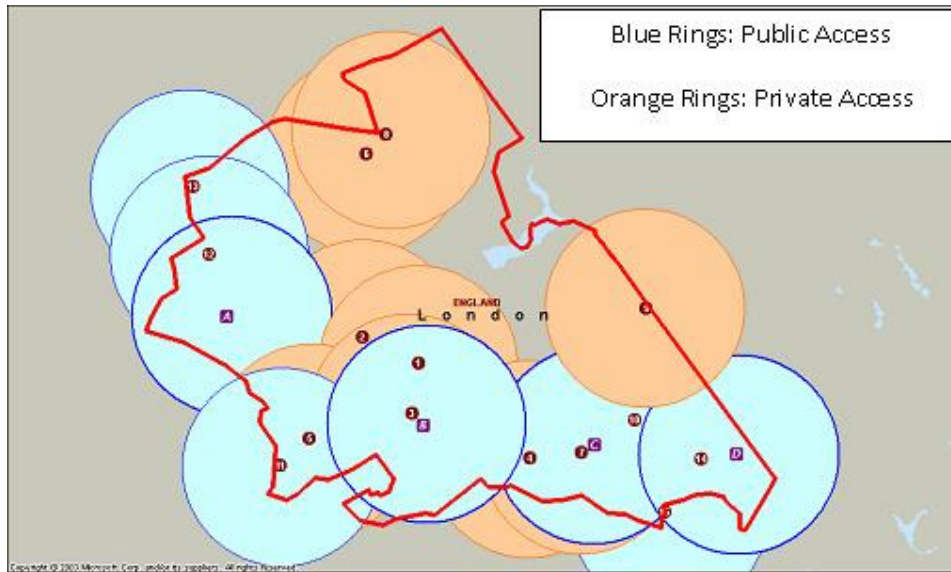


Figure 26: Location of Workout Facilities (Brent Council 2008)

2.6.5 Multi Use Games Area (MUGA)

Multi Use Games Areas

(MUGAs) are surfaces on which many sports may be played. MUGA's have been becoming increasingly popular with schools and local parks in the past few years. The surface is cost effective and versatile, which allows for many

different types of play. Some common sports that can be combined to form a

MUGA include tennis, netball, football, basketball, and hockey. Figure 27 shows the basic design of some type of MUGA's, and the location of Brent's MUGA's is shows in Figure 28.

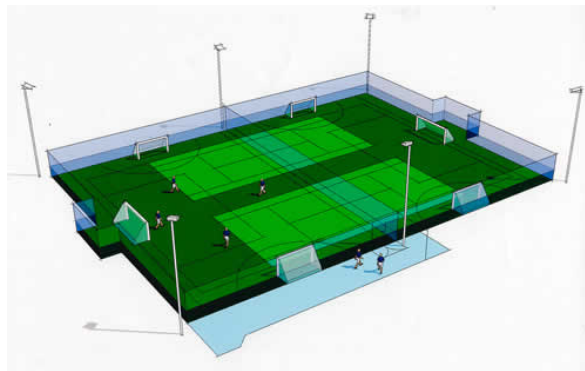


Figure 27: Basic MUGA layout (Bungay Football Club 2008)

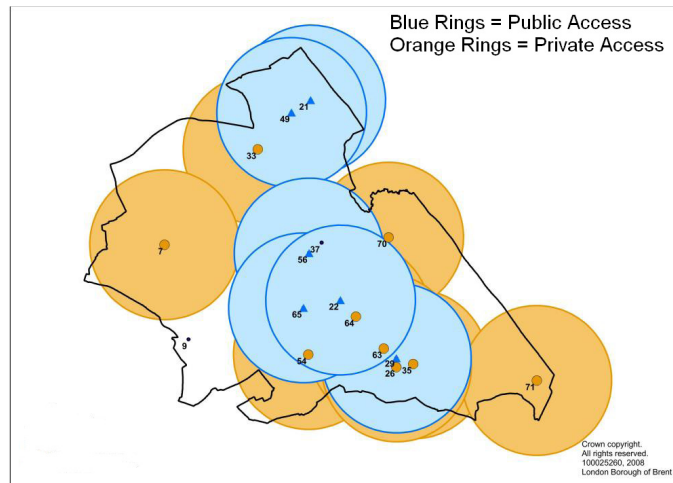


Figure 28: Location of MUGAs in Brent (Brent Council 2008)

The current MUGA's in Brent were all rated on a scale of 0 to 100 in the Outdoor Sports Audit. These rating are shown in Table 8. Overall the MUGA's in Brent are of good quality with the exception of three semi-derelict or derelict MUGA's at Roundwood Club, One Tree Hill, and Chalkhill Youth Centre.

Table 8: Brent MUGA Ratings

Site name	Total % Score
St Mary R.C. School	100
St Mary's C of E	100
New Field Primary School	100
The Pavilion	94.6
Roe Green	87.5
Jewish Free School	86.5
Roundwood Park	84.4
Wembley High Technology	84
Capital City Academy	77.8
St Raphael's Community Centre	67.6
Chalkhill Sports Ground	65.6

The Shrine	62.2
John Kelly Girl's School	60
Roundwood Club	35
One Tree Hill	29.7
Chalkhill Youth Centre	18.9
Grove Park	Under Construction

Godfrey Associates (2008)

2.7 Geographic Information Systems (GIS)

All the maps produced in section 2.6 were created using Geographic Information Systems (G.I.S.). G.I.S stores datasets and overlays those with a map, with each piece of information related to a point on the globe {{U.S. Geological Survey 2007}}. In section 2.6 only the location and a 1.6 KM ring around each facility were displayed, but information can be compared to other datasets stored to the same location to draw conclusions. An example of the type of map that can be created is a map with both the frequency of fires and the location of firehouses within a ward can be created. This map could then be used to easily analyze if the number of fire departments are sufficient for the area they serve.

G.I.S. has been expanding in environmental studies, geography, geology, planning, and

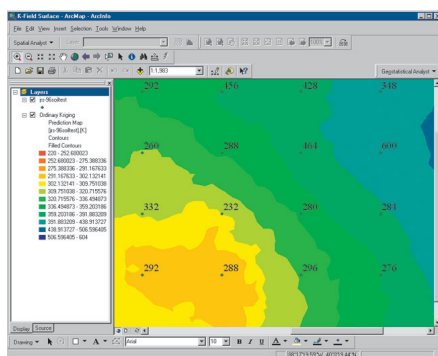


Figure 29: Crop Yield Map (ESRI 2008)

business marketing, among other disciplines {{U.S. Geological Survey 2007}}. Therefore, G.I.S. has been expanding in Government, Business, and Industry. National governments such as the United States and Spain use G.I.S. to evaluate various datasets collected from their respective censuses (ESRI). G.I.S. was also used by the United States Department of Agriculture to create maps like the one in Figure 29 to display crop yields (ESRI). This allows farmers to better gauge how

much their fields will produce. The same program is used by the Brent council and can generate similar maps showing other relationships.

It is estimated that 85% of the local authorities in the United States have geographically referenced their data {{U.S. Geological Survey 2007}}. The Brent Council also has been expanding its use of G.I.S. to help guide planning projects. Because G.I.S. can show trends in

data in an easy to understand way, the Brent planning division makes considerable use of G.I.S. As a planning project we also used G.I.S. to better understand some of our data.

Besides the maps produced in 2.6 this research group used G.I.S. to map various characteristics of all facilities under study to identify priority areas in Brent. G.I.S. helped do this by plotting the location, accessibility, and quality of all facilities into one easy to understand source. Section 3.3 explains how this information was used.

2.8 Conclusion

Sports have an undeniable positive impact on the people who are involved with them and communities that have an active population. Sports yield benefits to participant's individual health, communities can help build stronger neighborhoods and sports can help at risk youth. The Brent Council has committed considerable time and effort to promoting active the participation of its residents in sports, yet Brent's participation and satisfaction with local sports provision is behind the rest of London. Through the gathering of data from various sources such as resident surveys, key informant interviews, and deficiency maps created with GIS the Council can create a new strategy to reverse this trend and promote more sports involvement within the Borough.

3 Methodology

The mission of this project was to aid the Brent Council in assessing and addressing the reasons for the low satisfaction with recreational sports facilities in the Borough of Brent. This was done through borough-wide surveys of residents as well as interviews of local sport clubs. After collecting this data we identified deficiencies and priorities pertaining to the borough’s athletic facilities. Based on these priorities we were able to make suggestions on how to improve the satisfaction of the borough’s residents. This project was conducted within the entire Borough of Brent from May through the end of June 2008. The objectives of this project were as follows:

- To find reasons for the level of resident satisfaction with Brent’s sports facilities
- To identify high priority deficiency areas of Brent.

Once we arrived in Brent our first task was to develop a strategy to accomplish our goals. We decided the best ways to find reasons for the current level of resident satisfaction was to conduct a resident survey and interview of key informants. We also decided the easiest way to identify high priority areas of deficiency in Brent was to map those deficiencies. To accomplish these tasks we developed a time line of how much time we expected to spend on each task. This time line is shown in Table 9.

Table 9: Timeline of Our Work

Task	Week 1 May 12-18	Week 2 May 19-25	Week 3 May 26-June 1	Week 4 June 2-8	Week 5 June 9-15	Week 6 June 16-22	Week 7 June 22-27
Constructing Survey							
Forming Interview Questions and Identify Key Informants							
Sending Survey Out							
Learning GIS							
Conducting Interviews							
Making GIS Maps							
Analyzing Interviews							
Analyzing Survey Results							
Preparing Final Presentation							

Due to the nature of the postal survey it was necessary to get the survey sent out as soon as possible to allow an appropriate amount of time for residents to respond to the survey. After the survey was sent out and before the residents responded to it the group focused on the other two components of the project. During this time the key informant interviews were conducted and the deficiency maps created with GIS to identify high priority areas within the borough were created.

3.1 Finding Reasons for Residents Satisfaction Level

There have been previous studies in the London Borough of Brent that have focused on athletic facilities and resident satisfaction in the area. Some of these include the *Active Peoples Survey 2006*, *Outdoor Sports Audit 2008*, *The strategic review of sports centers in Brent*, and *Brent Sports Strategy 2004*. These studies were analyzed by our group and discrepancies that existed among them were noted.

The *Active Peoples Survey* (A.P.S.) is a national phone survey that compares various key performance indicators across the country. The latest published version of the A.P.S. is the 2006 survey. The *Outdoor Sports Audit* is an analysis of the condition of athletic facilities, which was undertaken by a private firm for the borough of Brent. The *strategic review* is an analysis of Brent's three council owned sports centers (Charteris Sports Centre, Bridge Park Community Leisure Centre, and Vale Farm Sports Centre). However, it should be noted that the report was compiled before the Willesden Sports Centre was opened. In addition, the Brent Sports Strategy describes the changes that Brent wished to make with their facilities during the years 2004-2009. The intentions of the Council in 2004 were compared to what actually occurred.

The Brent Council wishes to conduct a large-scale household survey of its residents to determine the public's view on athletic facilities. Since these are the people that are using the facilities, their perspective should be taken into account. To prepare for this questionnaire this team conducted a smaller scale survey in order to refine the questions for the later household questionnaire, which can be found in Appendix B.

3.1.1 Resident Surveys

One often-used method of social science research is the survey. A survey is used to sample the thoughts and opinions of a part of a population. It is an objective method of

research that aims to make inferences about the feelings of a community. A survey is not simply a questionnaire; it is a way to attain quantitative data about a subject that is integral to the research process. We conducted a survey of a sample of the population of Brent in order to better understand the feelings of the community towards their athletic facilities {{Guidelines for Planning Effective Surveys 2003}}.

The feelings of the Brent community in regards to their athletic facilities were not well known. It was known that people's satisfaction level was lower than London's average satisfaction level, but the reasons for this were unknown. The reason for this shortcoming was because specific data had yet to be collected. A survey is a proven method to collect information in a situation in which systems of data collection are yet to be fully developed. We conducted a well-developed survey that questioned a large number of respondents and received input from a portion of the population that had a wide range of characteristics. With a sufficient sample size and well-developed sampling procedure, our research group covered a wide range of characteristics of the community {{Guidelines for Planning Effective Surveys 2003}}. The results of this survey were compared to results of other independent research on the same topic, therefore proving a way to determine the usefulness of both methods of research.

3.1.1.1 Sampling

Sampling was the essential part of producing an effective survey. The survey that was produced was designed to act as a preliminary survey, which will lead to the production and carrying out of a much larger borough wide survey. It was decided that it would be beneficial to use a method of probability sampling. This would be done in a random fashion and provide a better and more complete picture of the feelings of the population as a whole {{Shackman, Gene 2007}}. The approach taken in this case was a stratified random sampling, where the population is divided into different strata. A specific number of random samples are then taken from each stratum in order to include a more diverse group of participants in the survey {{Gilbert, Nigel 2002}}.

Two specific sections of Brent were chosen to be surveyed. These sections were identified as relevant because one has a new athletic facility (Willesden Sports Centre located in Willesden) and the other is lacking in close athletic facilities. The reason those sections of the borough were identified was to decide whether the opening of the new facility has caused citizens to be more satisfied in the immediate area. Two thousand residents were chosen from

each section, producing a total of four thousand attempted surveys. Once the residents to be surveyed were identified, the survey was mailed to the participants. The participants were given a time frame of four weeks to complete the survey. Two weeks following the initial mailing of the survey a reminder was sent to the participants in order to increase the response rate. The low cost and lack of bias in this type of survey would be beneficial to our study. However, there is often a long time delay associated with this type of survey.

Some steps were taken in order to increase response rates in the survey. It was important to convince to the responder that he or she can make a difference in their community through their participation. An introduction was included at the beginning of the survey that explained to the citizen that their responses were meaningful and their responses would be kept confidential. A monetary giveaway was used with prizes ranging from £50.00 to £100.00. All of those who returned the survey and provided contact information were entered into a raffle in order to win a prize. This was done to attract non-sporting people to fill out the survey, as both sporting and non-sporting people have the same appeal to a cash prize. Also, the survey was started off with questions about green space, as the group felt more people are likely to be interested in general green space than sports facilities.

3.1.1.2 Question Formation

No matter what type of sampling method was used, the questionnaire and types of questions administered were essential to a productive research method. A quality introduction was made available to get the responders in a proper frame of mind. To do this the introduction reminded the interviewees what major roles sport and athletics play in their lives. All questions in the survey were made with strict regards to the objectives that were established by the research group. Most questions in the survey used in this research had a list of accepted answers to limit unproductive outlier data. They also had a choice of 'Other' which was followed by a line where a more specific response could be written.

Questions that repeated themselves and reiterated points were included to ensure consistency amongst the data. An example of this is the multiple questions that relate to quantity. Question three asks about the quantity of green spaces in general with several sports references and questions ten-B and eleven-B have boxes that cite lack of facilities. If a respondent checked that there are enough facilities in the borough on question three but did not cite that as a reason for not being active in ten-B and eleven-B than the question of lack of consistency could be pondered.

When questions that concerned attitude or opinions were asked there were a range of four responses: Excellent, Good, Poor, and Very Poor. This forced the respondent to choose a positive or negative connotation and avoided neutral responses. The survey also had a place to write reasons as to why the responder was dissatisfied when a rating of poor or lower was given {{Guidelines for Planning Effective Surveys 2003}}. The full survey that was administered can be found in Appendix B: Resident Survey.

Two sections of the survey concentrated on generating background data on the person filling out the survey. The last section included demographic monitoring to determine peoples gender, age, race, and physical disabilities. The first section was directed towards the subject's frequency of moving and changing residences. This data provided ways to classify the information collected into different categories during analysis.

Section two of the survey dealt with specific satisfaction of local provision of green spaces. This was done to prevent those residents who do not actively participate or care about sports from simply throwing away the survey. Questions were concerned with quantity, quality, and travel time to green spaces. The inclusion of these questions gave the researchers specific knowledge concerning the quantity and quality of green spaces resident perceived the borough provided.

The third section of the survey was concerned with physical activity participation of the subject. This included questions involving frequency of exercise, frequency of specific individual activities, frequency of specific group athletics, the location where activities were performed, satisfaction with the amount of sport that is performed, and changes that would encourage more activity. This data provided the researchers with the ability to analyze what the borough's activity levels are and reasons for inactivity.

After developing the survey the questions were pre-tested on five workers in the Brent House who were in no way involved with the project. These individuals completed the survey. Following their participation, the individuals were questioned about what they thought of and how they interpreted each question. The feedback received from these pre-tests allowed us to edit and reform the survey in order to further ensure the accumulation of quality data at the conclusion of the actual conduction of the survey. For example, a number of respondents were confused with the definition of terms used such as amenity space, natural area, civic space, and MUGA. Because of this we included examples of amenity spaces, natural areas, and civic spaces and expanded MUGA to Multi Use Game Area.

3.1.1.3 Response Time and Rate

Ideally, respondents would be given as much time as possible to return the survey in order to increase the response rate as high as possible. However, the group only worked in Brent for seven weeks. Time constraints of both how long it took to create the survey and how long it was anticipated the survey would take to analyze caused the researchers to be forced to only accept surveys sent back by 17 June 2008, or four weeks after receiving the survey. This lowered the response rate because all the surveys received after this date were not used. However, based off previous studies conducted by the Brent council the target response rate was still 20%. The reason being a similar survey that was sent in March 2008 had a response rate of 18% {{Cialdea, James et al}}. The March 2008 group employed a reminder letter technique to increase their response rate. This helped the response rate in March considerably, as a large spike in survey returns occurred after their reminder letter was sent. Therefore our group decided to use the same approach.

The reminder letters that were sent out had a definite and considerable increase on the response rate. The reminder letters were sent two weeks after the initial survey, 3 June 2008, and can be found in Appendix C: Survey Reminder Letter. When the initial survey was sent, a large number of responses were received within the first few days. However, the responses started to tail off considerably after that. After the reminder letters were sent there was another smaller spike in the number of responses that soon started to tail off. This indicated that the reminder letter was effective in boosting the amount of responses that were received.

3.1.2 Analysis of the Survey

At the conclusion of the survey, the data was analyzed for its effectiveness in determining the feelings of the population. This was a difficult task and ultimately relied on the work that was done in preparation of the survey including sampling procedures and question formation. However, there is one mode of analysis of the survey that was able to judge its effectiveness. After changes have been made to the Brent sporting culture, another identical survey will be administered to the community. The responses in the second survey will be compared to those in the first, therefore providing an accurate and detailed judgment on the effectiveness of the survey {{Guidelines for Planning Effective Surveys 2003}}.

The quantitative data that was gathered from the survey was analyzed in two ways. The first manner in which it was interpreted was through basic summation of the answers that were given. This gave the research group the ability to switch the collected figures into

percentages in accordance with how many people surveyed answered the specific question. The basic data counting described here was performed on each question in the survey. This provided the research group with the ability to make generalizations about the survey sample and to determine an overall view of the two areas surveyed.

The second way that the quantitative data was analyzed relied on the results of the first method. This time, we compared the answers for each question to each other to determine if any trends emerged. For instance, all the answers for playing badminton more than once a month in question eight were compared to their answers in question ten. If eighty percent of the people who played badminton more than once a month also chose that they take normally take part in sport in a park in Brent in question ten, a positive correlation can be determined. This would lead the researchers to determine that badminton courts, especially in parks, in Brent were sufficiently provided. The main problem with this type of analysis is that in order to make significant strides the surveys have to be filled out in total, so as to have an adequate sample size.

There were also areas of the survey where respondents could input qualitative data. The method for interpretation of this type of data is much more time consuming, difficult, and opinion oriented than the quantitative data. For this survey, two researchers read through the provided responses separately. Each response was coded or highlighted into a certain category by the researcher. At the end of reading the surveys, the two researchers compared notes and decided which responses were significant. The responses were then recorded into various categories in a spreadsheet. This made it possible to provide the same types of analysis that were described in the analysis of quantitative data. An example of a survey and how the qualitative data was collected and recorded from it can be seen in Appendix B: Resident Survey.

3.1.3 Conducting Key Informant Interviews

Another prominent group of stakeholders in the Brent sporting culture is the owners and operators of the athletic facilities. Discovering the views of those who are deeply committed to physical conditioning in the borough provided us with an entirely different perspective. In order to communicate with these individuals interviews were conducted with selected individuals, based on the size, popularity, and use of their sports clubs and facilities.

To fully understand the current state of Brent's athletic facilities we needed to collect the opinions of key informants. Key informants are people such as facility managers, club sport owners, and club sport coaches. These are the people who have the most interaction with Brent's sports athletic facilities; therefore, they are in the best position to make observations about the current state of facilities. The best way to gather these observations is through interviewing key informants.

Our key informant interviews of Brent's sports club participants and athletic facility personal helped determine such factors as the deficiencies of Brent athletic facilities, club satisfaction, and possible improvements they would like to see. The information gathered helped our team identify what deficiencies were causing dissatisfaction within the club sports teams and the rest of the population.

3.1.3.1 Identifying Key Informants

In order to gain insight as to why Brent is unsatisfied with the current athletic facilities, we scheduled interviews with figures that were considered key informants. The key informants were those people knowledgeable in a specific area of sport. The first type of informant we interviewed were those in charge of booking pitches for certain sports teams and clubs. These people allowed us to gain insight on the public sports pitches that were booked. We were also able to assess what they thought of the cost to book such pitches. Collecting information about the costs of booking public pitches in Brent is about even with surrounding boroughs. Since we knew this it was helpful to see if the key informants thought that the quality of the pitches was up to par with other boroughs. In looking at the public pitch bookings, there were open spaces for each sport which was explained by talking with the current users. This allowed us to figure out if the pitches were not used because of quality, price, or just that they were not needed. We also interviewed people from different types of sports clubs. This included private gyms, publically owned facilities and school facilities. Informants were to live in the Borough of Brent or those simply working in it as to get an idea of what people thought both living in and out of Brent. Also, interviewees were spread out in the population of Brent see if there were differential answers in different wards.

3.1.3.2 Interview Structure

To prepare for the key informant interviews we needed to explain to our interviewees that the overall purpose of this project was to find where Brent was deficient in athletic facilities. In order to make the interviews most productive we chose areas with light noise and

usually at a place chosen by the person, we were interviewing. Explaining the format of the interview was also necessary in order to let the informant know that others were also being interviewed in the same manner. The manner chosen to use for this process can be described as a general interview guide approach. This was used to ensure that the information collected from each key informant related to the same topic. The type of questions used in our interviews varied. We asked questions to find out the behavior of the informant, his or her feelings (questions designed to get an “I feel” or “I think” response), the person’s knowledge on the topic, and standard background questions. Before we started to ask questions, we asked if the informant had any questions for us.

The first questions that we asked had the purpose of getting the respondents involved in the interview so that as a group we were not talking at the person but rather to them. Before getting into questions, which would call for answers that may be controversial, we asked factual questions. This allowed the informant to engage with the interview so that they felt comfortable talking about their opinions later on. The wordings of the questions used later in the interview were open ended so the questions asked were as neutral as possible. The last question asked allowed the informant to provide any other information they would like to give us and what they thought of the interview. The form we brought to each interview can be found in Appendix G: Interview Form. Once we were finished, we politely thanked the informant for their time. After the interview, we immediately conferred as a group to compile our notes of the interview and record all the major data the informant said during the interview {{General Guidelines for Conducting Interviews}}.

3.1.4 Analyzing Interview Data

Interviews were analyzed constantly and the questions were changed if necessary. Some of the information collected was qualitative data, so it needed to be analyzed differently than qualitative answers. Our qualitative analysis was started by analyzing and counting the distribution of answers to specific questions. Next we proceeded to validate the data by looking at our responses to see if the account was credible. Also, we had to look into any answers that may have been extremely biased due to any questions that provoked such answers. Any outrageous answers to questions were disregarded. Next we used selective coding in order to choose a core category which helped us to develop a theory. This theory provided what in general were thought by key informants to be the most important issues in terms of sports provisions.

3.2 Identifying Types of Deficiencies

To produce maps showing the different aspects of deficiencies our first task was to identify what types of deficiencies existed and begin analyzing the data we had collected. Our group chose to focus on two different types of deficiencies. These were quality and accessibility deficiencies. An accessibility deficiency occurred when a region within the borough lacked access to a sports facility. Quality deficiencies are when an area only had access to a facility is in poor condition.

There were two levels of accessibility deficiencies. An accessibility deficiency was an area with no facilities within the standard of what is considered a reasonable travel time of a facility. An area of the borough that had no accessibility and a high population density were considered the highest deficiencies and areas with no accessibility and a medium population density had a medium deficiency.

Besides accessibility deficiencies, the other major type of deficiency with athletic facilities was quality deficiencies. These deficiencies were explored because low quality facilities could deter residents from coming back to that (or any) facility because of its condition. These facilities could be renovated and improved; therefore removing the deficiency. Using these three types of deficiencies, we were able to identify types of deficiencies and the level of priority associated with each.

3.3 Using G.I.S to Identify Deficiencies

Due to the information collected and compiled into a G.I.S. databank recently by the Brent Council we decided to incorporate this information to identify the accessibility and quality deficiencies of the borough. The G.I.S. maps we produced allowed us to identify which areas of the borough were not within a reasonable walking distance from a facility to identify accessibility deficiencies and those areas that only had access to poor quality facilities to identify quality deficiencies.

The first step to analyzing the current state of Brent's athletic facilities was to make a map of where they were. To do this we input the locations of each of the facilities into the G.I.S database. This was done on a separate map for each sport under consideration. This gave us an approximate idea of where Brent may lack facilities. However, conclusions made from a simple map would not have addressed issues such as population density, accessibility

to the facilities, or quality of facilities. Therefore, we compiled and mapped other information related to Brent's facilities.

3.3.1 Finding Accessibility Deficiencies

Plotting the accessibility of each facility was an easy way to determine if all the residents in Brent had access to the various facilities the Brent Council has to offer. To attain a full map of accessibility our group had to first set up a standard distance that a resident could be from a facility and still be considered to have acceptable access to. This standard then needed to be applied to all the facilities in the borough one at a time. Each facilities accessibility was then added together to make one borough wide accessibility map.

3.3.1.1 Establishing a Distance Standard

To find deficiencies in the quantity of Brent's facilities our group mapped out the accessible walking distance from each sports facility. A facility was considered accessible if to reach it a person would have to walk no more than twenty minutes. This standard was selected based off the recommendation given to the Rother District Council by a Project Management Professional (PMP) (See Appendix F: Rother District Data). This standard also factored in driving as a mode of transportation. A walk time of twenty minutes at an average rate of speed of three mph would result in a 1600-meter walk. We used this distance in creating our accessibility maps.

The only exception we made for the twenty minute walk time was for swimming pools. Because the Rother District Council distance standard was meant for outdoor sports facilities we decided to research other swimming pool distance standards. We found a report compiled by Sport England in 1997 called *The Use & Management of Local Authority Sports Halls & Swimming Pools in England*. In this report users were surveyed at 155 sport centers and 330 sport centers management policies were collected {{Sport England 1997}}. In that report it was noted that eighty percent of users journeys were twenty minutes or less and the average journey time was twelve minutes. However, only sixty-one percent of users came from within a three mile radius of the center {{Sport England 1997}}. Therefore, we decided to use the twenty minute walking time (1600 meter) for one accessibility map and also produce another accessibility map with a 3000 meter walking distance to try to reflect the longer lengths people would be willing to travel using other methods of travel besides walking.

3.3.1.2 Plotting Accessibility by Facility

Plotting accessibility was done using G.I.S mapping, which allowed us to account for the actual accessibility of each facility. In these maps facilities accessibility does not extend the full 1600 meters from the facility on all sides. This is because of accessibility issues that prevent the facility from being accessed equally from each side. An example of this is shown in Figure 30 which was produced in a 2007 study on Brent's playground provision.

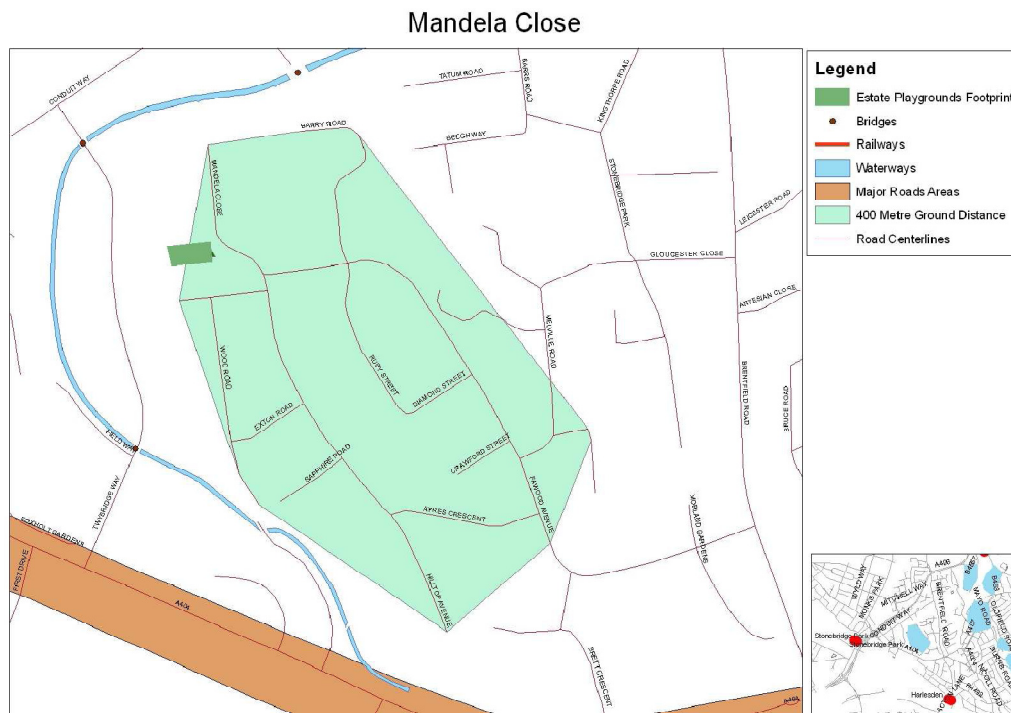


Figure 30: Single Facility Accessibility Map (Figliolini et al 2007)

As one can see from this map the actual areas that a facility is accessible from is much smaller than a circle drawn with the facility at its center with a radius of 1600 meters. This is why each facility had its actual accessibility mapped.

3.3.1.3 Plotting Brent's Total Accessibility

To find the deficiencies in Brent's accessibility the group took all the individual areas of accessibility for each athletic facility and plotted them onto one large map. This allowed the group to produce a map like Figure 31 for each sport. This map gave the group the ability to identify high priority areas in the borough based on the lack of facilities. From this map a

final accessibility deficiency map was made by comparing the number of facilities accessible from a location and the population density in that area.

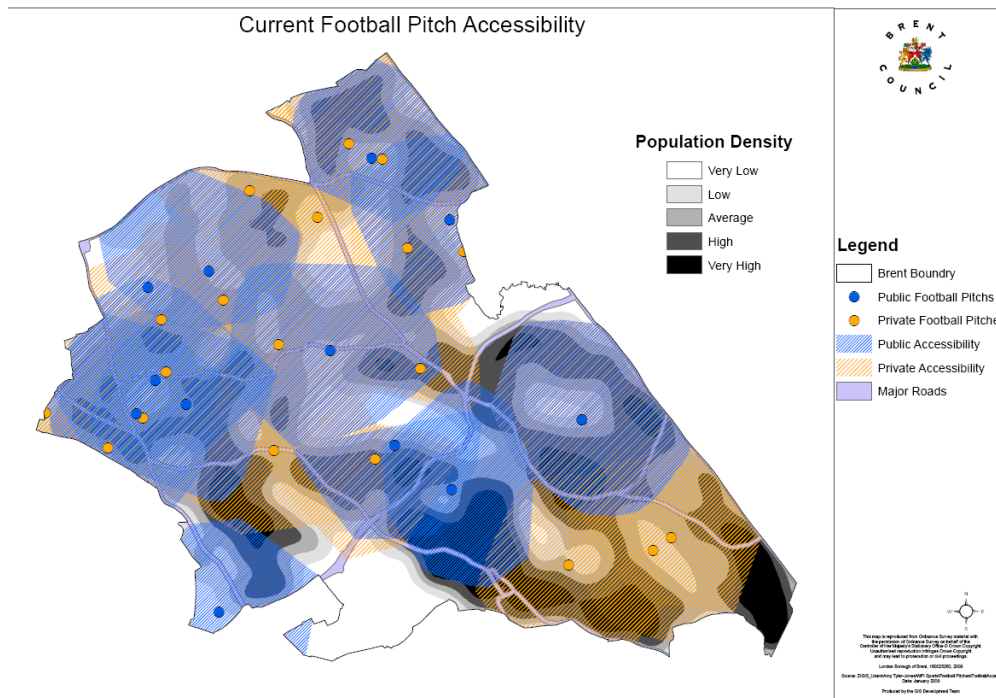


Figure 31: Accessibility Map

3.3.2 Finding Quality Deficiencies

The next step to finding the total deficiency of athletic facilities in Brent was to find the quality deficiencies within the borough. While each facilities quality had already been rated, we had no way to determine the specific areas in Brent that lacked any good quality facilities. That information needed to be created in order for our team to identify quality deficiencies.

3.3.2.1 Rating Facilities

Once we had collected the data from various sources about the deficiencies of individual facilities we needed to rate each facilities quality. Based on previous data provided by the Brent Council we were able to rank the facilities overall quality. This allowed the categorization of each facility into one of ten quality ratings.

3.3.2.2 Plotting Quality Facilities

The first step to finding where quality deficiencies existed was to know where facilities were and what quality they were. The first step towards knowing where quality athletic facilities were located was to plot all the facilities in the borough. Then based on the previously generated rating system for each facility we colored each data point representing a facility based on its quality score. Figure 32 is an example of one of the quality maps produced. These maps allowed us to identify general trends of where poor quality facilities existed, but did not give any measurable way of describing the data.

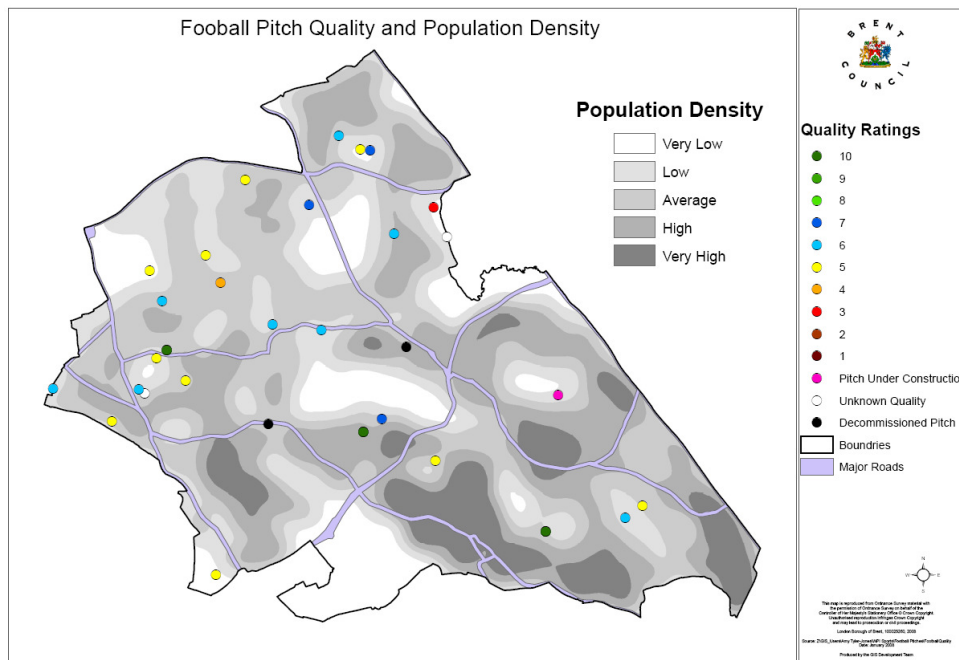


Figure 32: Facility Quality Map

3.3.2.3 Making Quality Deficiency Maps

Based upon the maps created in sections 3.3.1.2 and 3.3.2.2 we were able to generate a total quality deficiency map. This was done by assigning the color associated with a facility in the quality facility map with the accessibility area associated with that facility generated for the accessibility map. When two facilities' accessibility overlapped, we plotted the facility with the higher rating accessibility over the facility with the lower. This allowed us to show the highest quality facility available to each area in the borough. Those areas that only had access to poor quality facilities were considered to have a quality deficiency. These areas were plotted to make the final quality deficiency map. An example of this type of map can be

seen in Figure 33. This type of map was produced twice for each sport. One map plotted the quality accessibility for all facilities and the other only took public facilities into account.

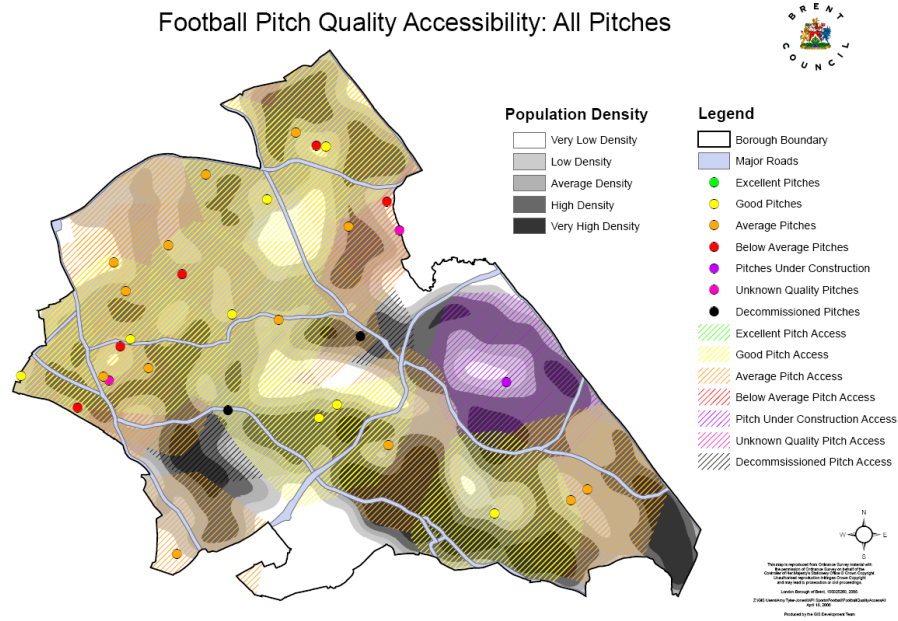


Figure 33: Quality Accessibility Map

3.3.3 Creating Final Deficiency Maps

After all the maps showing quality and accessibility deficiencies were produced it was necessary to combine them into one deficiency map per type of facility. Otherwise, there would be no way to tell which areas had the greatest need for improvement when all factors were considered. For example, if there was a facility that had a large accessibility area but was derelict that facility would not meet the needs of the population it was intended to serve.

To create a final deficiency map per sport our group had to incorporate all the deficiencies that the facilities may have. These included poor accessibility and poor quality. To create a final deficiency map we took the two sets of maps we had created per sport and combined them. We used the maps using accessibility showing high priority using our rating system. We made maps depicting quality show the rankings of each facilities overall quality. We then combined the two high priority areas in each map to make a final deficiency map. By doing this, we were able to create one map that showed the areas of highest priority for renovation projects in Brent per type of facility. An example of a final deficiency map is shown in Figure 34.

Football Pitch Final Deficiency

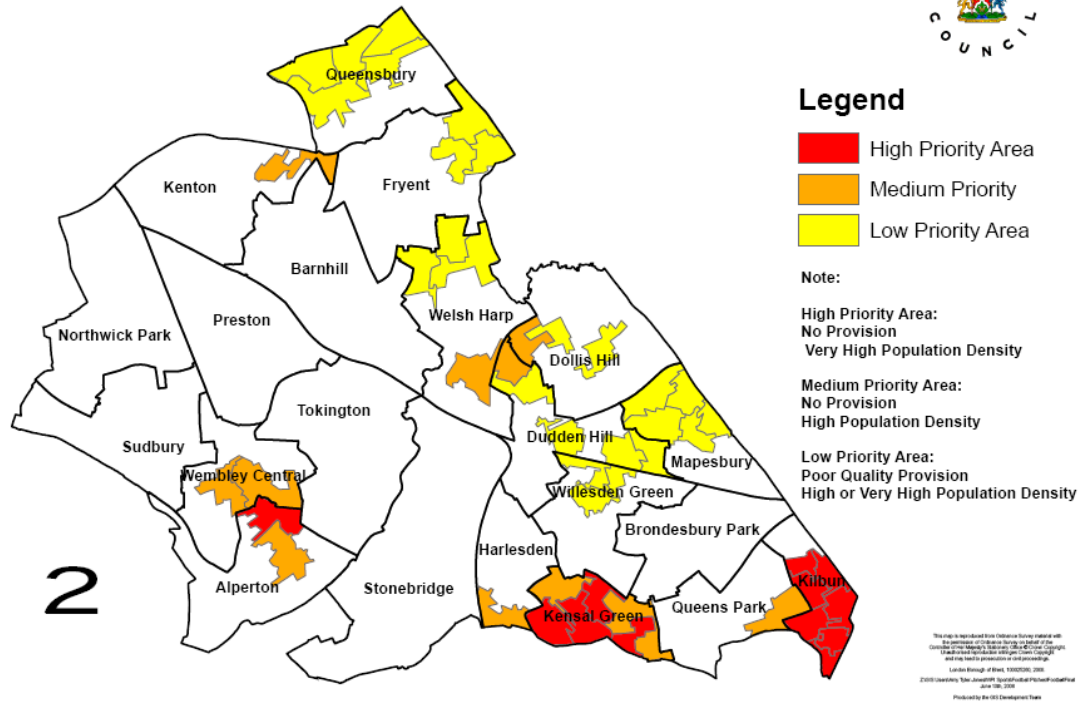


Figure 34: Final Deficiency Map

4 Data and Analysis

Once all the steps in the Methodology section had been completed the next step towards understanding Brent's sports participation was to collate and analyze all the data that had been collected. A wealth of raw data was collected by the resident survey, key informant interviews, and G.I.S maps produced. It was this data that had to be organized into an understandable manner and then be analyzed. This was done in three steps. First the resident survey results were analyzed to determine some of the basic reasons residents had lower participation and satisfaction levels. Building upon this, the key informant interviews helped gather more information regarding those reasons and identifying new possibilities. Lastly, the G.I.S maps helped identify areas that lack appropriate access to facilities and identified high priority areas for new or improved facilities.

4.1 Resident Survey

It was previously stated that the survey undertaken in this study would serve multiple purposes for the Brent Council. One of the main purposes it provided was to act as a sample for a larger borough wide survey on athletic facilities to be conducted in the future. Therefore, it was essential that the group provide productive feedback to the Brent Council in order to help optimize the success and usability of the future survey.

Another way the survey was beneficial is in the actual data it provides. The survey provided the first insights into the exact reasons why the people of Brent are dissatisfied with their athletic facilities. The survey effectively monitored participation rates and satisfaction levels which at the same time can be analyzed in regards to each other as well as towards the demographic information that was received by the survey. All of the qualitative responses in the survey can be found in Appendix E: Qualitative Responses.

4.1.1 Limitations

Since the survey was intended to serve as a guideline for a larger future survey it was important to note the instances where improvements could be made to the actual survey construction. The formation of the survey and the manner the questions were presented and ordered could have been presented in a more efficient and friendlier manner. Also, the wording of some questions may have caused the respondent to interpret the question in a manner which was not intended. Finally, a bias could have existed amongst responders. For

example, it may have been more likely that someone who participates in athletics regularly responds rather than someone who does not take part in physical activity.

4.1.1.1 Survey Formation and Set up

The survey undertaken in this study had several constraints associated with it. Since the survey was administered to 4,000 residents and the project had time constraints it was necessary to conserve time in as many ways as possible. In order to save time an automatic envelope stuffer was used to help mail the surveys at a faster rate. This machine had a limitation to it, as it was only able to fit two pieces of paper plus the return to sender envelope in each envelope it filled. Therefore, the survey could only be two sheets of paper long, and so because of space it became necessary to cut out some questions from the survey.

With this limited area of space to include questions came a necessity to conserve space in any way possible. In order to most efficiently conserve space the boxes that were to be checked off by the responder were kept as small as possible. These small boxes may have led to a feeling of pessimism regarding the completion of the survey. In particular questions three, four, and sixteen all had a significant amount of boxes to be checked off by the respondent. This particular formation could be considered rather intimidating to a respondent and cause them not to reply to these questions. Many of the surveys that were returned were completely filled out except for these three questions, especially questions three and four.

The order of the questions could also be an area of concern, for the basic guidelines of producing a survey state that a survey should move from more general questions to more specific questions. This was not effectively accomplished in all questions of this survey. For example, questions one and two ask specific questions regarding the residency of the respondent. These questions could easily have been saved until later on in the survey. By putting these questions off the respondent could have been more easily lured into completing the survey.

4.1.1.2 Misinterpreted Questions

Some of the surveys have been returned with question marks written next to some of the questions. The reasons for the existence of this confusion regarding specific questions are most likely because of an inadequate manner of wording the question. For example, in question five there is a choice of selecting a preferred travel time of up to one minute. Some respondents wrote that this time frame was completely unreasonable and did not make sense to them.

Questions eleven-b and eleven-c both contained a typo that was confusing to some respondents. These questions were meant to refer back to question eleven but in the actual wording of the question told the respondent to refer back to question twelve, which hadn't been answered yet. Most respondents were able to make their way around this mistake or did not notice it, however there is no doubt that some became confused and in fact did not answer the question for this reason. Given more time to construct the survey this typo and all the confusion it cause could have been avoided.

Question five included a space to rank certain types of open space on a scale from 1-10 on how important the various facilities were to the respondent. It was clearly stated in the question instructions that a ranking of one would be interpreted as not important and a ranking of ten would be interpreted as the most important. However, this question was widely misinterpreted in a manner that was not anticipated by the researchers. It was thought that the respondents would give each facility a ranking independent of each other. However, many people decided to rank the facilities in order and not give the same number twice. This misinterpretation led to the data collected in this question to be useless.

Finally, several questions had a box to check off with the response of "don't know". Despite this option, many people did not check the box and instead wrote statements such as, "I do not know of any of these facilities in my area?" or, "How am I supposed to answer this question?" It may have been more beneficial to take a few moments to explain at the beginning of the questionnaire how the survey was to be completed.

4.1.1.3 Survey Bias

This survey was primarily focused on sports and athletics. The specific nature of the survey, while not being targeted towards a specific type of person, leaves the possibility of those who do not participate in sport to not partake in the survey. For example, fourteen percent of the participants stated that they did not partake in any physical activity at all in question six; of these twenty one respondents eleven reported having a disability. Comparatively, thirty nine percent reported participating in athletics either more than or about three times per week. Analyzing these two extremes it is evident that there was a greater tendency for those who participate in athletics to respond to the survey than those who do not. All the data in regards to question six can be viewed in Figure 35.

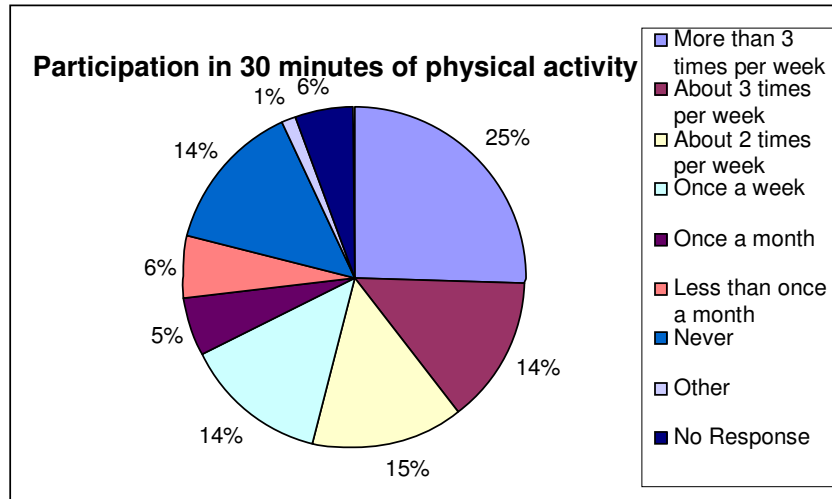


Figure 35: Resident Survey Sports Participation Levels

4.1.2 Response Rate

Initially, the group had a strong desire to have a response rate of eighteen to twenty percent, about 800 surveys. This amount was decided on because of a recent Interactive Qualifying Project that was performed in the Borough of Brent. That project consisted of a housing survey and achieved a response rate of eighteen percent. However, that survey targeted new home owners and asked them about their individual houses. The specific nature and sampling of that project led to a higher response rate than can be expected from a survey such as the one conducted in this project. The amount of surveys as well as the date they were received can be seen in Appendix D: Survey Responses.

In the introduction to the survey it was stated that in order to be included in the raffle, all response had to be received by 17 June 2008. This date was chosen because of the time constraints associated with the project group. In order for the data to be analyzed, it had to be sent to an outside contact to be counted. Following 17 June, as of 25 June thirty surveys had been received and not included into the data presented in this report.

4.1.2.1 Entire Survey

In total, 448 or 11.20% of surveys were returned. While this mark falls well below the desired rate of 18% it still achieves a respectable point by being over 10%. Looking at Figure 36: Survey Reception Rate, there are two noticeable spikes in the line marking the total reception of surveys, shown by a yellow line with triangles as a marking. The Brent Council stated that a significant spike in responses usually occurred when conducting a survey. This is

the reason why it was decided to send out the reminder letter, Appendix C: Survey Reminder Letter, when responses began to tail off. A significant decline in responses was recognized on 4 June 2008, therefore the letters were sent out on 5 and 6 June 2008, visible in the highlighted portion of Appendix D: Survey Responses. The second spike in data reception can only be determined to be a result of the reception of the reminder letter. The letter resulted in a 246.15% increase from the Friday 6 June 2008 to Monday 9 June 2008.

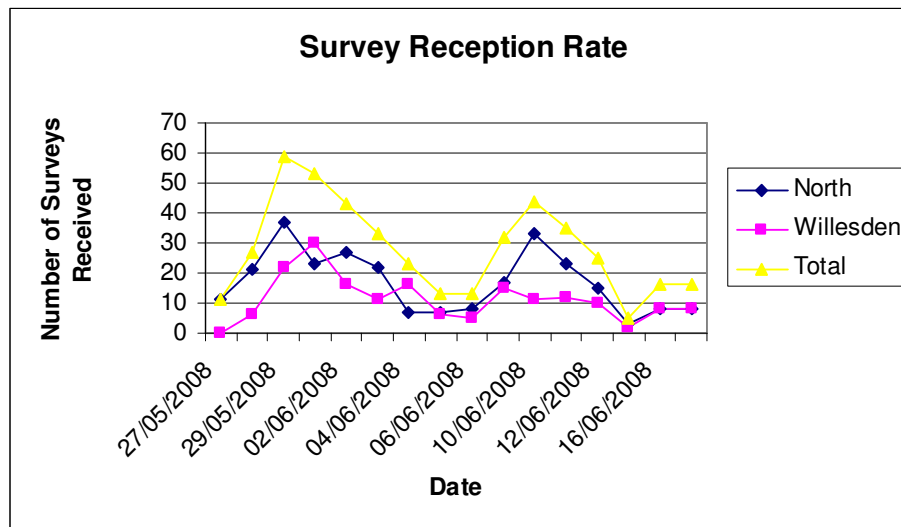


Figure 36: Survey Reception Rate

4.1.2.2 Northern Section

The northern section had a significantly larger amount of responses than the Willesden section. One possible reason for this is that there are fewer facilities in the north and the citizens are more inclined to vent their disappointment with the issue. Another possibility refers to the fact of the fiscal prominence that exists in the north of Brent. This difference in monetary well being can be seen in Figure 8: Income by Wards (Brent Council 2008). With the north section being better off in terms of monetary funds, it is more likely that they have excess time and are more able to spend time in leisure and recreation activities. Therefore, the north may simply care more about athletic facilities than the Willesden section and may also have more time to fill out a survey.

The total amount of surveys received from the northern section was 270. This amount was 13.50% of the 2,000 total surveys that were sent to this area. The northern section accounted for 60.27% of the entirety of the returned surveys. It should also be noted that ten of the sent 2,000 surveys from this section were marked as return to sender. The number of

returned surveys by date can be seen in Figure 36: Survey Reception Rate. The line for the northern section is blue with diamonds as a marking.

4.1.2.3 Willesden Section

The Willesden section had a lower amount of respondents. The increased amount of facilities, in particular the new Willesden Sports Centre, may have resulted in the citizens in this area more pleased with their provisions and less likely to comment on the issue of derelict facilities. Of the thirty three respondents of question nine-b from the Willesden area eight or 24.24% reported being a member of Willesden Sports Centre. In comparison, none of the twenty nine respondents to this same question from the Northern section stated that they were a member at this facility. This large statistical difference shows that there could indeed be a difference in response sizes because of an already prevalent adequacy.

The total amount of surveys received from the Willesden area was 178. This amount was 8.90% of the 2,000 total surveys that were sent to this area. The Willesden section accounted for 39.73% of the entirety of the returned surveys. It should also be noted that seven of the sent 2,000 surveys from this section were marked as return to sender. The number of returned surveys by date can be seen in Figure 36: Survey Reception Rate. The line for the Willesden section is pink with squares as a marking.

4.1.3 Demographic Profile

Demographic information of the respondent was taken for the purpose of recognizing any trends that may exist in this category. The reason behind the gathering of this information is to be able to link responses of other more essential questions in the survey to response patterns that are similar throughout a specific demographic group. Question seventeen asked what the gender was of the respondent. Question eighteen asked how old the respondent was. Question nineteen questioned race while question twenty asked if the person had a disability that kept them from being fully physically active. Questions one and two were included to gather information regarding how often the subject has moved and how long he or she has been a resident in the Borough of Brent.

4.1.3.1 Gender and Age

Gender and age differences should be taken into high consideration in a study such as this. The nature of sports and physical activity leads to large differences in ability to participate amongst both gender and age. Sport is generally a male dominated area. There are a multitude of professional athletic leagues for males and not nearly as many for women. As

for age, sport is also dominated by young people. Two obvious reasons for this discrepancy are being healthy enough and having the time to participate. There is a trend for older people to cease exercising as they become less healthy, which is contrary to the purpose that exercise is meant to provide. As people become older and less healthy they should in fact be exercising more to provide themselves the most comfort possible in the later years of their lives.

Figure 37 shows the distribution in age amongst the participants of the survey. The majority of the respondents were aged between twenty five and forty four years. One percent was under fifteen years of age. Five percent were aged fifteen to twenty four. Twenty seven percent were aged forty five to sixty. Twenty seven percent were aged sixty and above. Not surprisingly, most of the respondents were middle aged. Many people in this group are still active enough to have strong feelings regarding sport provision. However, the twenty seven percent that reported being over sixty years of age shows that it may be possible to gain valuable information regarding the older age groups.

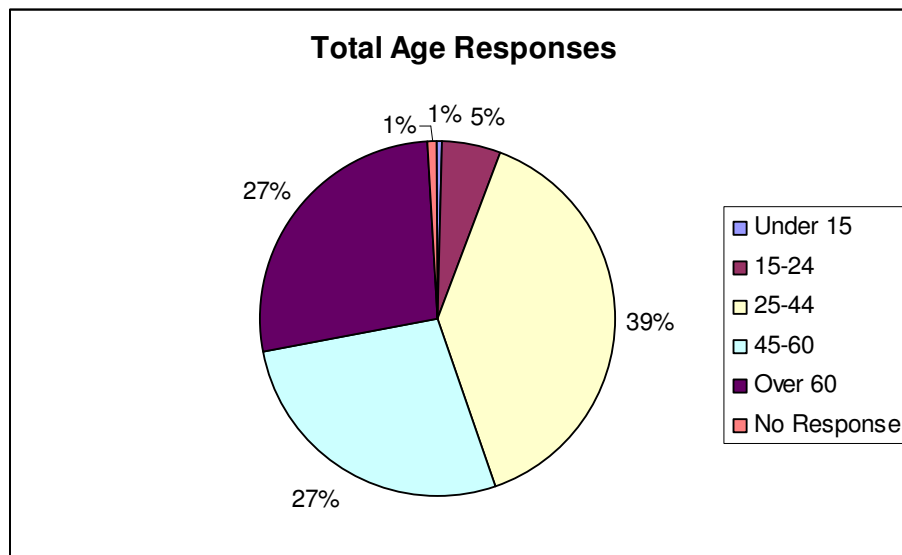


Figure 37: Age of Survey Respondents

The responses by gender were much more equally distributed than that of age. Fifty percent of the participants were females and forty eight percent were males. Figure 38 shows the gender distribution.

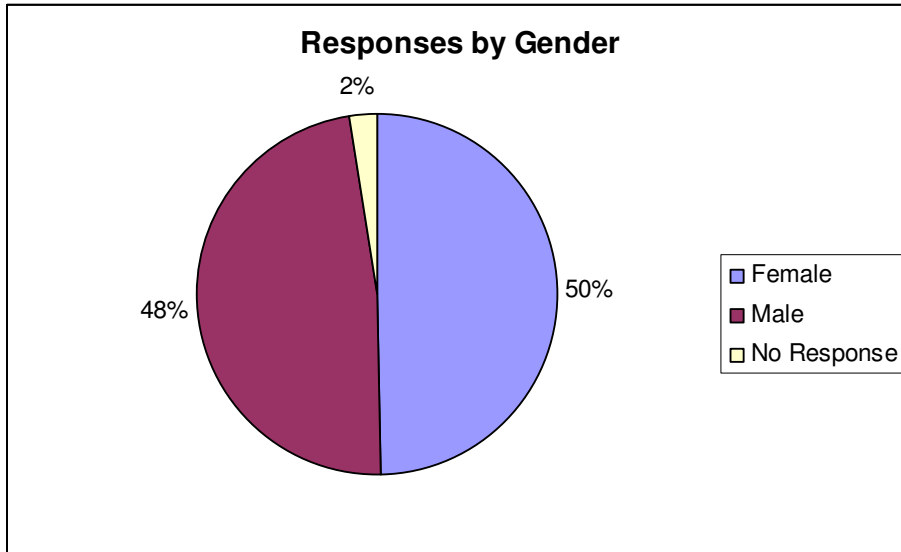


Figure 38: Survey Respondents Gender

4.1.3.2 Ethnicity

Figure 39 shows the breakdown of ethnicity of the participants of the survey. Brent is a very integrated community and therefore there was a wide range of responses to ethnicity questions. White British at thirty eight percent and Asian or Asian British at twenty seven percent have the most responses in this survey. These values correspond to the ethnicity statistics regarding Brent as a whole presented in section 2.3.3.

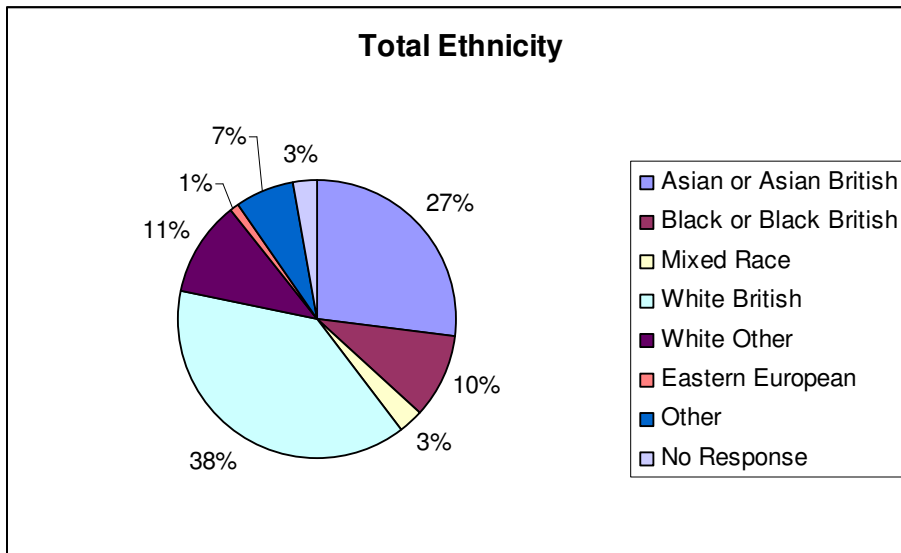


Figure 39: Survey Respondents Ethnicity

4.1.3.3 Disabilities

As shown in Figure 40 twenty percent of the participants reported having some sort of disability. Thirteen percent in total reported having a disability that caused them to be limited in activities that could be performed. People who have a limiting disability are going to have a hard time participating in most athletics; therefore some questions in the survey do not pertain to them. However, it is important to recognize that having a disability does not make someone completely unable. There are many sports and games that exist for those who are unable to participate regularly, such as wheel chair basketball. The provisions for these people must be taken into account and perhaps emphasized so as not to be forgotten.

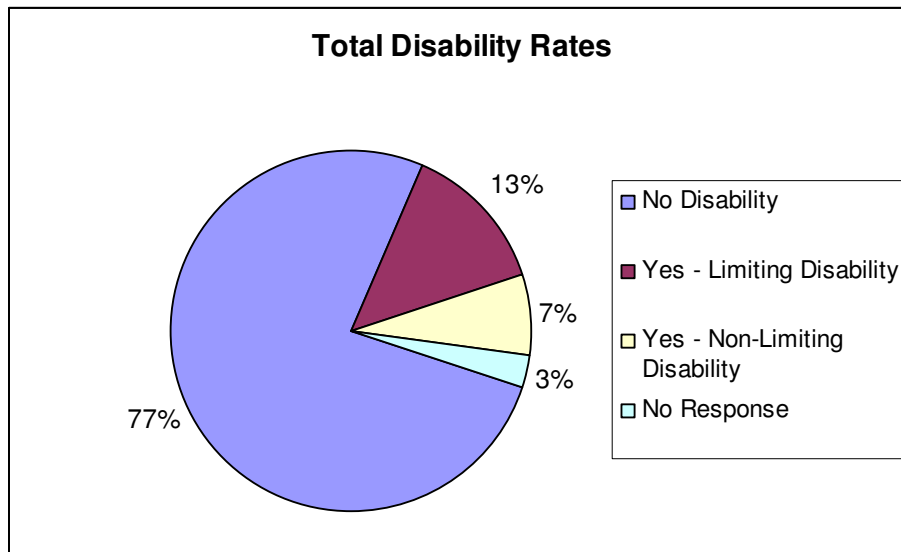


Figure 40: Survey Respondents Disabilities

4.1.3.4 Residence and Frequency of Moving

The Brent Council requested that we monitor aspects of residency to determine if new residents to the borough were using Brent facilities. Question one recorded how many times a person has moved in the past five years. Figure 41 shows the responses in regards to frequency of moving. Most of the participants have not moved in the past five years and therefore most likely know about the sport provisions that exist around them.

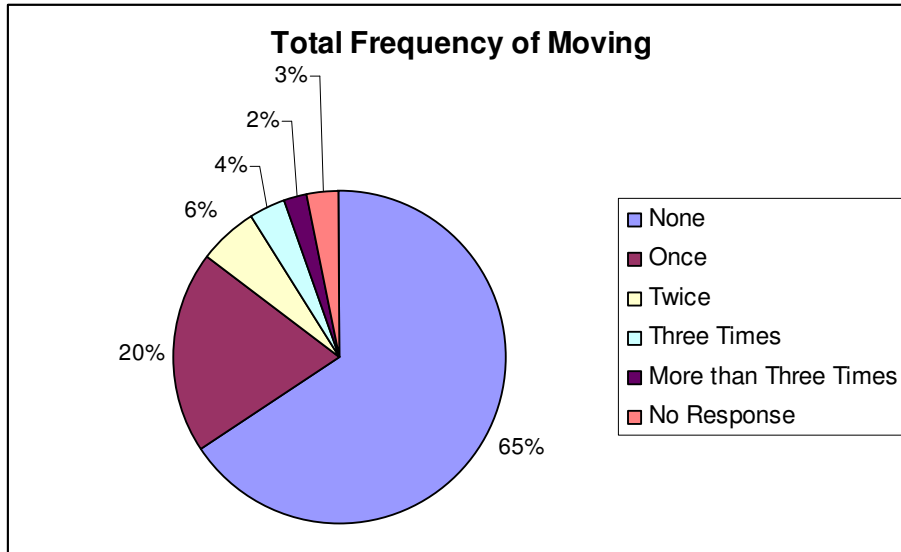


Figure 41: Survey Respondents Frequency of Moving

Question two recorded how many years a person has been living in Brent. This data can be found in Figure 42. Most of the respondents, 278, have lived in Brent for more than ten years. This longer length of time living within the borough means that the participants are more knowledgeable in regards to facilities in Brent than those who have just moved into the borough.

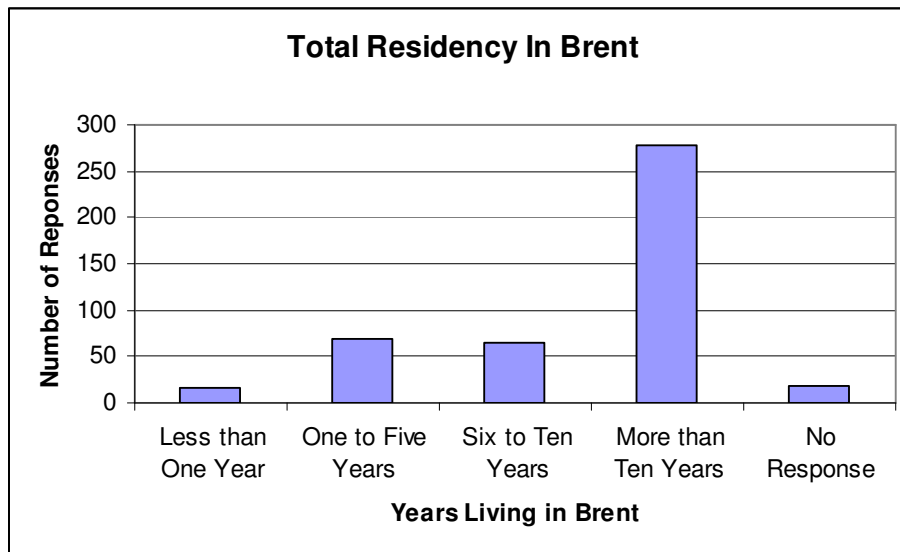


Figure 42: Survey Respondents Residency in Brent

4.1.4 Participation Rates

Several questions in the survey were included to monitor the levels of participation in athletics of the respondents. Question six asks how often the respondent participates in at least thirty minutes of physical activity. Questions seven and eight ask how often the respondent participates in specific types of physical activities. Questions nine and nine-b focus on the respondents' athletic participation with a sports club. Questions ten and ten-b are concerned with where the respondent takes part in his or her physical activity.

4.1.4.1 Involvement in Physical Exercise

Question six inquired how often the respondent takes part in at least 30 minutes of physical exercise. There were seven categories for the respondent to choose from along with a blank space to write in other amounts. There were three relevant written statements in the "other" category. These were holidays, daily, and weekends. In the event of a future survey, these quantities along with quantities similar to them should be included. The responses for this question can be seen in Figure 43.

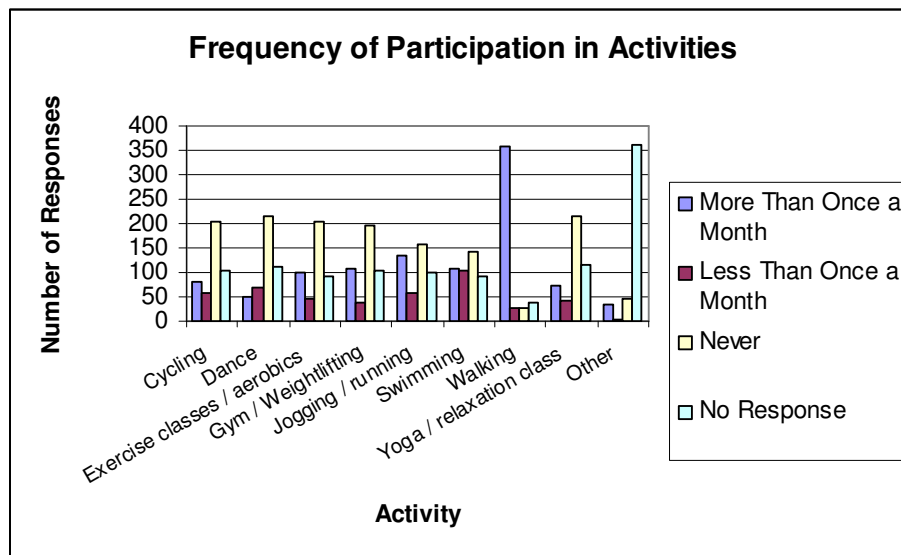


Figure 43: Survey Respondents Sports Participation

Question seven and eight ask how often a person takes part in some sort of physical activity or sport. In these two questions there were a total of seventeen responses to choose from as well as an "other" selection for each category. Many respondents choose to select other for question seven and write in a sport such as "football". These participants did not

realize that this question was focused on physical exercise activities while question eight was the same question but focused on sports, where their “football” selection could have been found. The choices that were written in as other can be found in Figure 44: Question 7 "Other" Responses and Figure 45: Question 8 "Other" Responses.

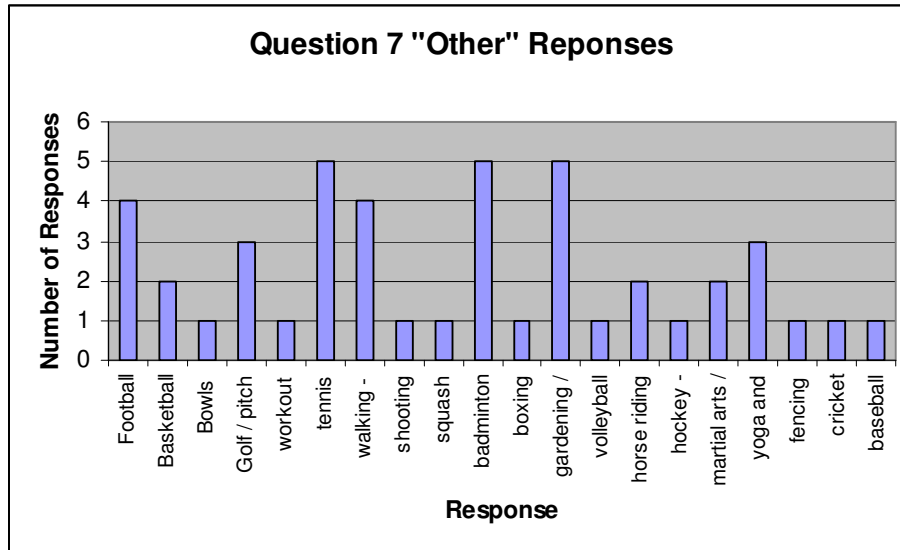


Figure 44: Question 7 "Other" Responses

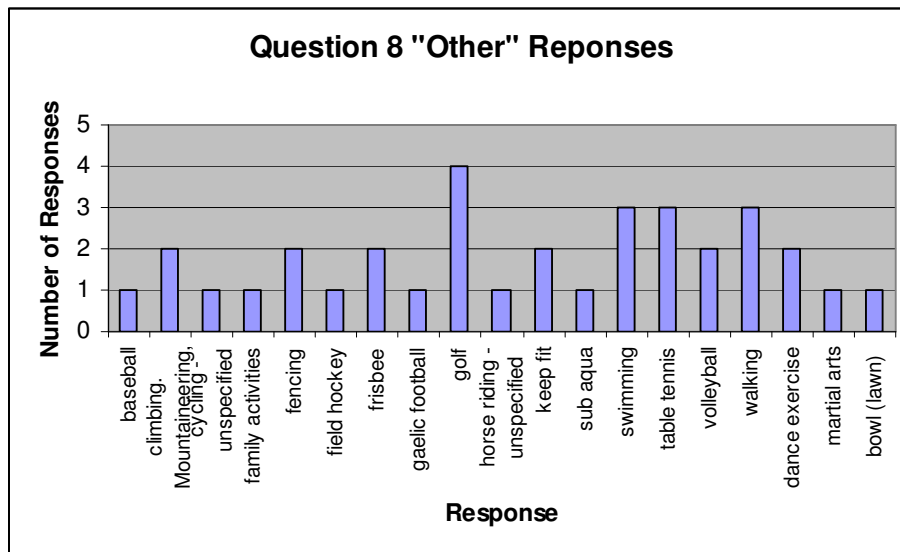


Figure 45: Question 8 "Other" Responses

4.1.4.2 Sports Club Involvement

Question eight asks what specific sports a person participates in. It can be seen in Figure 46: Survey Respondents Frequency of Involvement how many people responded to participating in the above sports either more or less than once a month, never, or no response. It is clear that the most popular sport to participate in was football followed by tennis and badminton. It is also noted that many people are playing football, badminton, tennis, and various other sports less than once a month. It seems that people are interested but are not playing very frequently, which could possibly be correlated with the facilities.

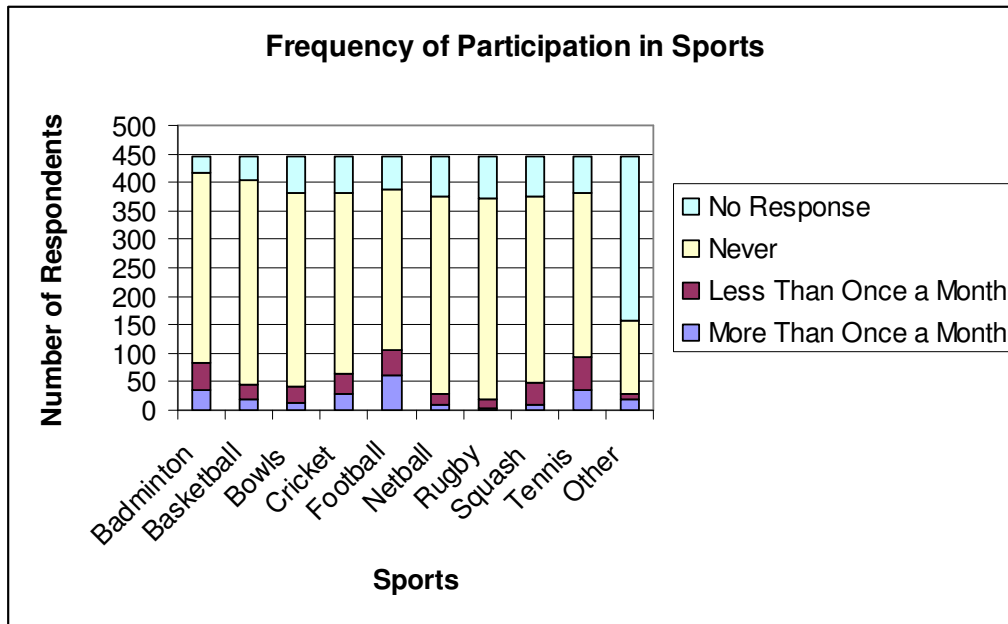


Figure 46: Survey Respondents Frequency of Involvement

Questions nine and nine-b are concerned with sports participation that takes place in a sports club. Specifically, question nine asks what type of sport the respondent participates in at a club. There were seven available responses to this question and another selection of “other”. There were eleven types of sports recorded as “other.” The most notable of these was badminton which had four people reply that they participated in the sport with a club. The details of these responses can be seen in Appendix E: Qualitative Responses.

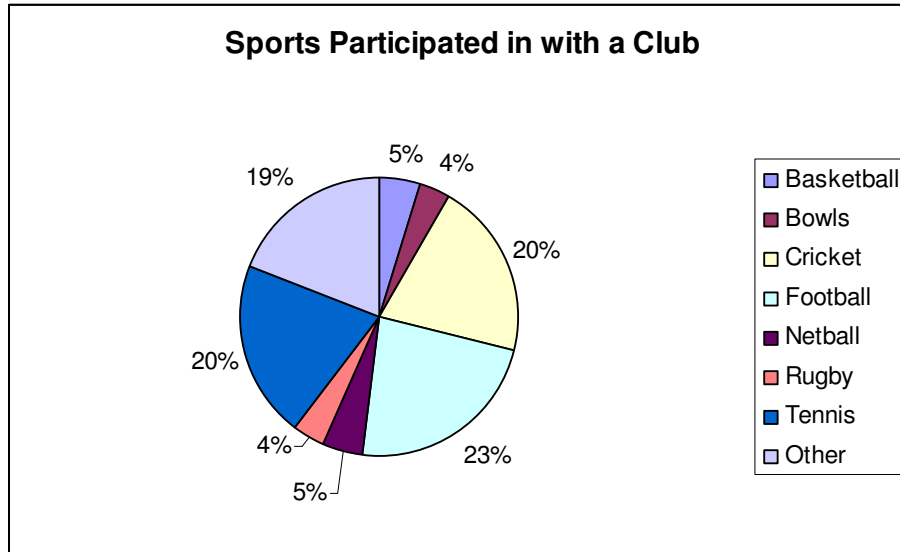


Figure 47: Survey Respondents Club Participation

Question nine-b asked what specific sports clubs the respondent took advantage of and used. In total, there were sixty two responses and forty eight different sports clubs written as a response for this question. Since there was a large amount of variety in the responses to this question it is difficult to surmise any strong conclusions. However, there is one piece of data that is interesting and conclusive. 12.90% of the respondents to question nine-b reported that they made use of the new Willesden Sports Centre. All eight of these people were also from the Willesden area, making up 24.24% of the Willesden respondents to the question. It is clear that people in the Willesden area are making good use of the new facility; however, those in the rest of the Borough may not be taking advantage of the facilities provided to them because of the longer distance that must be traveled.

4.1.4.3 Location of Involvement

Questions ten becomes less specific and asks where the person participates in physical activity in general terms. For example, two possible responses were park and sports pitch, with a selection for using these facilities either in or outside Brent. Figure 48: Survey Respondents Location of Sports Activity displays the amount of people who use various facilities in or outside of Brent. It can be noted that many people are using sports clubs, private gyms, and sports clubs that are outside of the borough. This could be due to convenience or it could be due to the lack of facilities or quality of facilities in Brent.

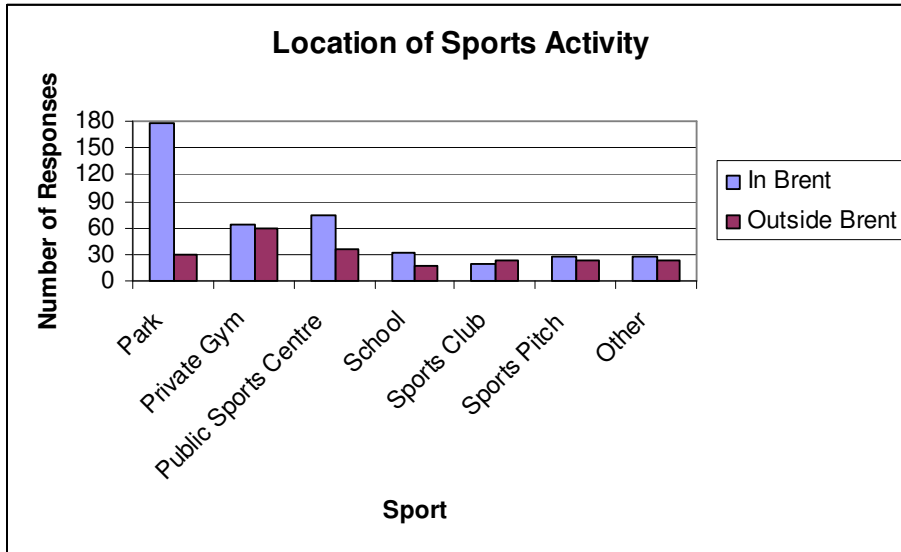


Figure 48: Survey Respondents Location of Sports Activity

Question ten-b was a follow up to question ten. For those who stated that they use a facility outside Brent, it was then asked why they decided to leave the borough. Figure 49: Reasons Survey Respondents Use Facilities Outside Brent adds insight that there is sufficient evidence to support that quality and quantity are main causes for using facilities outside of Brent. As for the “other” responses to this question, 34.24% of this type said that their reasoning behind using facilities outside the borough was that the Brent facilities did not offer the variety that they desired.

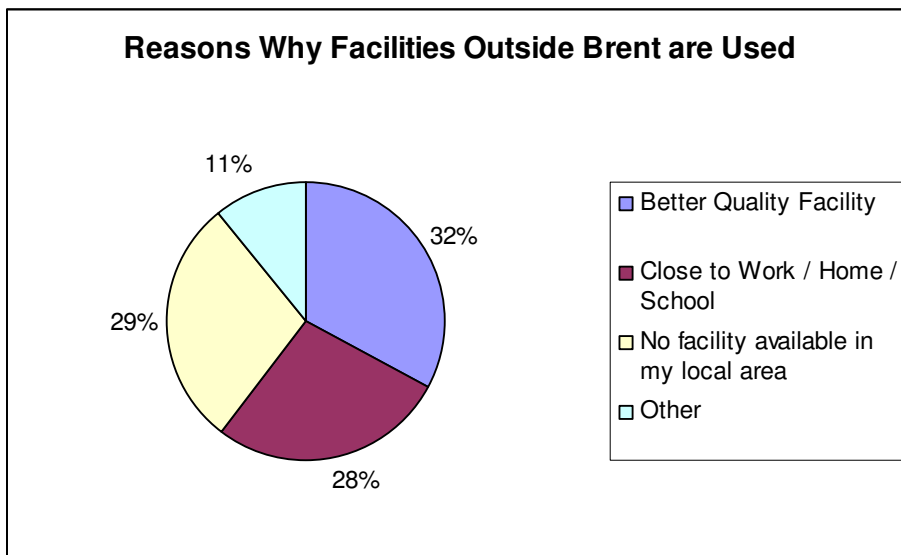


Figure 49: Reasons Survey Respondents Use Facilities Outside Brent

4.1.5 Feelings towards Participation and Costs

After it was determined how much that the subject participated in athletics and physical activity, their desire to participate was questioned. This included questions concerning thoughts on the monetary cost to use facilities and whether or not they were aware of what the costs were. Question eleven asks if the subject is satisfied with their present amount of participation in physical activity. Questions eleven-b and eleven-c were included as follow ups to question eleven. Question eleven-b asked why a subject did not want to participate more and question eleven-c asked what activity the person would like to participate in more. Question twelve sought what would encourage the subject to participate in more exercise. Questions thirteen and fourteen asked how much information the subject knew about the costs of using Brent's athletic facilities and the B.Active Leisure Discount Scheme.

4.1.5.1 Desire to Participate

Question eleven asks if the subject is satisfied with their present amount of participation in physical activity. Figure 50: Survey Respondents Desire to Participate More shows that while 67% of people are satisfied with their physical activity level, 22% are not.

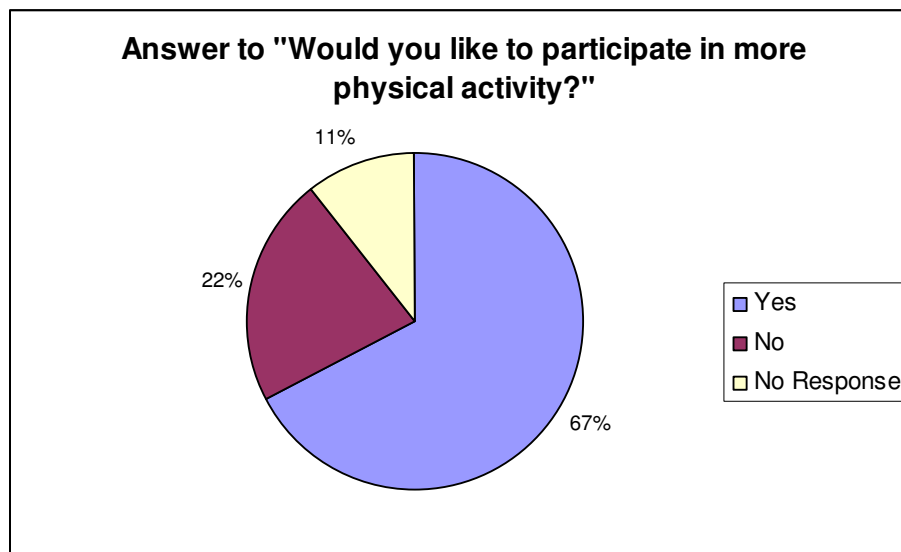


Figure 50: Survey Respondents Desire to Participate More

Question eleven-b was a follow up to question eleven. In this question those who identified themselves as not desiring to participate in any more activity than they do at the current time were asked why this was so. The responses to this question are visible in Figure 51: Survey Respondents Reason for Lack of Participation. There are four responses to this question that stand out as essential to the reasons why Brent's residents are not active.

Difficult to find time received the most responses at fifty-five. It is thought that if facilities are more widely available for use, then time will not be as much of an issue. Along those lines, lack of facilities received forty-three responses. This raises the point that additional facilities would increase activity levels. Cost too much also received forty three responses. There are discount strategies within the borough that can bring down the cost of using facilities for Brent residents. Finally, lack of information received forty responses. Not exercising because of not knowing what is available is a very unfortunate occurrence. Providing information to residents should be a top priority.

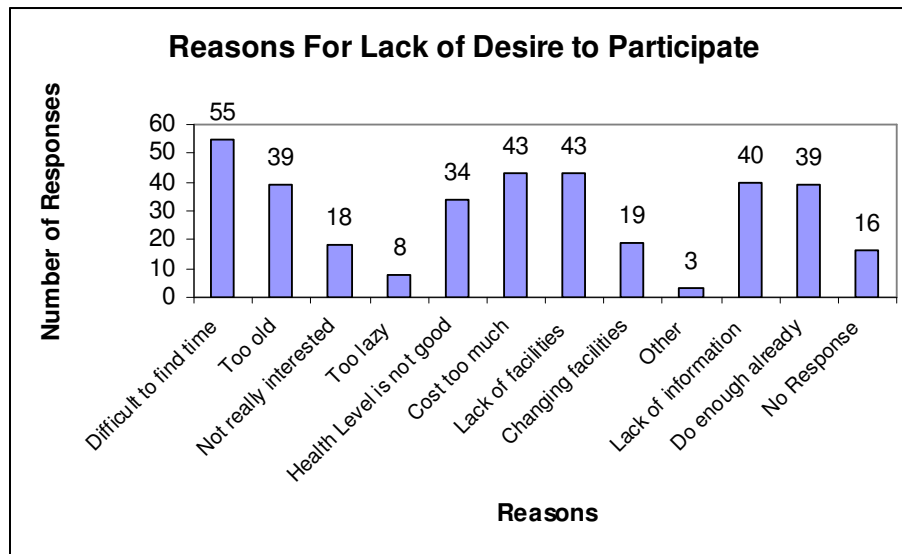


Figure 51: Survey Respondents Reason for Lack of Participation

Question eleven-c asked what activity the participant would like to take part in more. As seen in Table 10, there was a wide range of responses to this question. Four main responses, swimming, keep fit, tennis, and badminton, can be identified as areas where the entire population of Brent has a strong desire to participate more. This is shown in Table 10

Table 10: Residents Desire to Participate

Activity	Total Desire to Participate	Northern Desire to Participate	Willeden Desire to Participate
Swimming	27%	30%	21%
Keep Fit	10%	11%	9%
Tennis	9%	9%	8%
Badminton	8%	8%	7%
Other	46%	42%	55%

Question twelve sought what would encourage the subject to participate in more exercise. Figure 52: Encouragements to Exercise More displays the different responses residents stated would help them participate more. The largest peak is swimming pools which is a constant trend throughout the survey. Improvement of facilities is also very high on the list. It seems to be unproductive and a waste of money to build new facilities when facilities are already in existence but are of poor quality. There must be a focus on maintaining previous investments in order to sustain physical activity throughout the borough and the lowest possible cost to residents.

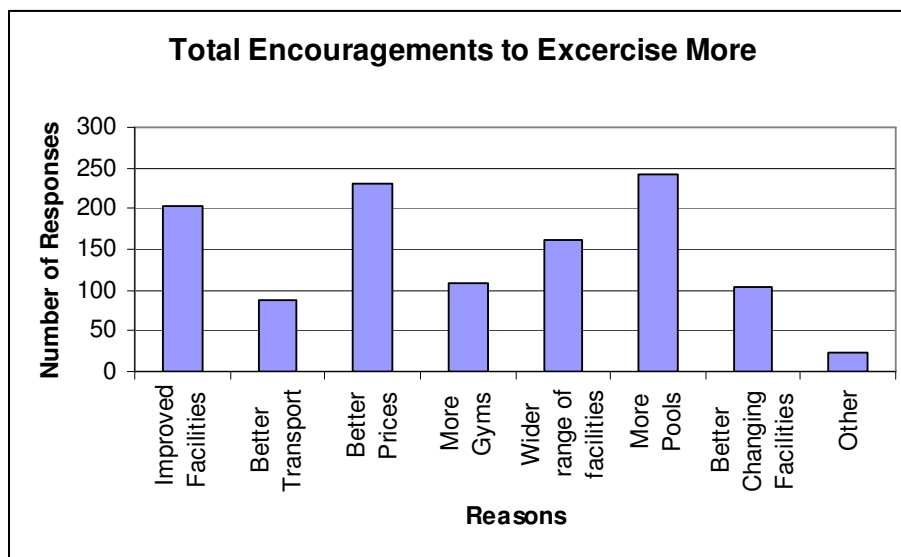


Figure 52: Encouragements to Exercise More

4.1.5.2 Costs of Using Facilities

Question thirteen asked if the person knew the cost of using Brent’s public sports centers. It is clearly seen in Figure 53: Survey Respondents Knowledge of Cost of Public Facilities that people are not aware of the costs of public sports centers, for fifty-nine percent of the respondents said they were unaware of the cost of public facilities whereas only thirty-seven percent stated that they knew the costs of facilities. This leads to the conclusion that resident are not knowledgeable about their local facilities which may be turning them off from using them.

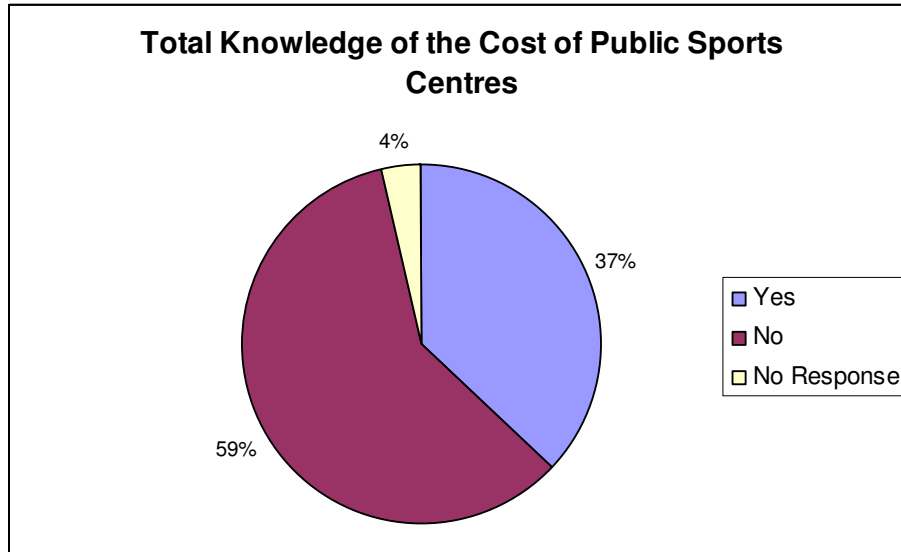


Figure 53: Survey Respondents Knowledge of Cost of Public Facilities

Question fourteen asked if the person knew about the B. Active Leisure Discount Scheme which was described in section 2.4.2.1. Again there was a large amount (59%) of respondents seen in Figure 54: Survey Respondents Knowledge of B.Active Discount Scheme who do not know about the B. Active Discount Scheme, again telling that residents do not have knowledge of the discounts they may have access to, which could turn them off from joining athletics clubs. Since it can be seen in Figure 52: Encouragements to Exercise More that over 200 respondents feel that they would participate more with better prices, knowledge of the B. Active Discount Scheme could help them achieve the lower cost athletics they are looking for. In fact, sixty percent of those respondents who reported that facility prices were too expensive also said that they did not know of the B.Active Discount Scheme.

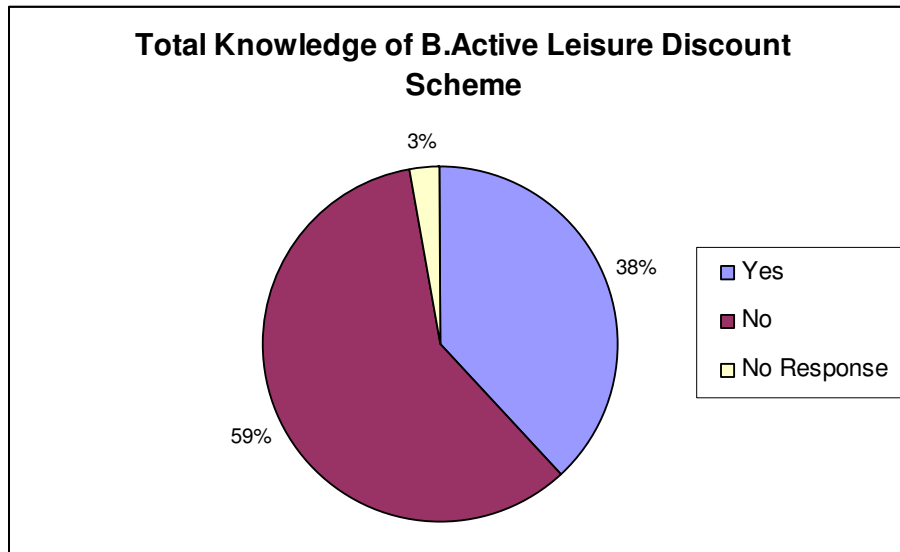


Figure 54: Survey Respondents Knowledge of B.Active Discount Scheme

4.1.6 Satisfaction with Local Provision

After determining the amount and desired amount of participation by the subjects, the next step was to determine their views on the quantity and quality of facilities. Question three asked the subject how they would rate the quantity of a list of common facilities. Question four asked the subject to rate the same list of facilities, however this time the focus was on quality. Question four-b asked what the specific reasons were as to why they felt that certain facilities had poor quality. Question fifteen asked if there was any specific type of facility that was not available for their use that they would like to have access to. Questions five and sixteen asked about travel times and how much time and effort the subject was willing to put in to get to a facility.

4.1.6.1 Travel Times

Questions five asked about travel times and how much effort the person would be willing to put in to get to various types of open space. Figure 55: Survey Respondents Willing Travel Times to Green Space displays the amount of time people are willing to travel in graphical form. The majority of people will travel from six to fifteen minutes to various types of open spaces. It should be noted that people are willing to travel further to get to a natural area and churchyard. In addition, the participants have voiced their desire to be closer to public parks and playgrounds through this question as about twenty percent said they wanted to be within six to ten minutes from these two facilities.

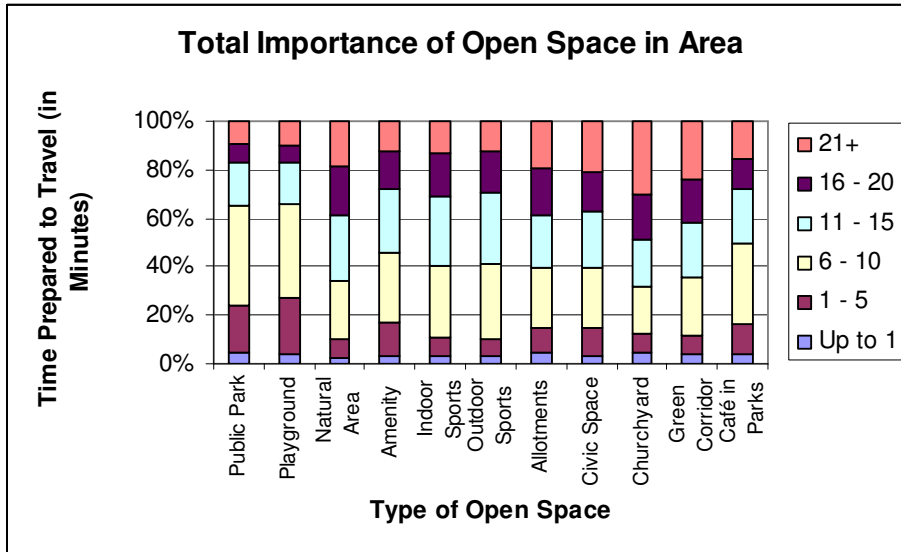


Figure 55: Survey Respondents Willing Travel Times to Green Space

Question sixteen asked about travel times and how much time and effort the subject was willing to put in to get to various sports pitches and facilities. Again it can be seen in Figure 56: Survey Respondents Willing Travel Times to Sports Facilities that people are most willing to travel six to fifteen minutes on average. The facilities that are desired to be closer are football pitches and netball courts. Residents would be more willing to travel further distances in order to use rugby and cricket pitches.

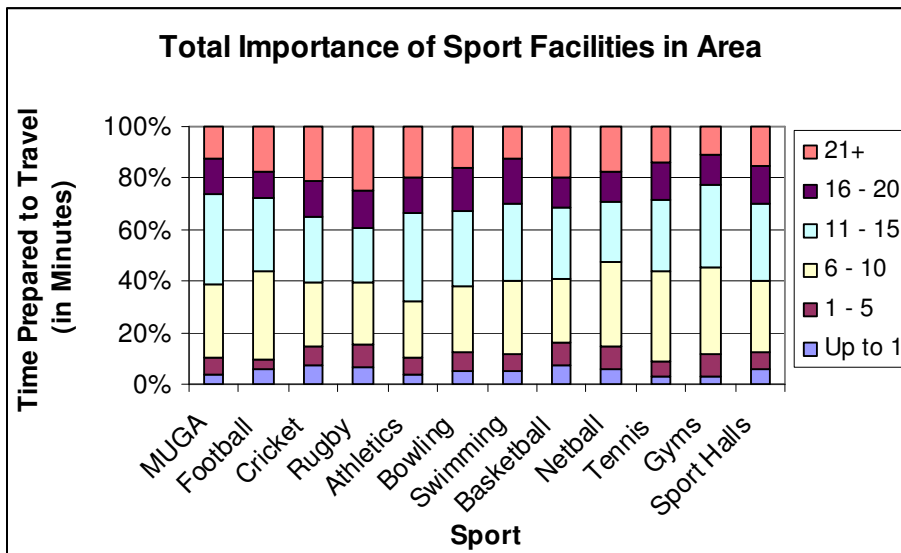


Figure 56: Survey Respondents Willing Travel Times to Sports Facilities

4.1.6.2 Quantity of Facilities

Question three asked the subject how they would rate the quantity of a list of common facilities. The north was noted to have far fewer facilities than the Willesden area. It can be noted in Figure 57: Northern Brent Quantity Opinion that many people feel there are not enough or not nearly enough of various facilities. Swimming pools is noted to have an extremely high level of unsatisfied residents, about 200 responses. Also, the north is satisfied with their provision of public parks as 175 responses were received as either having enough or more than enough.

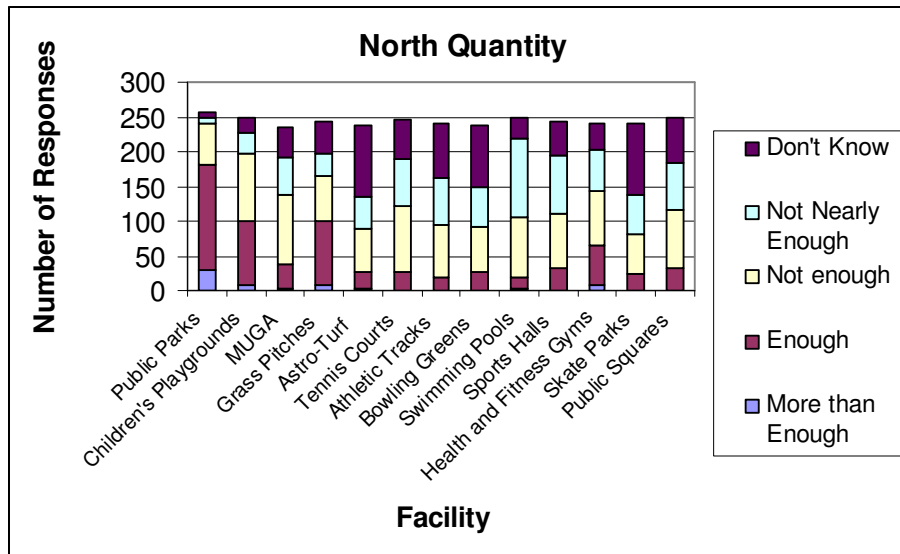


Figure 57: Northern Brent Quantity Opinion

It can be seen in Figure 58: Willesden Quantity Opinion that the Willesden residents were much more satisfied with the amount of facilities. It can be especially noted the few people that stated there were not nearly enough swimming pools as opposed to the north, a difference of roughly eighty responses. Also there were far fewer people that stated there were not nearly enough of the various facilities listed below. Again, there is a satisfaction with the amount of parks that exist.

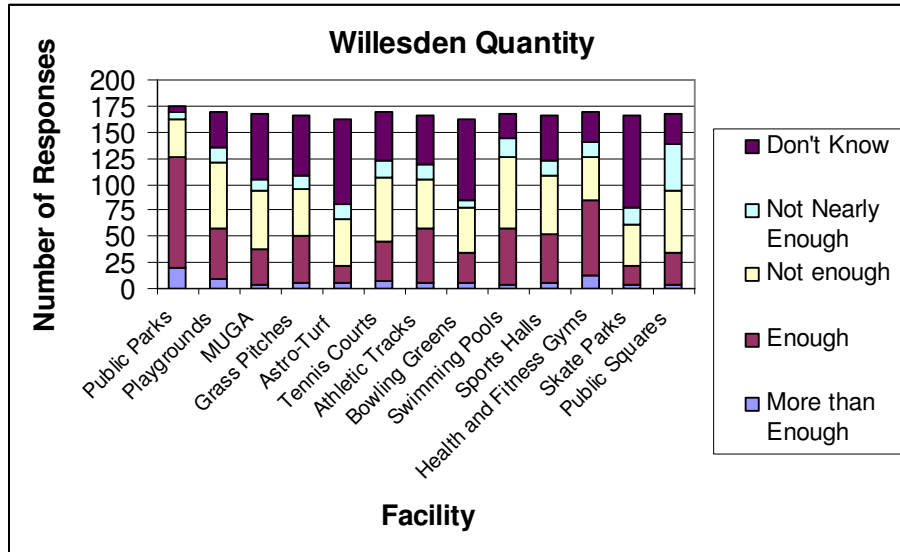


Figure 58: Willesden Quantity Opinion

Figure 59: Total Survey Respondents Quantity Opinion shows the total responses to question three. Overall, there is a large desire for more swimming pools and public squares. The common opinion is that there are enough or more than enough public parks.

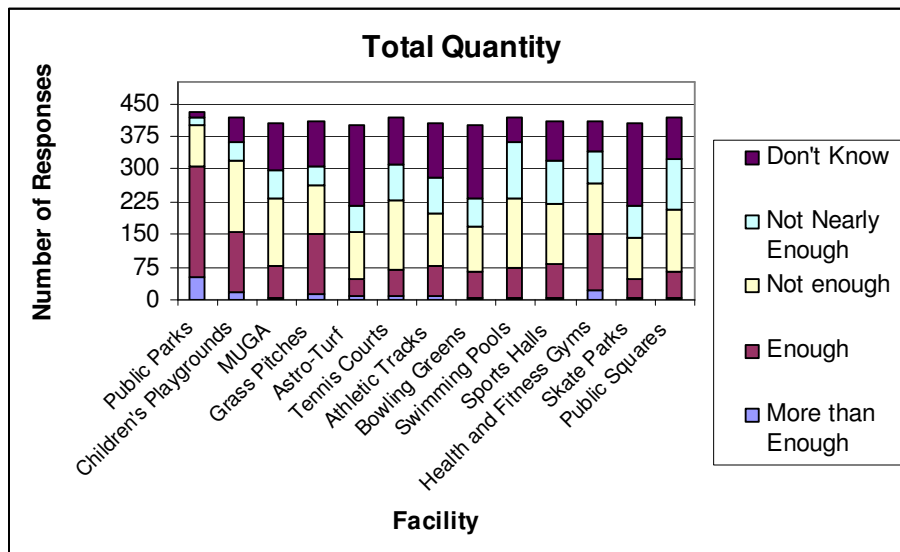


Figure 59: Total Survey Respondents Quantity Opinion

Question fifteen asked if there was any specific type of facility that was not available for their use that the participant would like to have access to. Figure 60: Desired Facilities in Northern Brent shows how the people in the north feel about their access. Corresponding with the responses from question three, thirty percent stated that they desired a swimming pool. In

addition, fifteen percent have voiced interest in specialized clubs such as community centers and places for those with disabilities to exercise among others.

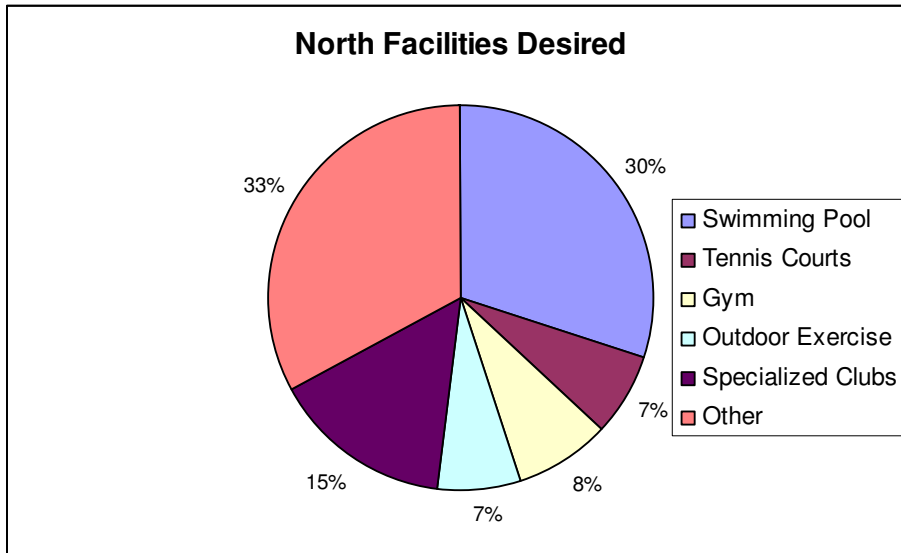


Figure 60: Desired Facilities in Northern Brent

There was a significant difference in the request of a swimming pool between the residents of the north and Willesden. Figure 61: Desired Facilities in Willesden shows that there was a difference of thirteen percent between the north and Willesden when it came to swimming pools.

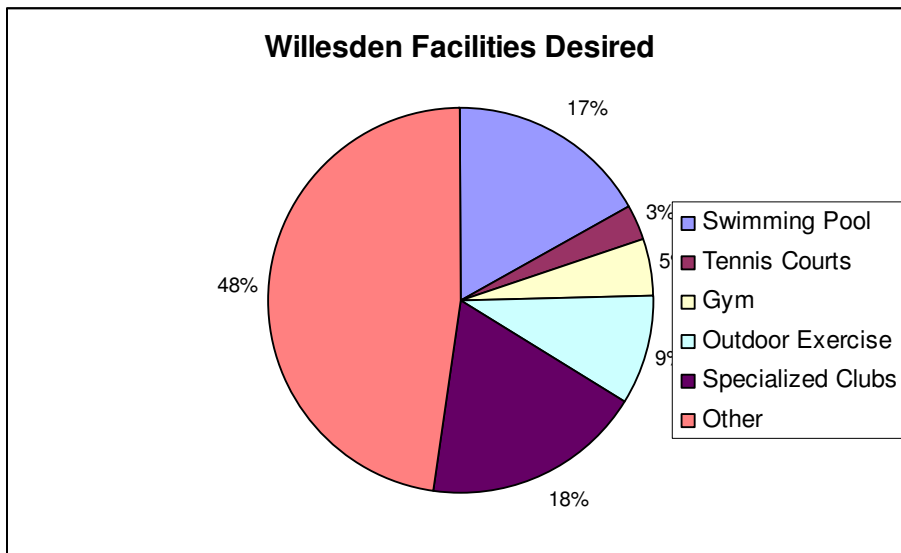


Figure 61: Desired Facilities in Willesden

Figure 62: Total Facilities Desired shows the total responses to question fifteen. As expected, a large portion requested swimming pools. Also, sixteen percent of the people requested some sort of specialized club.

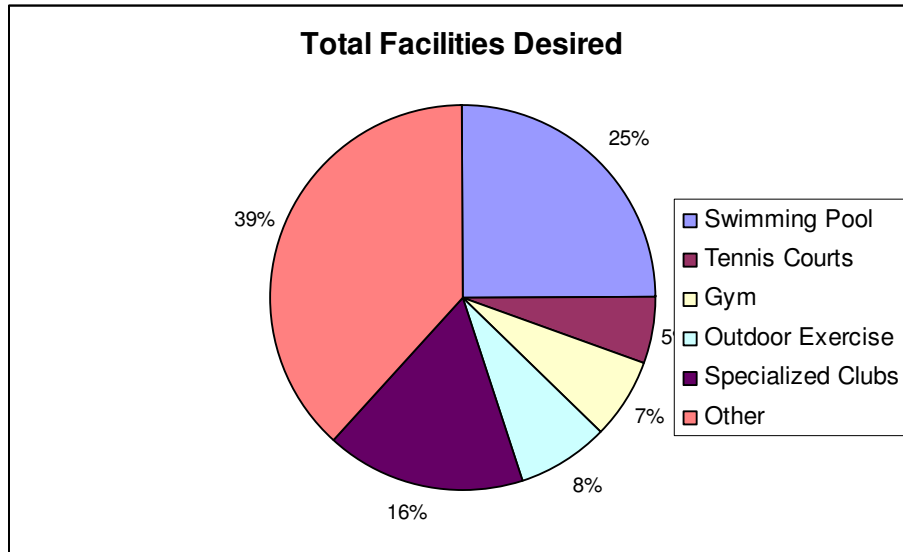


Figure 62: Total Facilities Desired

4.1.6.3 Quality of Facilities

Question four asked the subject to rate the same list of facilities, however this time the focus was on quality. Figure 63: Quality of Facilities in Northern Brent shows how the north residents feel about the quality of their facilities. Artificial turf pitches, tennis courts, athletics tracks, and bowling green's all have many responses rating them as either poor or very poor. Public parks, playgrounds, and grass pitches are thought better of in terms of quality.

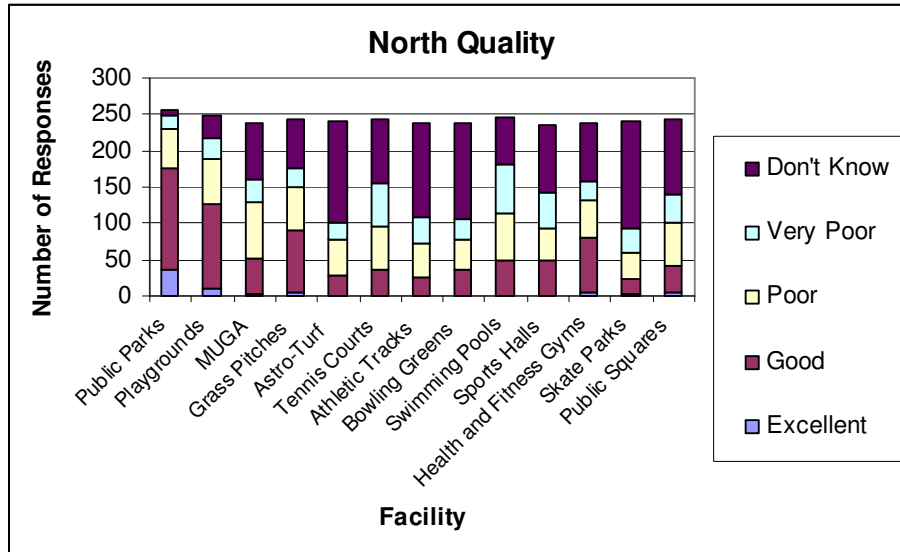


Figure 63: Quality of Facilities in Northern Brent

In Willesden, it is again noted that public parks and playgrounds are regarded as in good condition. Many responses were received regarding public squares as poor or very poor. Overall, quality is thought to be of a better standard in Willesden. These responses can be seen in Figure 64: Willesden Quality of Facilities.

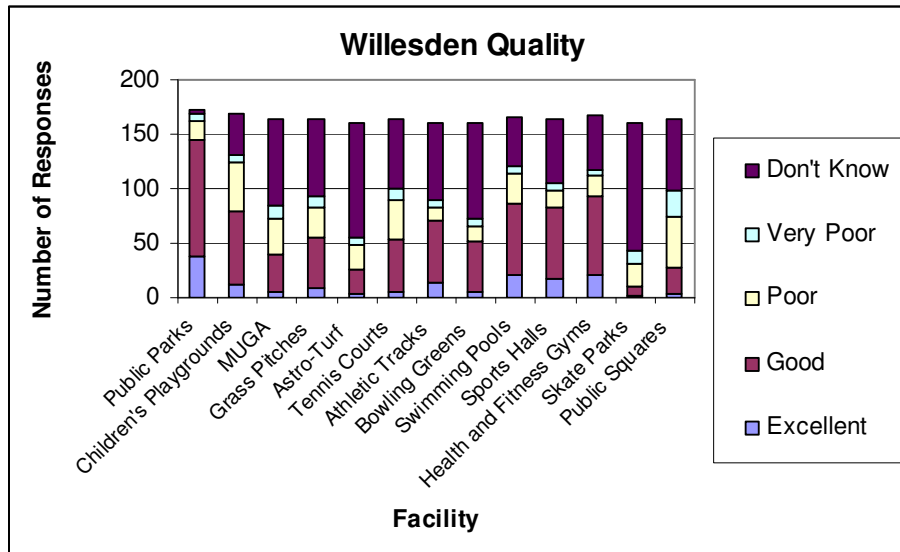


Figure 64: Willesden Quality of Facilities

Figure 64: Willesden Quality of Facilities shows the total responses in regards to feelings towards facilities. Overall, public parks and playgrounds are in good condition. Swimming pools and tennis courts are shown to be in a poorer state.

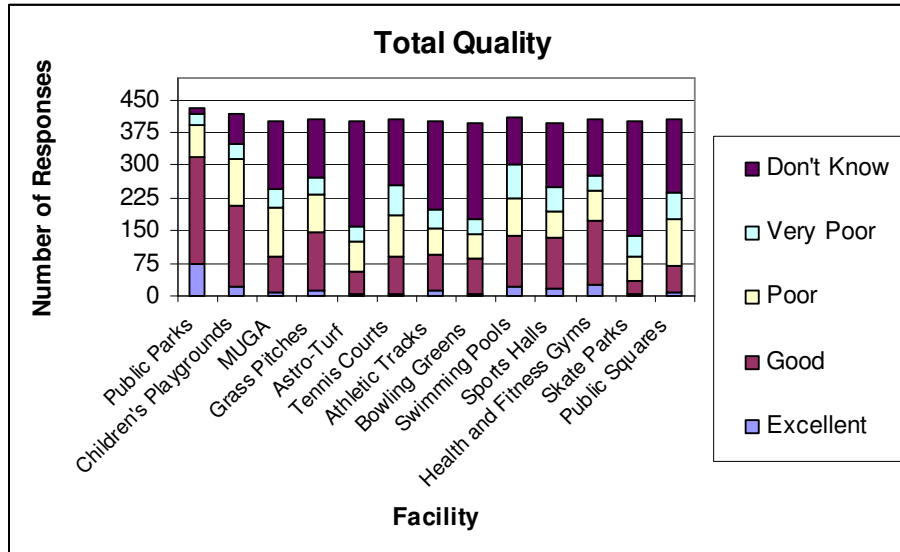


Figure 65: Total Survey Respondents Quality of Facilities

Question four-b asked what the specific reasons were as to why they felt that certain facilities had poor quality. Figure 66: Northern Brent Reason for Poor Quality Facilities shows the responses in the north. Forty percent of the respondents said that the facilities were poorly maintained and dirty. These simple maintenance problems would not take much time or effort to fix.

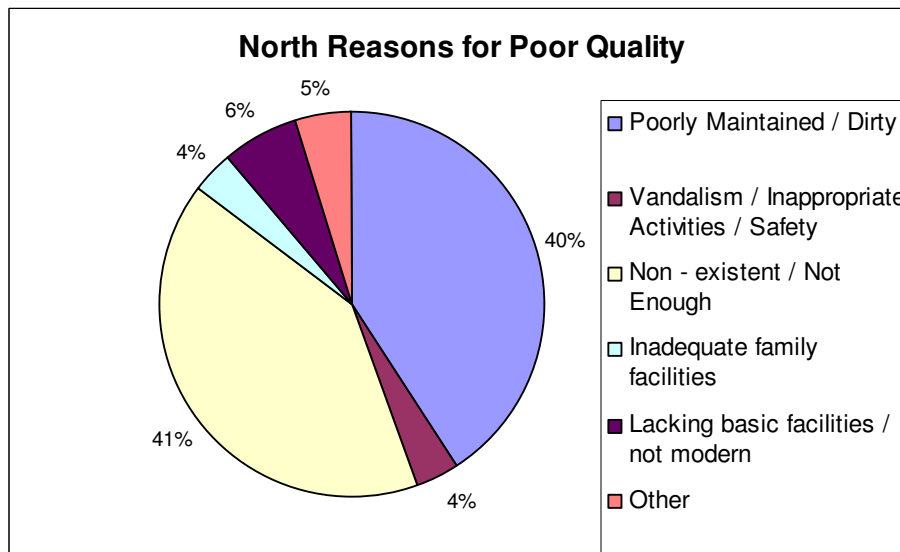


Figure 66: Northern Brent Reason for Poor Quality Facilities

Figure 67: Willesden Reasons for Poor Quality Facilities shows that again there is an inadequacy in the maintenance and cleanliness of the facilities in Willesden. However, there is an added emphasis on safety. Seventeen percent of the respondents stated that facilities

were rated as poor because of vandalism, safety, or inappropriate activities taking place at the facilities. These safety issues are completely unacceptable.

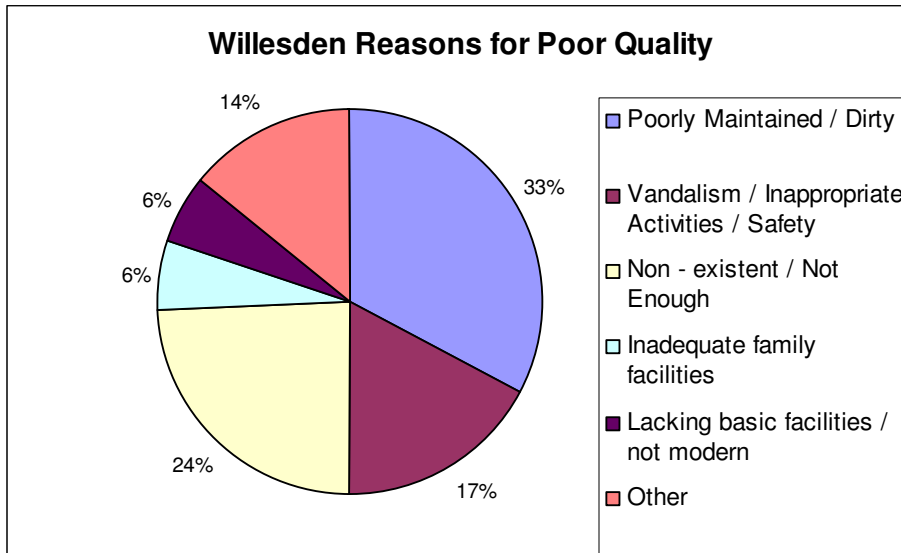


Figure 67: Willesden Reasons for Poor Quality Facilities

Figure 68: Total Reasons for Poor Quality Facilities shows all of the responses to question four-b. The two largest responses are poor maintenance and concerns for safety at the sites.

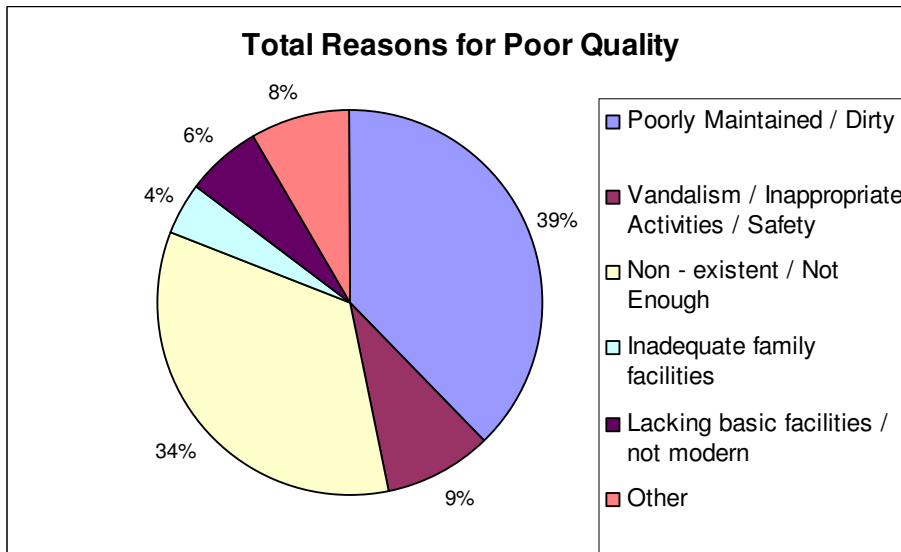


Figure 68: Total Reasons for Poor Quality Facilities

4.2 Interviews

The key informant interviews provided a way to gather the insights and opinions of those who work most closely with Brent sports provision. The types of interviews conducted varied from informational preliminary interviews, educational, Brent Council owned facilities, and privately owned facilities. It was necessary to cover all of these types of facilities to see what is readily available to the public along with what is actually being used.

4.2.1 Preliminary Interviews

Preliminary interviews were necessary in order to gain background information pertaining to athletics in the borough. These interviews were conducted with members of the Brent Council, and they provided us with contacts and additional information that would be added to our questioning process.

4.2.1.1 Conducted Preliminary Interviews

An interview was conducted with the Brent Council Sports department at which contacts of locals who were involved with the sporting community through different clubs were collected. Insight to previous studies that had been conducted was also gathered, so duplicate data would not be produced by the survey. The Active People's Survey was also gathered in the interview. The active people's survey is where Brent's sports participation and satisfaction with local sports provision was generated.

Another interview conducted was with Phil Bruce-Green, because he is in charge of all the Brent Parks Service public pitch bookings. In this interview information pertaining to the way the pitch bookings worked and Brent's pitch bookings prices compared with surrounding boroughs was collected. Also, as can be seen in Appendix H: Public Football Pitch Booking Pitch bookings were not completely filled, but Mr. Green noted that 95% of the time a club would like to book a pitch for a particular sport there was something available. For each sport there are a few regular teams who book the same pitch each week and have been for years. The fact that there are still open pitches for almost each sport could add evidence that quality rather than quantity of pitches could be the issue.

4.2.2 Educational Interviews

Educational interviews showed us what types of facilities students and young people had access to. Contacting the schools proved to be the most difficult part of the educational

interviews, so this indicates that the public must also have trouble contacting educational owned sports facilities.

4.2.2.1 Facilities in Use

Interviewing educational pitch providers showed us the most common type of pitch being used by the students. At Oakington Manor JM & School there were two sports halls for let, one full size and one small size, both said to be in good condition. At the Jewish Free School (JFS), there were many different types of facilities that were able to be booked. These facilities included sport halls, a dance studio, tennis courts, and areas for badminton, football, cricket, volleyball, and basketball. All of these facilities were stated to be in good condition as they were maintained for school usage as well. When talking to a member of staff at St. Gregory's RC High School they had no knowledge of any facilities available to the public, but the Brent Council website stated that tennis courts may be used by the public. This shows the lack of communication between the Council and the schools of Brent regarding sports facility bookings.

4.2.2.2 Accessibility to Public

Accessibility to the public differentiated on a school by school basis. Oakington Manor JM & School stated that their halls were available to the public each evening. The JFS School's facilities are open to the public each weekday from 6:30 PM until 10PM, and open all day on Saturday and Sunday. St. Gregory's RC High School had no accessibility to the public, although it was stated on the Brent Council website that there was.

4.2.2.3 Bookings

Educational pitches are difficult for the public book, as The Brent Council website has fifty schools that have sport halls for rent and only six of these schools have contact numbers for booking. There were nine schools that had other indoor facilities to let, but again only three schools gave contacts. There were thirty-one schools that had sports pitches for hire with seven of the schools listing phone numbers. Out of the fifteen schools with tennis courts for hire five listed contacts. This lack of information discourages the public from using educational facilities.

4.2.3 Interviews with Brent Council Funded Facilities

A number of public access interviews were conducted to see what was going on with the general public. Interviewed were conducted at both new and old facilities which gave different results about the quality of facilities. The larger and newer Willesden Sports Center

gave an extremely positive interview as expected, and other public facilities also gave positive feedback with little criticism.

4.2.3.1 Facilities in Use

Public facilities proved to have a wide range of pitches and provisions in use. Willesden Sports Center for example was equipped with a swimming pool, a track, a gym, and spaces provided for the following activities, badminton, basketball, cricket, tennis, volleyball, and table tennis. Being a brand new facility, Willesden's activities and space provided was exceptional. During the interview, informants were asked to rate their pitches as good, adequate, inadequate, or poor in the following categories; size of pitch, drainage of pitch, evenness of playing surface, grass cover on pitch, goal mouths, markings, and overall condition. Willesden Sports Center's manager stated that all of the pitches were good in every category mentioned. Another question dealt with the following facilities and their quality; Changing rooms, showers, parking, toilets, clubhouse, spectator facilities, secure area to store kit, disabled access, and practice or training area other than main pitches. Willesden gave good reviews for each of the categories.

Charteris Sports Club is a smaller Brent Council run facility. The manager at Charteris stated that the club had adequate or good facilities for all the questions above except parking. The facilities that Charteris lacked altogether were the clubhouse, and practice or training area other than a main pitch. Other public facilities such as Charteris Sports Center provided space for badminton, basketball, football (five a side indoor pitch), weight lifting, and table tennis. The amount and size of the facilities here were also much smaller. They also were lacking a swimming pool.

Vale Farm is the other large public facility with a swimming pool, and one large pool along with a training pool; they also have a fitness suite, aerobics studio, multi use sports hall - badminton, basketball, football, table tennis, volleyball; dojo, squash courts and conference and training Facilities. The Centre also has open grounds for sporting activities with three outdoor five a side floodlit AstroTurf Pitches. The only problem noted with these facilities was the showers. The facilities of the public areas seemed to be improving as much of the equipment or facilities had been replaced or redone recently.

4.2.3.2 Involvement Level and Type

Involvement in public facilities ranged considerably due to size and types of facilities in use. Willesden Sports Center was noted to have about 4000 participating members.

Charteris sports club had about 700 members, being much smaller in size. Due to the lower cost of the public facilities, membership was noted to be higher than private clubs. All public facilities visited reported that there was an increase in membership over the past year. Charteris Sports club said that locals were leaving Fitness First, the private gym down the street, to join their club. This was largely due to brand new workout equipment put in less than one year ago. Willesden Sports Center is still getting new members due to its quality; many members are also leaving private clubs to join here. Vale farm has much involvement due to their swimming pools. It was noted that involvement in women only swimming hours are extremely high and the pool is full at this time. This adds to the suggestion that there needs to be more women only programs. All public facilities averaged their typical member to be around the ages of 20-30 years old. This age group is similar to the private pitches visited, and the age group 20-30 seems to be the biggest demographic that is working out.

The type of activity residents are most involved in varied due to the facilities available. Willesden's most popular attraction has been the swimming pool; they have a swim team with large participation. The members of Charteris Sports Club were most likely to use the weights and cardio machines for personal fitness. Just like Willesden, Vale Farm has a large group that uses the swimming pools.

4.2.3.3 Estimated Service Area

Travel distance for those using public facilities was far less than noted at private clubs. It was average to see a five to fifteen mile commute to Willesden because of its quality. Members of Charteris Sports Club are beginning to travel longer distances due to price and the improving quality.

4.2.3.4 Deficiencies and Future Needs

Future needs and deficiencies were greatest in public facilities due to lack of funding. However, both Willesden and Charteris Sports Clubs did state that the Brent Council was doing a much better job within the past few years in terms of its facilities. Both clubs expressed the need for more swimming pools in the borough. Charteris Sports Center noted in their interview that people would enter the club purely looking for swimming pool access, and would leave due to the lack of provision.

4.2.4 Interviews with Facilities Not Funded By Brent Council

Conducting interviews with private facilities or other facilities not funded by the Brent Council showed the difference in quality and standard of public and private facilities. Due to

outside funding and higher standards for private clubs some of these clubs were on a different level. Chain facilities such as Goals Football club were noted to be starting up a new facility nearby. Other clubs such as the Pavilion may be considered private although are very much used publically by the community and is much like a Brent Council facility.

4.2.4.1 Facilities in Use

Facilities used by the private clubs varied considerably. When interviewing the manager of Goals Soccer Club, Steve Muna, it was discovered that the club had fourteen very high quality synthetic turf pitches to play football, including one full size field along with various five and seven a side pitches.

The Pavilion and Stonebridge was only opened in January 2007 and has excellent facilities. The Pavilion was a £2.8 million project that was funded by the Hillside Housing Trust. Much of the money to create this facility was received from endeavors such as Sport England. The club is equipped with an office, changing rooms, a café, a multi-purpose hall, training rooms and viewing terrace. Also, the Pavilion has state-of-the-art artificial sports pitches for five a side as well as a regulation size football pitch which may be divided into smaller areas if necessary with new floodlighting and fencing, a refurbished grass pitch, and a cycle route. These facilities are virtually brand new and were rated well in every category. Such high ratings of the Pavilion's facilities could be due largely in part to the fact that everything is only about a year old and has not weathered the amount of time that other facilities have endured.

4.2.4.2 Involvement Level

Interviewing private clubs proved that their involvement level was high. In talking with Mr. Muna at Goals Football Club, we were informed that it is rather difficult to book their pitches, for around 600 people play there per day. In order to book the full size football pitch plans must be made far in advance as it is always in high demand.

At the Pavilion there has been a large response since its opening. The number of members has skyrocketed to over three times than the numbers expected. The Pavilion fields about thirty to thirty-five regular clubs including twenty-seven football clubs, three Gaelic football teams, and various other sports as well. The Multi Use Games area is used for Tennis and it was noted that around the time of Wimbledon, there is a high increase in demand for this court.

4.2.4.3 Estimated Service Area

The service area for private clubs proved to be larger than other types of facilities. Goals Football club serviced people on average within a five to twenty miles travel distance. In talking with Mr. Muna, he stated that this was because of the high quality of facilities. Also, since there were leagues and a place to eat and drink people tended to travel longer distances. Those who were involved with the Pavilion tended to travel less although it was noted that since they fielded so many regular teams, these members may travel to the facilities for matches. Also, parking was noted as an issue. The club only has seventeen spaces in total for parking. There were plans to add another twenty-three spaces but these were turned down. This could be turning off potential members that might be inclined to travel more if the facilities were easier to access by car.

4.2.4.4 Deficiencies and Future Needs

Deficiencies and future needs for private clubs were noted as minimal. This is due mostly in part to the private funding. These clubs can pay to update their facilities as well as hire those for the upkeep of such areas. The Pavilion has a large field that may be changed into a possible football pitch in the future. However, if the Pavilion keeps increasing with popularity the parking problem will need to be addressed.

4.3 Deficiency Maps

Before any deficiency maps could be produced quality and accessibility maps needed to be created. These can be seen in Appendix I: G.I.S Maps , they allowed quality accessibility maps to be created. After quality accessibility maps were produced it was easy to identify which areas were most in need for new facilities, but that map did not produce a qualitative way of expressing the need. Therefore, a deficiency map was produced for each of the facilities based on the information available for each. However, using the two types of maps in conjunction proved to be much more insightful than using just one.

4.3.1 Limitations

Some of the sports facilities that were studied did not have any quality rating available. Because of time limitations this project was unable to generate those ratings, so those facilities that were not rated are listed as unknown quality in the maps produced. It is also the reason facilities such as sports halls have accessibility maps but do not have quality maps.

Another limitation to the maps produced was lack of consideration of facilities in the boroughs next to Brent. A database was not available on the number and location of facilities

accessible from but not in Brent. Because of time issues these facilities were unable to be incorporated into the maps produced. Therefore, deficiencies on the border of Brent may not have the degree of deficiency as the maps produced for this report suggest. This was taken into account in the recommendations stage of the project.

4.3.2 Football Pitches

To analyze football pitch accessibility and quality in Brent three different maps were produced, the first was Figure 69 which is shown below. Figure 69 shows the accessibility and quality of all football pitches in Brent. This was done by plotting the accessibility each pitch provided to the community and the coloring of those areas based upon the quality of that facility. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

Black Line = Borough Boundary

Light Purple Area = Major Roads

Green Dot = Excellent Pitch

Yellow Dot = Good Pitch

Orange Dot = Average Pitch

Red Dot = Below Average Pitch

Purple Dot = Pitch Under Construction

Pink Dot = Unknown Quality Pitch

Black Dot = Decommissioned Pitch

Green Hashes = Excellent Pitch Accessibility

Yellow Hashes = Good Pitch Accessibility

Orange Hashes = Average Pitch Accessibility

Red Hashes = Below Average Pitch Accessibility

Purple Hashes = Pitch Under Construction Accessibility

Pink Hashes = Unknown Quality Pitch Accessibility

Black Hashes = Decommissioned Pitch Accessibility

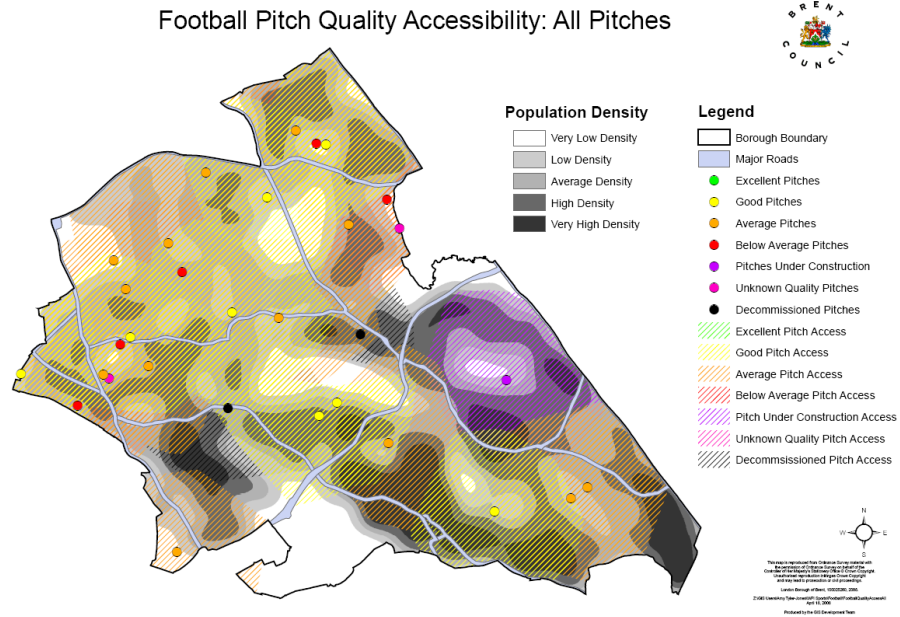


Figure 69: Football Pitch Quality Accessibility All Facilities

As one can tell from Figure 69 almost the entire borough that does not have very low population density has accessibility to a football pitch of average quality or better and most of the borough has access to at least one good quality pitch or better. The exceptions are in South Kilburn ward in the south east corner of the borough and a small area in the Wembley Central ward in the south east of the Borough. Both of these areas have very high population density areas with no access. Also in the east of the borough there is a large area that only has access to one pitch of unknown quality. However, Figure 70 below shows that when only public pitches are considered the situation looks much worse.

Football Pitch Quality Accessibility: Public Pitches

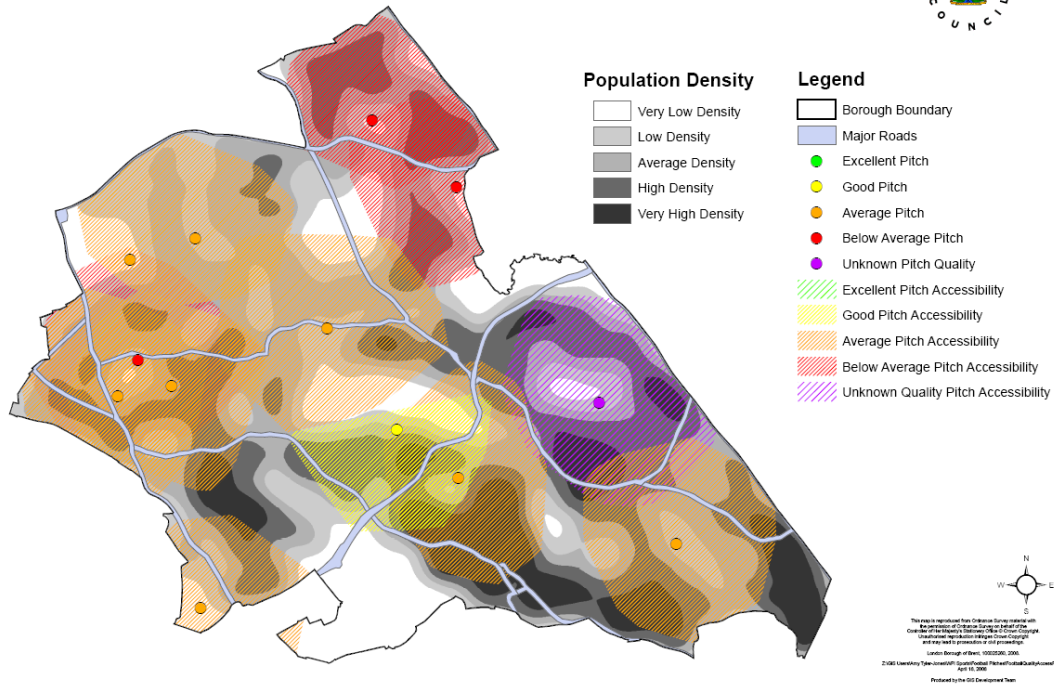


Figure 70: Football Pitch Quality Accessibility Public Facilities

Figure 70 shows that without private pitches a new black area of high population density with no access appears in the southern section of the borough and the quality of the best accessible pitches drop. This is because only one public pitch facility was rated good quality and the majority of them were considered average. However in the north of Brent, in the Queensbury and Fryent wards, the only two pitch facilities were both rated below average. To prioritize areas in Brent that most need new or improved facilities Figure 71 below was produced.

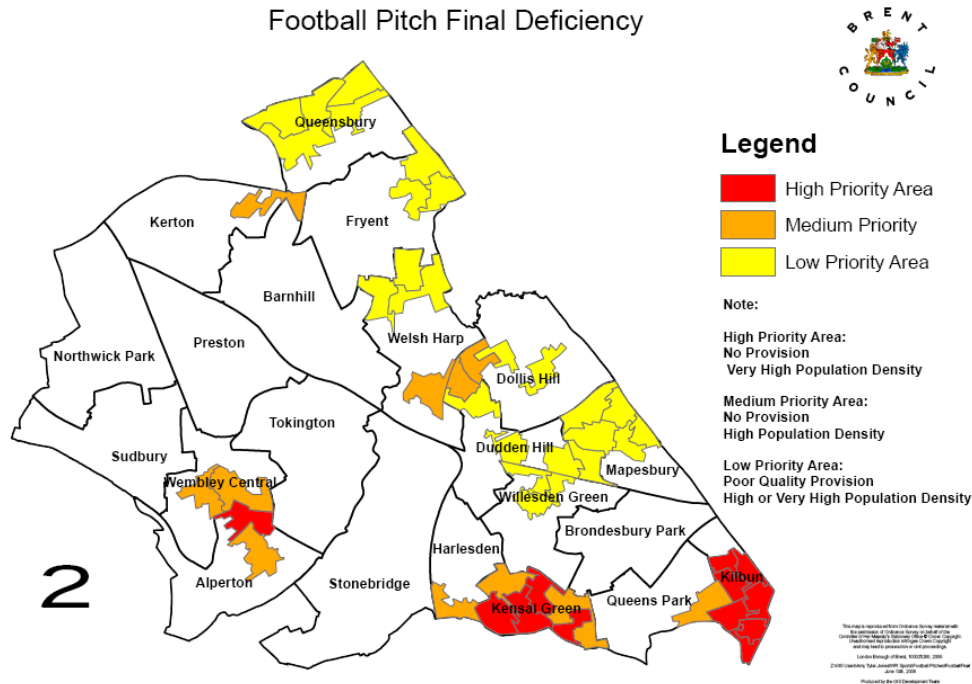


Figure 71: Football Pitch Deficiency Map

Figure 71 indicates that areas most in need of improved football pitch provision are in the Kilburn, Kensal Green, and a section of the Wembley Central and Alperton wards. Areas with access to poor facilities are located in the Queensbury, Fryent, Welsh Harp, Dudden Hill, Dollis Hill, Mapesbury and Willesden Green wards. This indicates that the eastern section of Brent provision is the section that is most in need of improvement.

4.3.3 Cricket Pitches

Like football pitches, three different maps were produced to analyze cricket pitches in Brent. The first of the three was Figure 72 which is shown below. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

- White Areas = Very Low Density
- Grey Area = Low Density
- Darker Grey Area = Average Density
- Very Dark Grey Area = High Density
- Black Area = Very High Density

Legend

- Black Line = Borough Boundary
- Light Purple Area = Major Roads
- Green Dot = Excellent Pitch
- Yellow Dot = Good Pitch
- Orange Dot = Average Pitch
- Red Dot = Below Average Pitch
- Purple Dot = Unknown Quality Pitch
- Green Hashes = Excellent Pitch Accessibility
- Yellow Hashes = Good Pitch Accessibility
- Orange Hashes = Average Pitch Accessibility
- Red Hashes = Below Average Pitch Accessibility
- Purple Hashes = Unknown Quality Pitch Accessibility

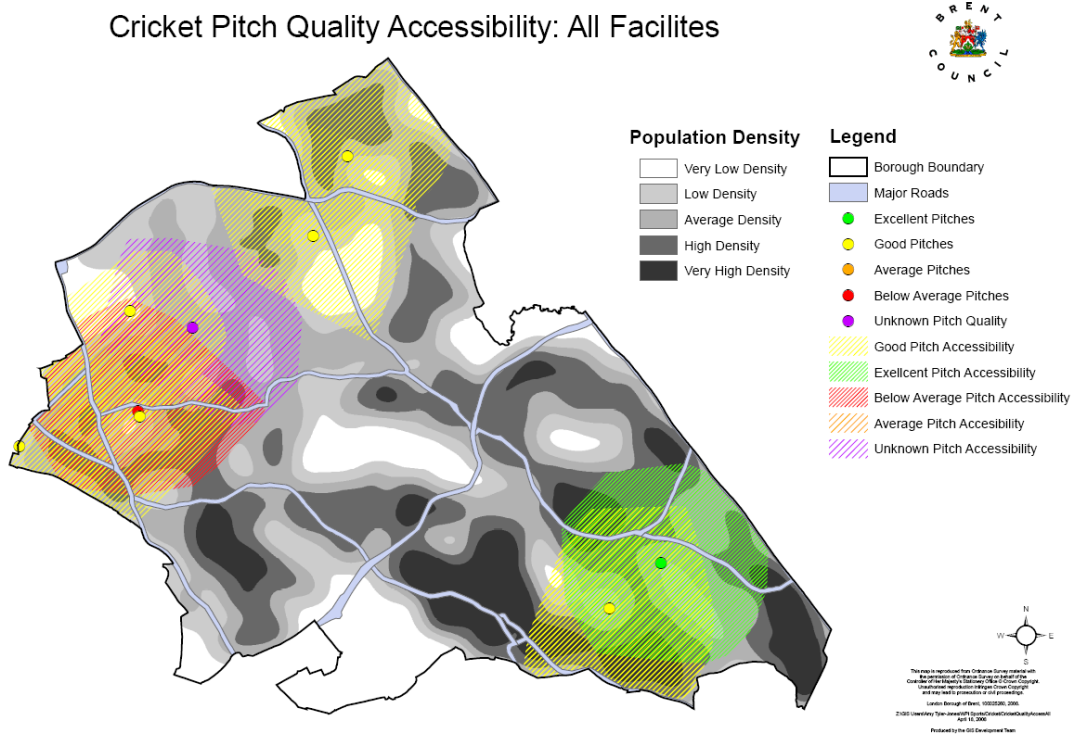


Figure 72: Cricket Pitch Quality Accessibility All Facilities

There are not many Cricket Pitches in Brent, but the pitches that do exist tend to be in good condition. This is shown in the four pitches rated seven out of ten, one eight, and a nine. There is one pitch rated four, but it is right next to one of the pitches rated seven. Figure 72

shows an interesting trend in the placement of Brent cricket pitches. All the pitches are concentrated in the south east of Brent or in the north west. The entire center of Brent has no pitches. However, the pitches that do exist are of good quality or better except one at Vale Farm Sport Centre and one unknown quality pitch. Even so, the lack of provision in the entire central area of Brent is worrying as there are many high density population areas within that section of the Borough. The next map produced in cricket pitch analysis was Figure 73, and it shows even more areas lacking provision.

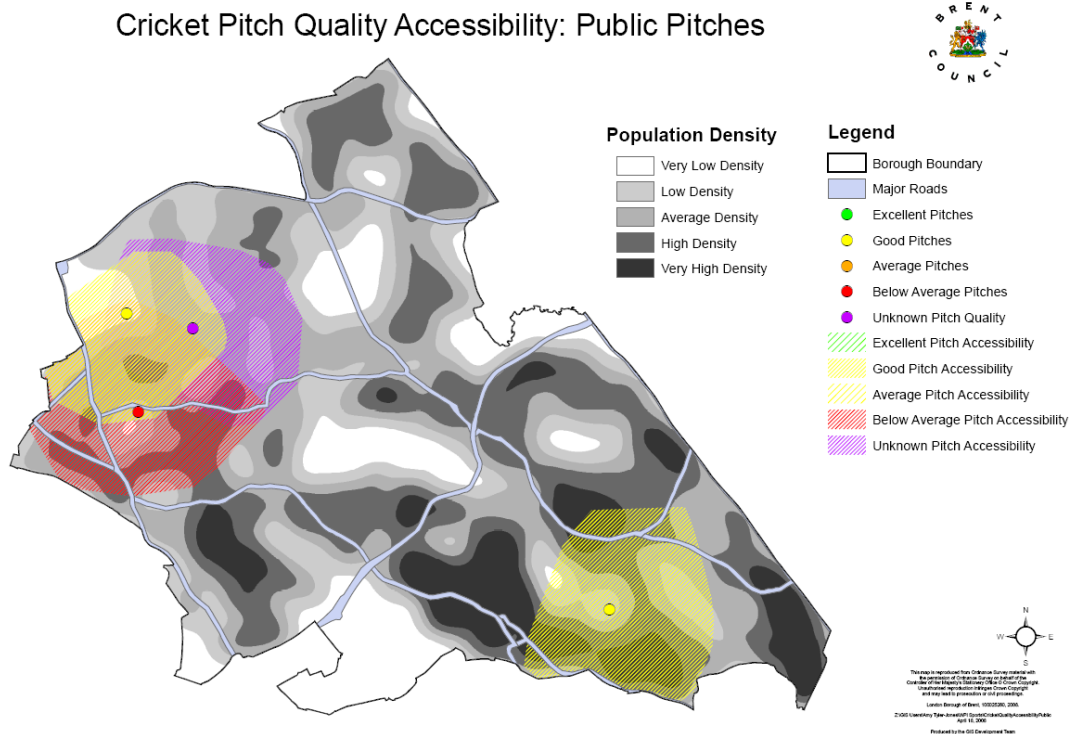


Figure 73: Cricket Pitches Quality Accessibility Public Facilities

In addition to the entire center of Brent lacking provision, Figure 73 shows a lack of public provision in the north of Brent in the Queensbury and Fryent wards. A deficiency priority map was produced to identify which parts of Brent lack cricket pitch provision the most. This map is Figure 74 and is shown below.

Cricket Pitch Final Deficiency Map

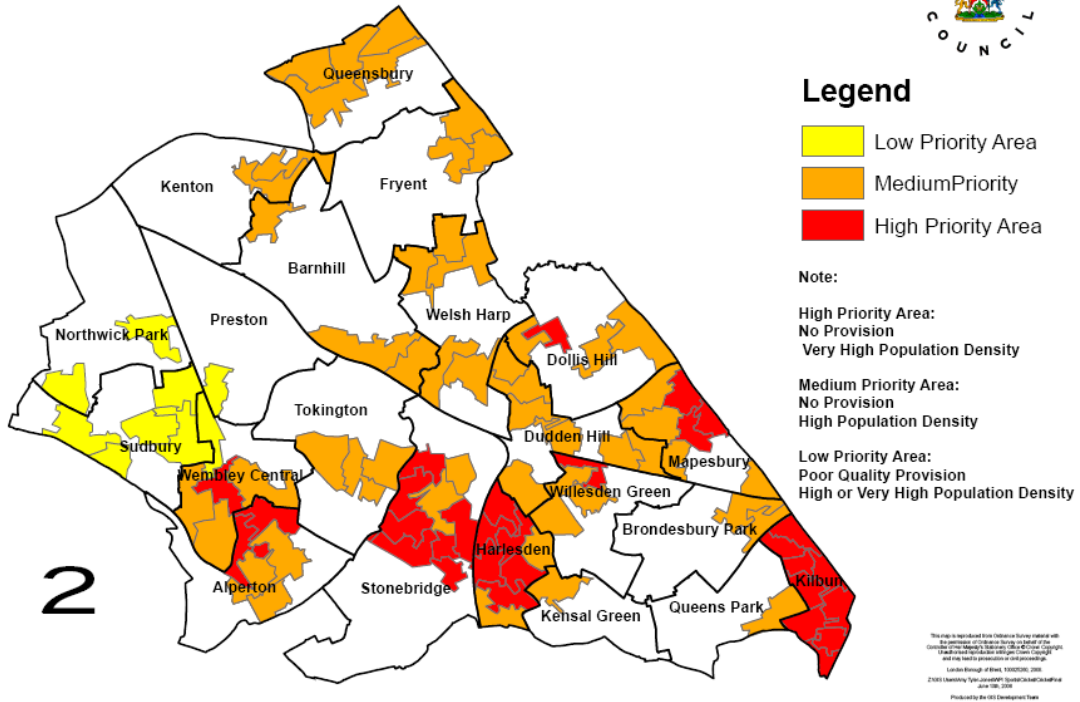


Figure 74: Cricket Pitch Deficiency Map

Figure 74 indicates that Brent has three main high priority areas of deficiency. They are located in the Kilburn, Harlesden, and Alperton wards. There are also medium deficiencies in the Queensbury and Duffen Hill areas and a quality deficiency in Sudbury.

4.3.4 Bowling Greens

To analyze bowling greens, five maps were produced. Two of these can be seen in Appendix I: G.I.S Maps. The rest are in this section. Some of the text in the two legends in the following maps may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

- Black Line = Borough Boundary
- Light Purple Area = Major Roads
- Green Dot = Excellent Pitch
- Yellow Dot = Good Pitch
- Orange Dot = Average Pitch
- Red Dot = Below Average Pitch
- Purple Dot = Pitch Under Construction
- Green Hashes = Excellent Pitch Accessibility
- Yellow Hashes = Good Pitch Accessibility
- Orange Hashes = Average Pitch Accessibility
- Red Hashes = Below Average Pitch Accessibility
- Purple Hashes = Pitch Under Construction Accessibility

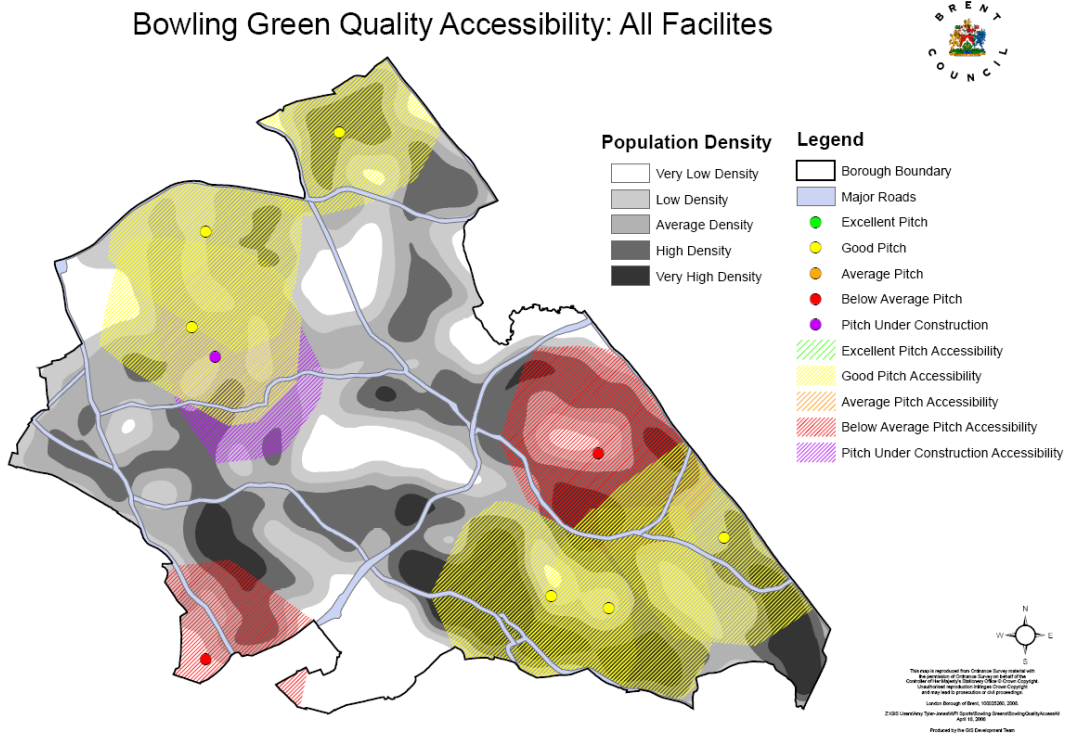
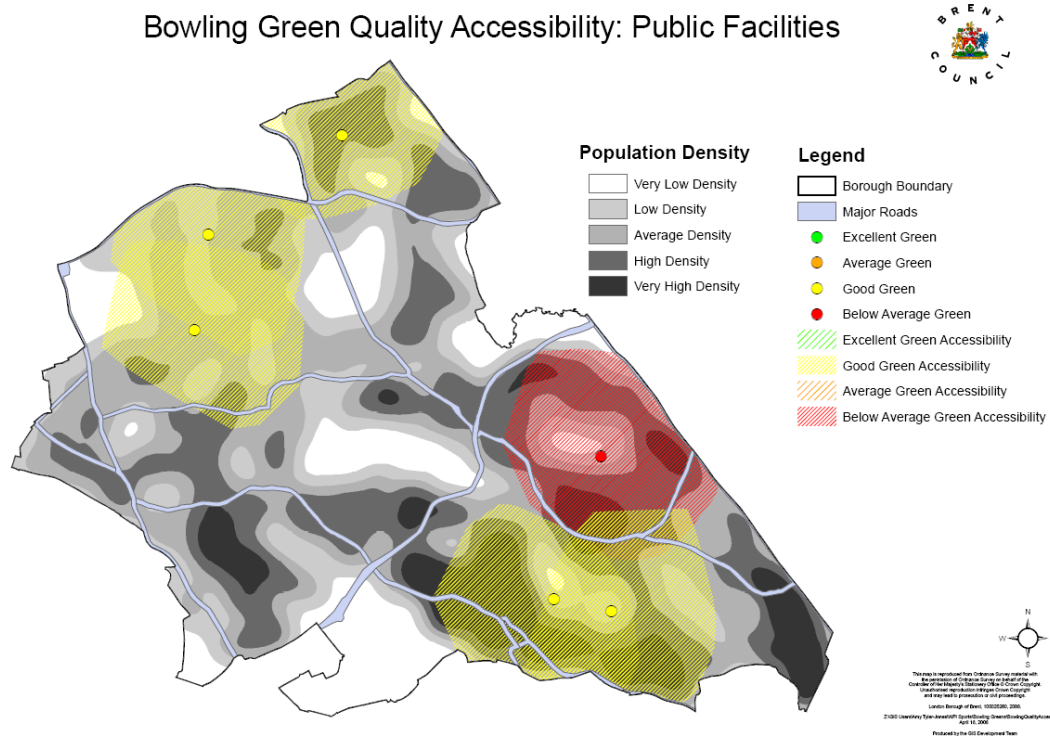


Figure 75: Bowling Green Quality Accessibility All Facilities

In Figure 75 the bowling green provision provided by all facilities is shown. There are not very many greens in Brent (nine) when one considers two of them are not being used and

have fallen into disrepair. These are the two green's that were rated a three. Of the remaining seven pitches one is still under construction, and the other six greens are rated six or higher. Also, a trend to notice is that all the greens are in the north of Brent or in the south east except one in Alperton. However this is one of the greens rated a three, and the managers of Goals Football Club mentioned the complete lack of use of the facility in an interview. Even if one counts the two facilities rated three part of the Wembley Central, Tokington, and Kilburn wards have areas of very high population density and no access to bowling green's. The next figure (Figure 76) shows public bowling greens.



Since there are only two private bowling greens Figure 76 is much like Figure 75. The main different is the lack of a facility accessible to the high population density area in Kilburn becomes more pronounced.

Bowling Green Final Deficiency Map

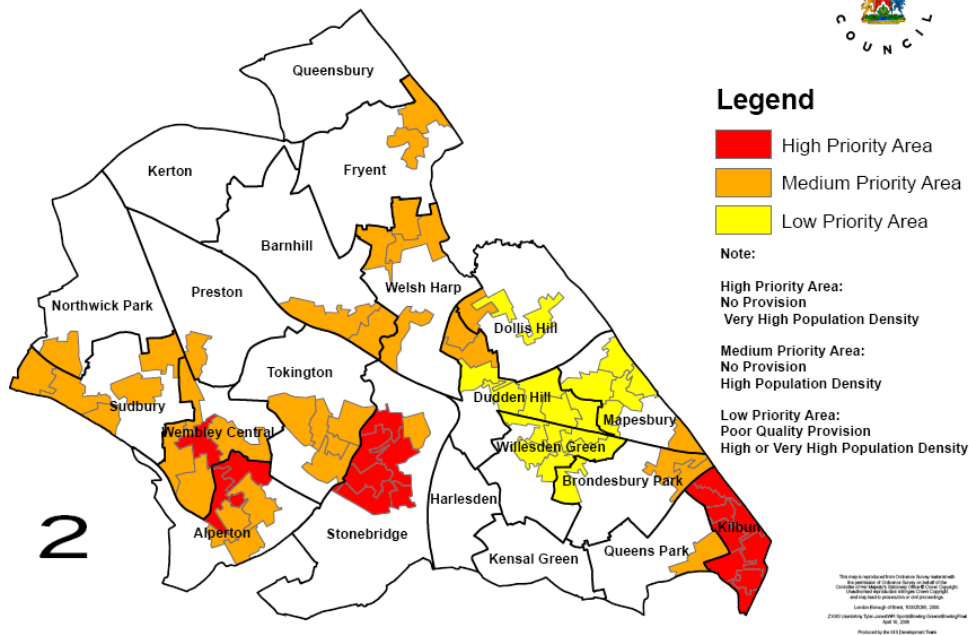


Figure 77: Bowling Green Deficiency Map

In Brent there are three main priority areas for bowling greens. They are all concentrated in the southern section of Brent in the Kilburn, Stonebridge, Wembley Central, and Alporton wards. There also is a significant lack of access to a quality green in the Dudden Hill, Mapesbury, and Willesden Green area.

4.3.5 Tennis Courts

Including two derelict facilities, there are twenty-two tennis court facilities in Brent. Of these, two have yet to be rated so their quality is unknown. Putting those four aside, the remaining eighteen tend to be of good quality. Thirteen of the eighteen were rated seven or better and only two facilities rated five or below. Figure 78 shows the distribution of all these facilities. In the figure some of the text in the two legends may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

- Black Line = Borough Boundary
- Light Purple Area = Major Roads
- Green Dot = Excellent Pitch
- Yellow Dot = Good Pitch
- Orange Dot = Average Pitch
- Red Dot = Below Average Pitch
- Purple Dot = Unknown Quality Pitch
- Brow Dot = Decommissioned Pitch
- Green Hashes = Excellent Pitch Accessibility
- Yellow Hashes = Good Pitch Accessibility
- Orange Hashes = Average Pitch Accessibility
- Red Hashes = Below Average Pitch Accessibility
- Purple Hashes = Unknown Quality Pitch Accessibility
- Brown Hashes = Decommissioned Pitch Accessibility

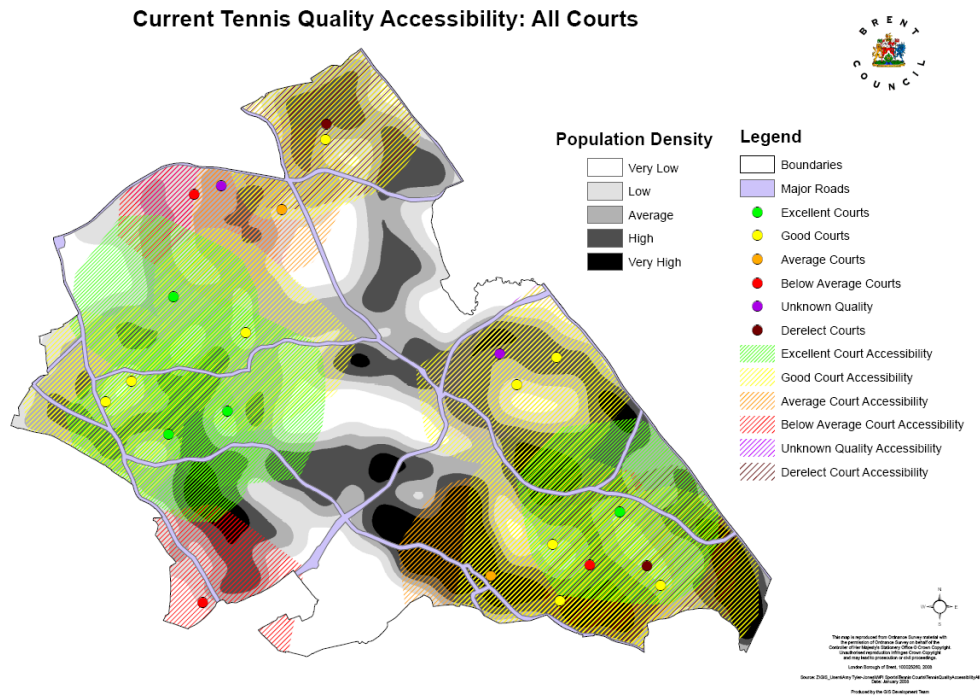


Figure 78: Tennis Court Quality Accessibility All Facilities

Figure 78 shows that the tennis courts in Brent are concentrated in the west and east of the borough with little provision in the center in the Stonebridge and Welsh Harp wards. Also, the only courts in Alperton are one of the three below average courts. It should be noted that many of these facilities are owned by schools and other private organizations, as the difference between Figure 78 and Figure 79 shows.

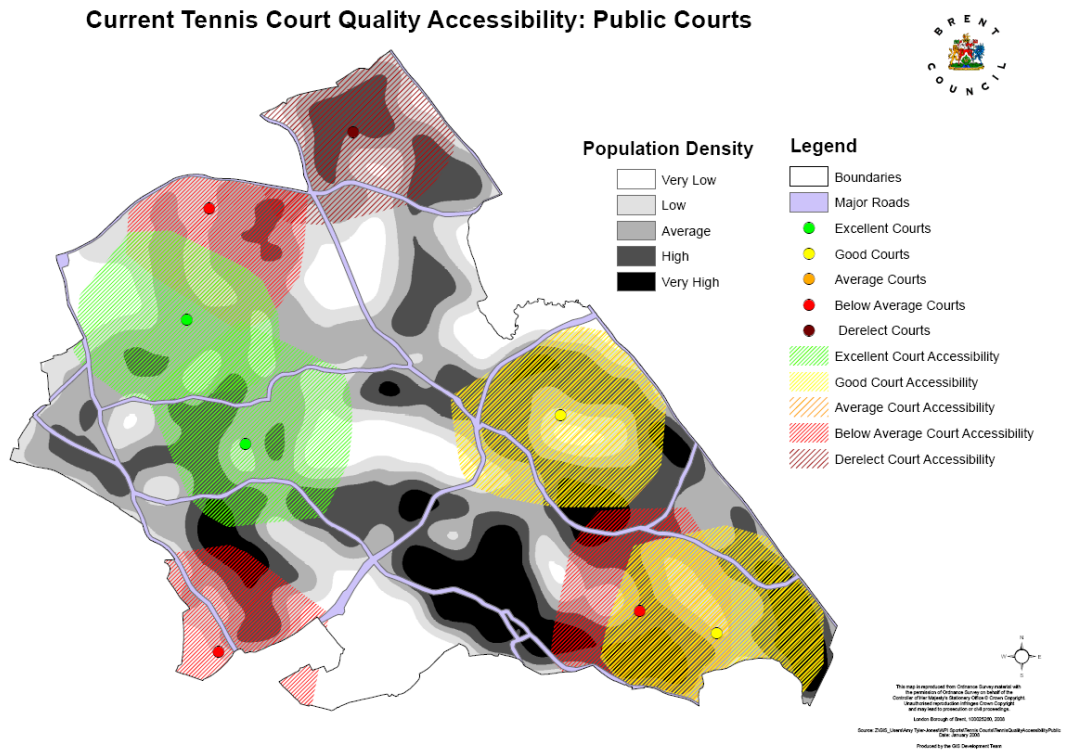


Figure 79: Tennis Court Quality Accessibility Public Facilities

The public tennis court provision is shown in Figure 79 and it illustrates how many private facilities are in Brent. Instead of twenty two court facilities there are only eight, and one is derelict. Also, three of the remaining seven are of below average quality. Not counting the derelict park, the Queensbury, Fryent, Sudbury, and Harlesden wards have access to a private facility but not a public.

Tennis Court Final Deficiency Map

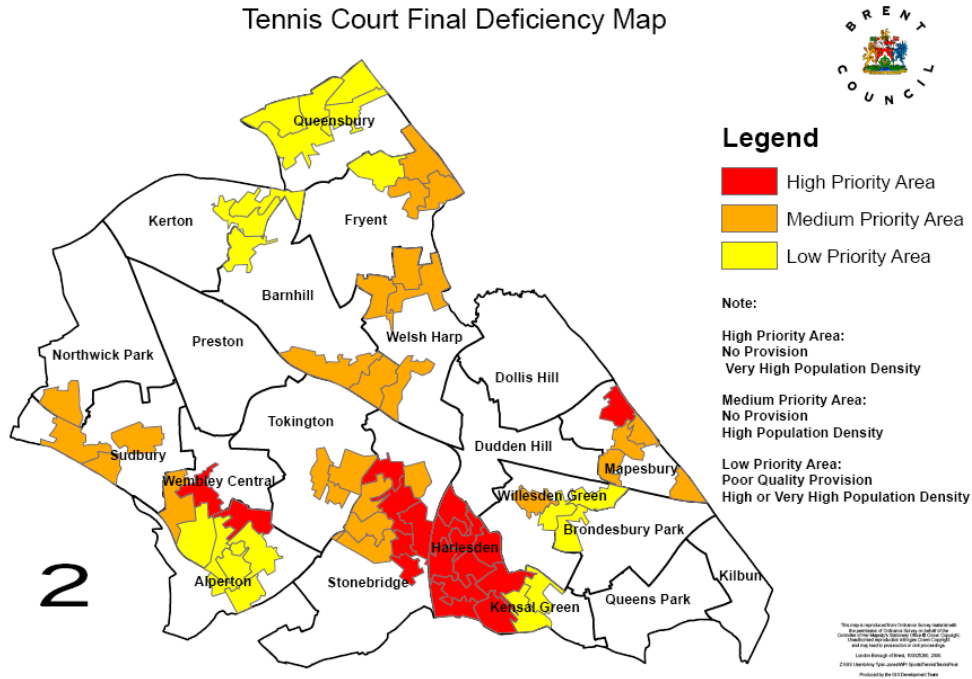


Figure 80: Tennis Court Deficiency Map

Tennis court provision in Brent has a large deficiency in the Harlesden area, for the entire Harlesden ward and parts of the wards surrounding it are considered a high priority. There is also a larger deficiency in the Alperton and Wembley Central areas, as most of Alperton only has access to poor quality facilities and the southern part of Wembley central has none. Also, in the northern section of Brent there exists a lack of quality.

4.3.6 Multi Use Games Areas (MUGAs)

Multi Use Game Areas (MUGAs) in Brent are mostly private. Therefore, a map with public MUGAs was not created. They also help compliment other sports provisions since they can be used for multiple sports such as football and basketball. Figure 81 shows the location and quality accessibility of all the MUGAs in Brent. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

- Black Line = Borough Boundary
- Light Purple Area = Major Roads
- Green Dot = Excellent Pitch
- Yellow Dot = Good Pitch
- Orange Dot = Average Pitch
- Red Dot = Below Average Pitch
- Purple Dot = Unknown Quality Pitch
- Green Hashes = Excellent Pitch Accessibility
- Yellow Hashes = Good Pitch Accessibility
- Orange Hashes = Average Pitch Accessibility
- Red Hashes = Below Average Pitch Accessibility
- Purple Hashes = Unknown Quality Pitch Accessibility

Current Multi Use Game Area Quality Accessibility: All MUGAs

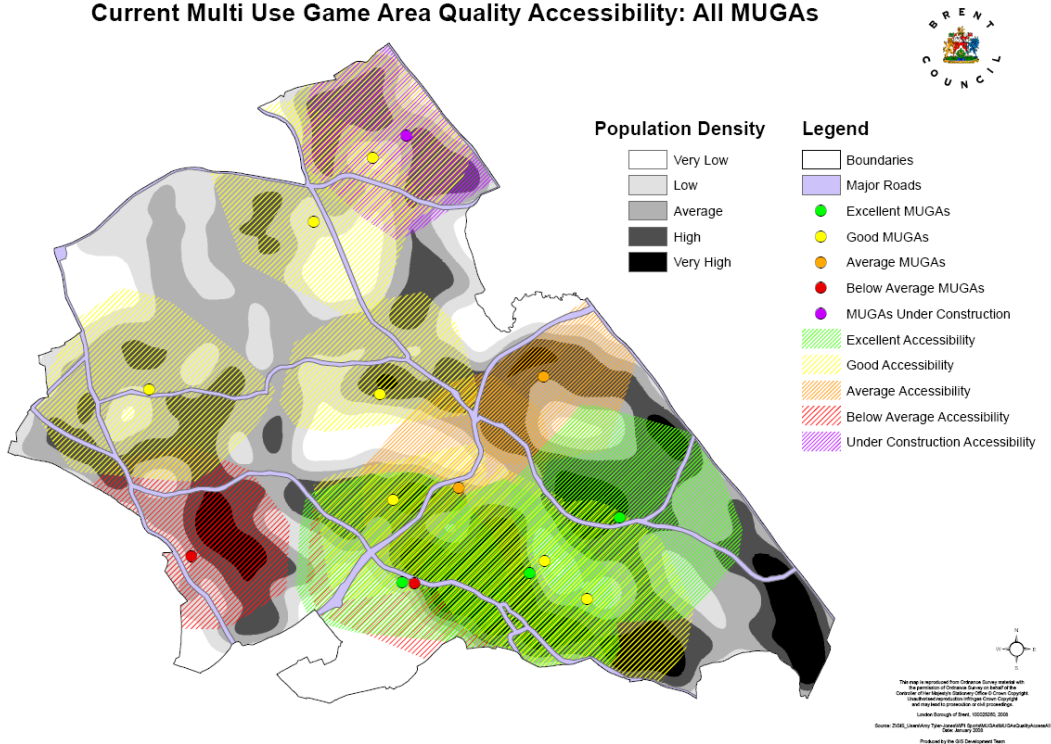


Figure 81: MUGA Quality Accessibility All Facilities

Overall there are fifteen MUGAs in Brent. On average they tend to be in good condition as of the fifteen one is under construction, two are below average quality, and two are average quality. That means there are ten MUGAs that are of good quality or better. There are two MUGAs of good quality and one under construction in the northern section of Brent. These MUGAs help alleviate some of the use of football pitches. Therefore, having two MUGAs of good quality and one under construction in the northern section of the borough where there is a quality deficiency is encouraging. The same could be said about the two good and one excellent MUGAs in the Harlesden area. However, football pitch provision's largest deficiency was concentrated in Kilburn, and yet there is no MUGA coverage there. Regardless, MUGAs should only be viewed as a compliment to football pitch provision, not the complete solution to a deficiency.

4.3.7 Synthetic Turf Pitches (STPs)

Like MUGAs, Synthetic Turf Pitches (STPs) are mostly private and supplement grass pitches. Because of this, only an accessibility quality map was produced to analyze them. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

Black Line = Borough Boundary

Light Purple Area = Major Roads

Green Dot = Excellent Pitch

Yellow Dot = Good Pitch

Orange Dot = Average Pitch

Red Dot = Below Average Pitch

Green Hashes = Excellent Pitch Accessibility

Yellow Hashes = Good Pitch Accessibility

Orange Hashes = Average Pitch Accessibility

Red Hashes = Below Average Pitch Accessibility

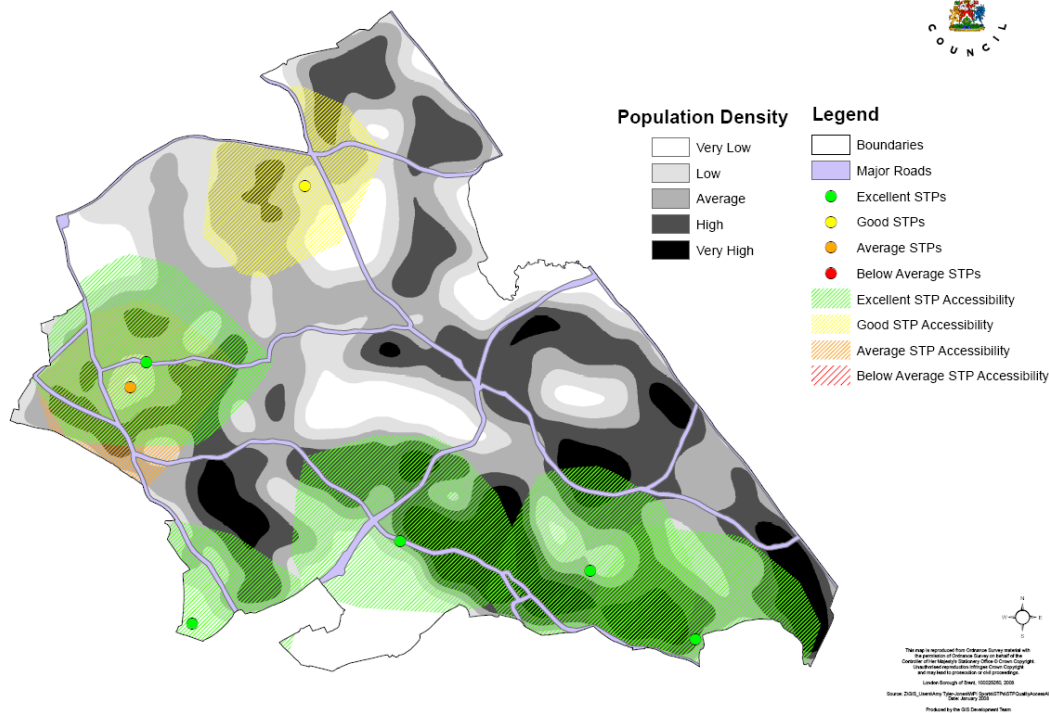


Figure 82: STP Quality Accessibility All Facilities

Figure 82 shows the location and quality accessibility of Brent’s STPs. One thing to notice is that multiple STPs are located in areas that were deficient in public football pitches. The four most southern STPs all at least partially cover areas of major deficiency, however a significant part of Kilburn still does not have access and therefore remains a priority. It should also be noted that the major deficiency in the Wembley central areas is not address by STP provision.

4.3.8 Sports Halls

Since there was no information on the quality of sports halls and there was not enough time to generate them for this study only a single accessibility map was used to analyze Sport Hall provision in Brent. This lone figure is shown below, but some of the text in the two legends of this map may be difficult to read so it is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density
 Very Dark Grey Area = High Density
 Black Area = Very High Density

Legend

Black Line = Borough Boundary
 Light Purple Area = Major Roads
 Blue Dot = Public Sport Halls
 Orange Dot = Private Sports Halls
 Green Dot = Educational Halls
 Blue Hashes = Public Accessibility
 Orange Hashes = Private Accessibility
 Green Hashes = Educational Accessibility

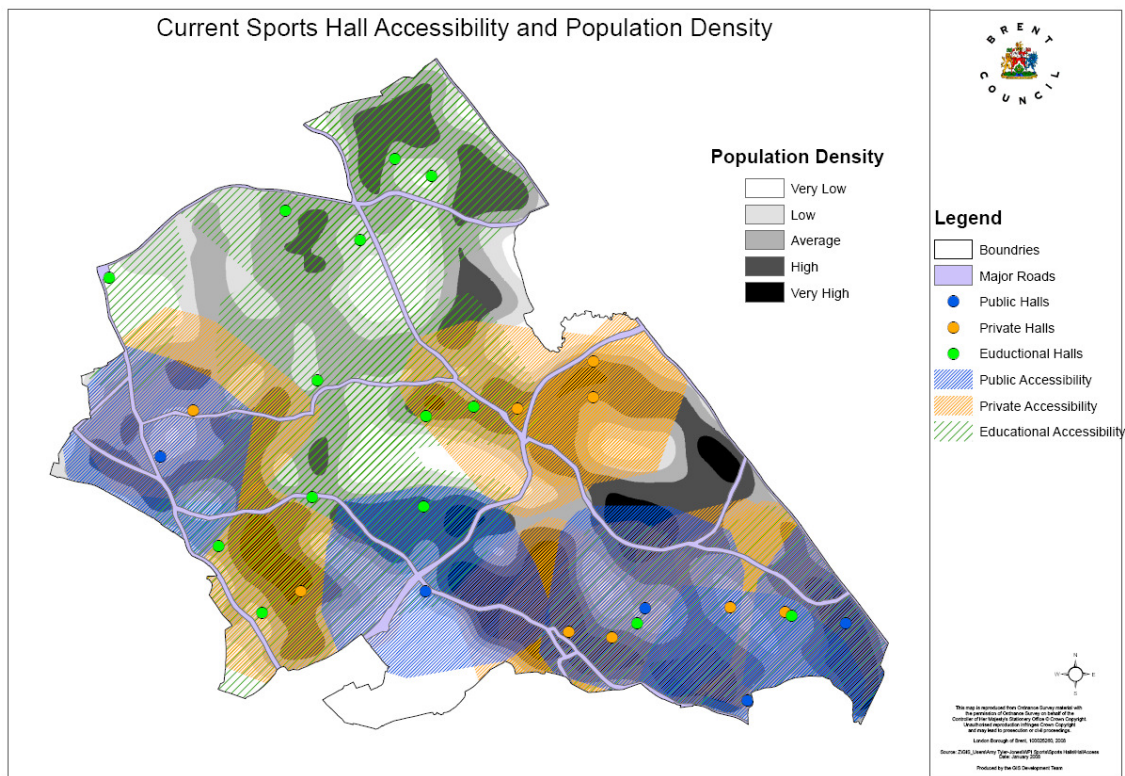


Figure 83: Sports Hall Accessibility

Figure 83 shows that the majority of public facilities are concentrated in the South of Brent. However, most of the very high population density areas are serviced by the public halls. Figure 83 also suggests that if some of the educational facilities in the North of the

borough were opened to the public than the sports hall provision in Brent would be much better than it currently is.

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Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

Black Line = Borough Boundary

Light Purple Area = Major Roads

Blue Dot = Public Sport Halls

Orange Dot = Private Sports Halls

Green Dot = Educational Halls

Blue Hashes = Public Accessibility

Orange Hashes = Private Accessibility

Green Hashes = Educational Accessibility

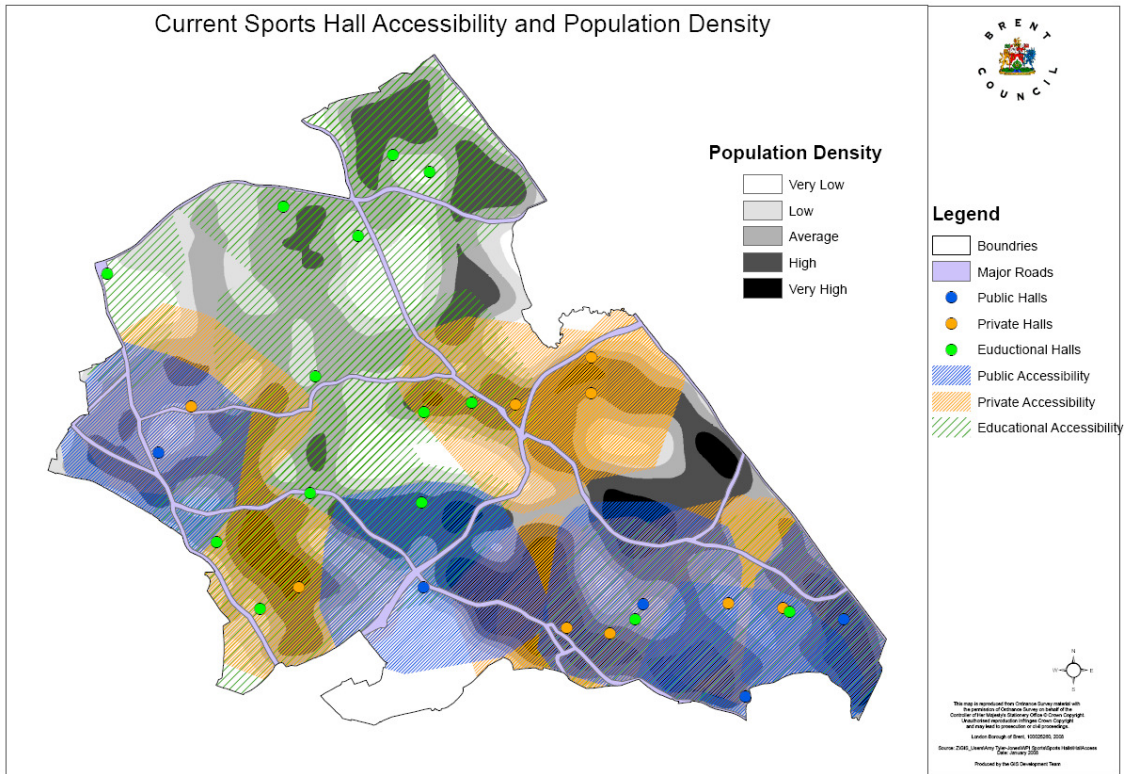


Figure 84: Sports Hall Accessibility

Figure 83 shows that the majority of public facilities are concentrated in the south of Brent. However, most of the very high population density areas are serviced by the public halls. Figure 83 also suggests that if some of the educational facilities in the north of the borough were opened to the public then the sports hall provision in Brent would be much better than it currently is.

Sports Hall Final Deficiency Map

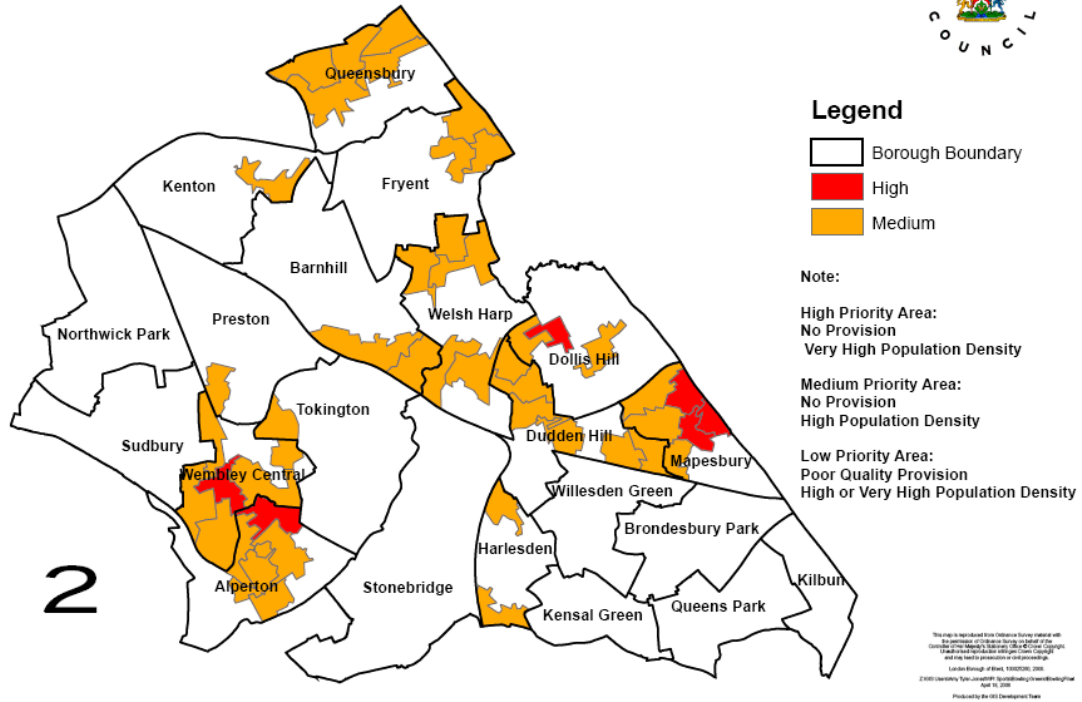


Figure 85: Sport Hall Deficiency Map

Not surprisingly Figure 85 shows that the majority of need for new sports hall in the borough is not in the southern section of Brent. With the exception of the hot spot in Wembley Central the rest of the south of Brent has good sports hall coverage. However, in the Mapesbury areas there is also significant need as well as the northern section of the borough.

4.3.9 Health and Fitness Centers

The health and fitness centers also did not have any data regarding their quality available, and only a simple accessibility map was produced for them as well. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

White Areas = Very Low Density

Grey Area = Low Density

Darker Grey Area = Average Density

Very Dark Grey Area = High Density

Black Area = Very High Density

Legend

- Black Line = Borough Boundary
- Light Purple Area = Major Roads
- Blue Dot = Public Sport Halls
- Orange Dot = Private Sports Halls
- Blue Hashes = Public Accessibility
- Orange Hashes = Private Accessibility

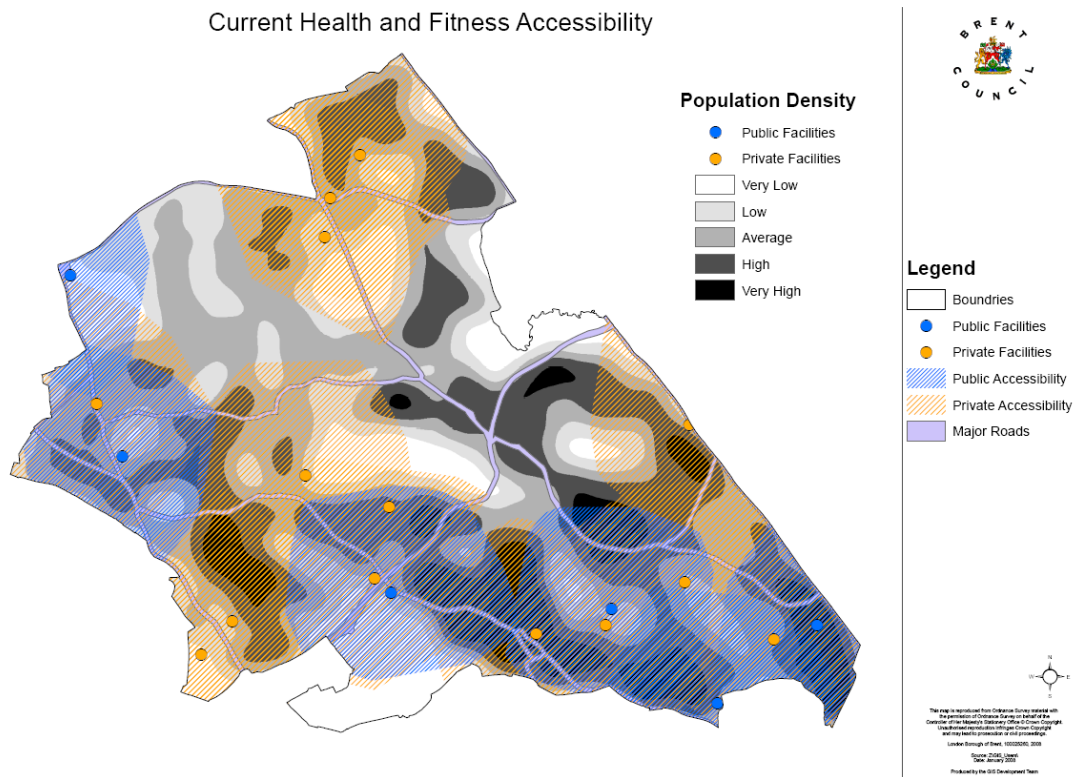


Figure 86: Health and Fitness Centre Accessibility

The only areas in Brent with both no access to a health and fitness club and a high population density are concentrated around the Welsh Harp ward in the central part of Brent. However, in the north of Brent the only clubs are all private. The same goes for parts of the Alperton ward in the south west of Brent.

Health and Fitness Final Deficiency Map

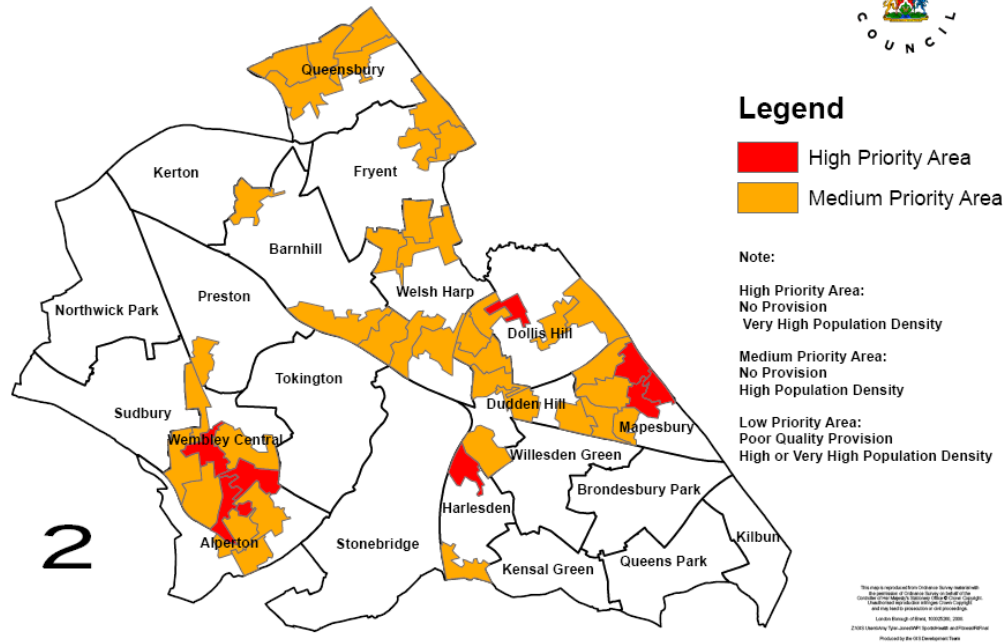


Figure 87: Health and Fitness Deficiency Map

In Brent the health and fitness club provision lacks most in the Alperton and Mapesbury wards. There also exist medium priorities in much of the borough between Mapesbury and Queensbury.

4.3.10 Swimming Pools

Swimming pools were mentioned by a large number of people in the resident survey as being a major deficiency in Brent provision. In the analysis only accessibility was considered and one map produced. Figure 88 shows Brent’s swimming pool accessibility based on a walking time of twenty minutes. Some of the text in the two legends may be difficult to read and is listed below:

Population Density:

- White Areas = Very Low Density
- Grey Area = Low Density
- Darker Grey Area = Average Density
- Very Dark Grey Area = High Density
- Black Area = Very High Density

Legend

Black Line = Borough Boundary

- Light Purple Area = Major Roads
- Blue Dot = Public Sport Halls
- Orange Dot = Private Sports Halls
- Blue Hashes = Public Accessibility
- Orange Hashes = Private Accessibility

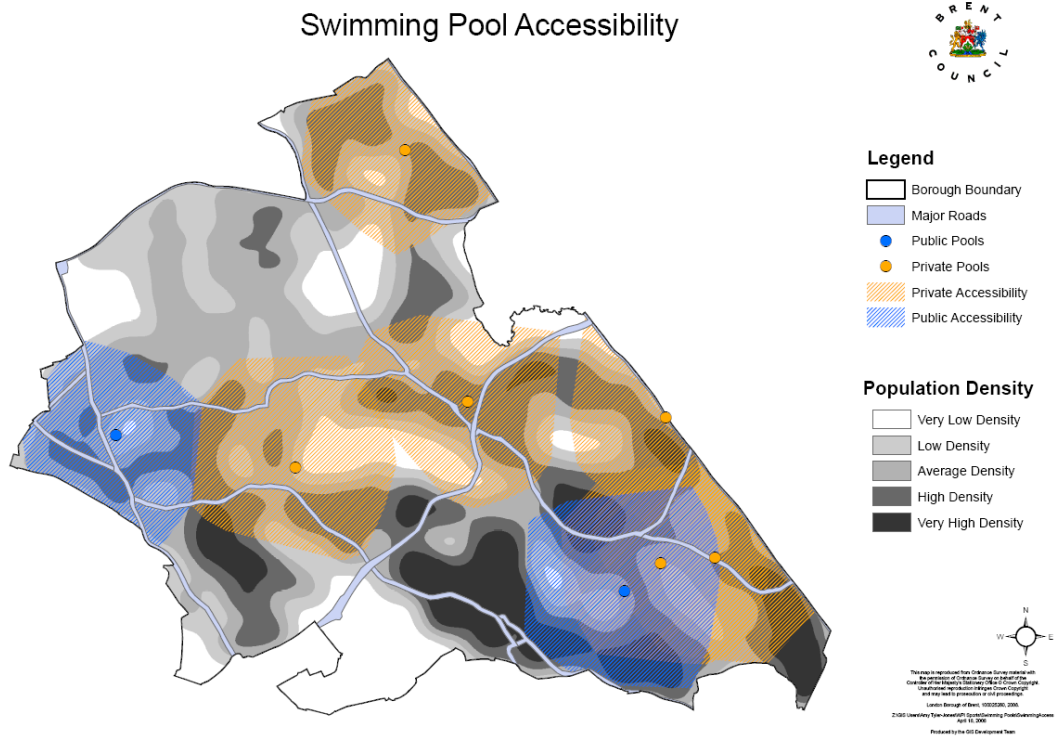


Figure 88: Swimming Pool Accessibility with 1600 Meter Walking Distance

As Figure 88 shows swimming pools are the type of facility in Brent that need expansion the most. Only two public swimming pools exist at Vale Farm Sports Centre and the Willesden Sports Centre. Apart from these, six private pools exist across the Borough. Of the private facilities three are at health clubs and three are at schools.

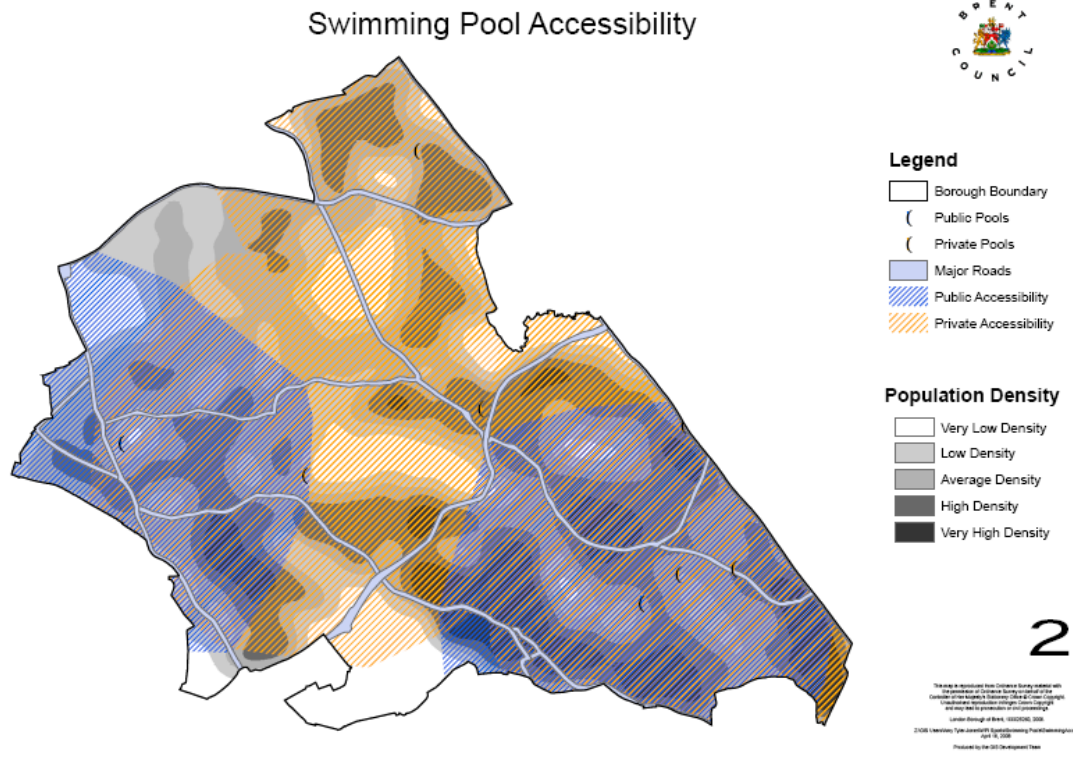


Figure 89: Swimming Pool Accessibility with 3000 Meter Walking Distance

When the walking distance is adjusted to 3000 meters in Figure 89 the situation in Brent becomes much better than it appears in Figure 88. The final deficiency map that was used is based off Figure 89 because the group felt it was more useful for planning purposes because it is unlikely that more than two swimming pools will be added to Brent’s provision in the near future. Therefore, the deficiency areas that Figure 89 yield will be the higher priorities for those pools, and a deficiency map based off Figure 88 can be created later if funding for more than two pools becomes available.

Swimming Pool Final Deficiency Map

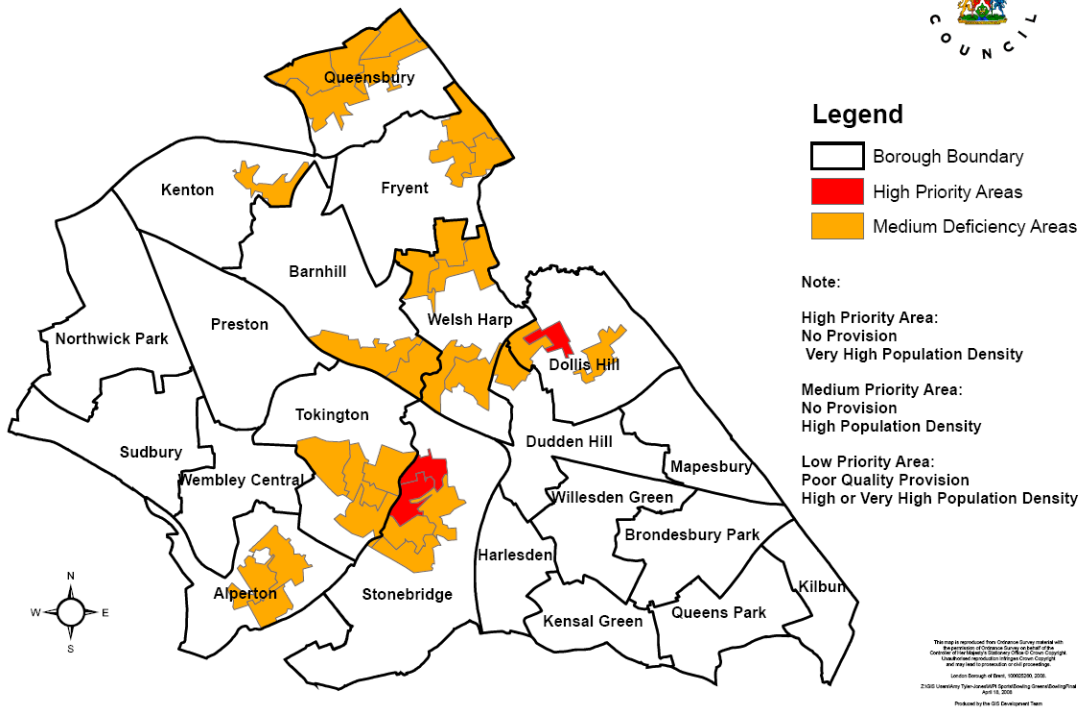


Figure 90: Swimming Pool Deficiency Map

Figure 90 shows that the majority of swimming pool need is in the center of the borough. From Queensbury to Stonebridge there is a consistent zone of deficiency running north and south in Brent.

4.4 Project Objectives

This project was conducted with the goal to complete two objectives. They were:

- To find reasons for the level of resident satisfaction with Brent’s sports facilities
- To identify high priority deficiency areas of Brent.

The following sections explain how each objective was fulfilled in greater detail.

Finding reasons for level of resident satisfaction

The primary way that the current level of resident satisfaction was assessed was through the resident survey and the key informant interviews. The resident survey provided the most direct information, as it asked the residents about their satisfaction level. However, the key informant interviews gave insight into the usage of current facilities. They also provided a way to ask people who interact with residents on a day to day basis their opinions

on Brent's sports provision. By combining these two sources of data the group was able to establish the level of satisfaction of Brent's residents and the reasons for that level of satisfaction. Once the reasons were identified, recommendations were made to improve satisfaction within Brent.

Identifying High Priority Areas in Need of Improvement

To complete this objective the primary tool used was the deficiency maps located in 4.3. However, information from the resident survey and the key informant interviews aided in the process of identifying the area's most in need. By using these other sources the team was able to take other factors into account than just the walking accessibility and population density. For example, since there is no very high population density areas in the North of Brent there were no high priority areas in the North on any of the deficiency maps. This does not mean the entire Northern section should be ignored however. This lack of high priority areas does not take into account that there is no swimming pool access near the North of the borough. The closest pool in the borough is Vale Farm, and that is not close. With many medium priority areas as a whole the north of Brent has a high priority need of a swimming pool. In addition, swimming pools were mentioned by thirty percent of people in the north in the question relating to desired new facilities. This clearly shows that despite the north lacking any high priority areas in the final deficiency map it is clearly one of the areas most in need of a pool.

5 Recommendations

A wealth of data and analysis has been presented in this report. Therefore, it is of the utmost importance that all of the data is effectively brought together with the goal of making effective and valuable recommendations for the Brent Council. This chapter attempts to triangulate the data received through the survey, key informant interviews, and mapping to help make Brent more sufficient in providing useful recreation to its residents.

5.1 Improving Resident Satisfaction

The main goal of this project was to identify ways to improve Brent's resident sports participation and satisfaction with their local sports provision. To accomplish these, areas within the borough in need of new facilities and facilities that are in need of improvement and would better Brent's sports provision have been identified. Since some areas of the borough do not have any access to sports facilities, we have proposed areas that could use a new facility altogether. There have also been several other findings through the conduction of this research. It has been noted that information regarding the recreation facilities in Brent is not easily attainable by the general public. Finally, it has been noted that while Brent does have a significant number of workout facilities many people do not feel comfortable entering a gym facility for the first time or when they are out of shape.

5.1.1 Facilities which call for Improvement

Based the maps from section 4.3, key informant interviews, and the resident survey this group recommends that the following facilities be renovated and brought up to a higher standard to better serve the public. By increasing the quality of the facilities it is hoped that people will be encouraged to use the facilities more. However, access to educational sports halls is also included in this section.

5.1.1.1 Football Pitches

In the *Outdoor Sports Audit* three football pitches (Silver Jubilee Park, Sudbury Court Sports Club, and Roe Green Park) were rated as below average. In addition three more (Alperton Sports Ground, Northwick Park, and John Billam Sports Ground) were on the borderline of being rated poor quality. Without considering the three borderline facilities as below average this led to quality deficiencies in the Queensbury area (In addition to a possible quality deficiency in the Dudden Hill areas depending on the unknown quality pitch). IT is

recommend that money be used to bring these fields up to a higher standard so that more people may use them, as Appendix H: Public Football Pitch Booking shows that as a group these six parks are operating well below capacity. Only John Billiam Sports Ground and Sudbury Court Sports Club are operating at half capacity while all the others are operating below half. **Error! Reference source not found.** shows that responses to the survey had a significant amount of respondents rating the grass pitches as poor. Qualitative data was also gathered from the survey regarding this issue. There were several random comments regarding broken glass on the pitches among other occurrences that made the pitches unsafe to play on. Perhaps by improving the conditions of the fields they will be used more often.

5.1.1.2 Tennis Courts

Like football pitches there are three public tennis courts that were rated below average in the *Outdoor Sports Audit*. Again, Figure 65 shows the resident dissatisfaction with the tennis courts. Broken nets and uneven surfaces are two of the many specific complaints regarding tennis courts that were collected via survey. In addition, one facility was considered derelict. This is troubling because the only two courts in the Queensbury area of the borough are the derelict court and one of the below average courts. Also, the only court in the Alperton areas is one of the below average courts. This court is never used according to the manager of Goals football club because of its condition. Since this is the only court in the areas it will likely be used if it is brought up to a better quality.

5.1.1.3 Educational Sports Halls

As seen in Figure 83 there is a lack of public sports halls in the Northern part of Brent. Figure 57: Northern Brent Quantity Opinion shows the residents dissatisfaction with their provided sports halls from the survey. There is a clear majority of residents who said that there were either not enough or not nearly enough sports halls in their area. However, there are multiple educational sports halls in the North. It is therefore recommend that the Brent Council look into opening those facilities to the public. This could be done by hiring a third party to run the educational sports hall bookings. They would be the central contact for all the educational bookings. They also would have the ability to open the schools facilities, so when it was booked they could open it for the group that booked it. By doing this the educational sports halls could be opened to the public and the deficiency in the North would be resolved.

5.1.2 Additional Facilities Desired

Based upon all the maps in section 4.3 and the answers from the resident survey this project proposes that the Brent Council look into the following areas for expansion of sports facilities. This will help the residents of Brent enjoy their sports provision more than they currently do. After analyzing all the information it has been concluded that the largest priority in Brent is the need for at least one new swimming pool.

5.1.2.1 New Swimming Pools

It is recommend at least one new swimming pool be built in Brent to meet the unmet demand of citizens. This demand for swimming pools is well illustrated in figures Figure 60: Desired Facilities in Northern Brent, Figure 61: Desired Facilities in Willesden, and Figure 62: Total Facilities Desired. However, it is in the opinion of these researchers that two new swimming pools should be added to the current provision. As shown in section 4.3.10 Brent's swimming pool deficiency is concentrated in the center of the borough if the 3000 meter walking standard is used. The suggested areas to place new swimming pools are shown black circles in Figure 91. The red circles are the five potential housing growth areas identified in section 2.3.5. The reason the two locations for future swimming pools were chosen was because of the current need in those areas and because the proposed new pool in the Northern section of Brent is close to the Burnt Oak growth areas and the Southern pool is close to the Wembley, Church End, and Alperton growth areas. Therefore these two new pools would address both current need in Brent but some of the future need I the borough as well.

Swimming Pool Final Deficiency Map

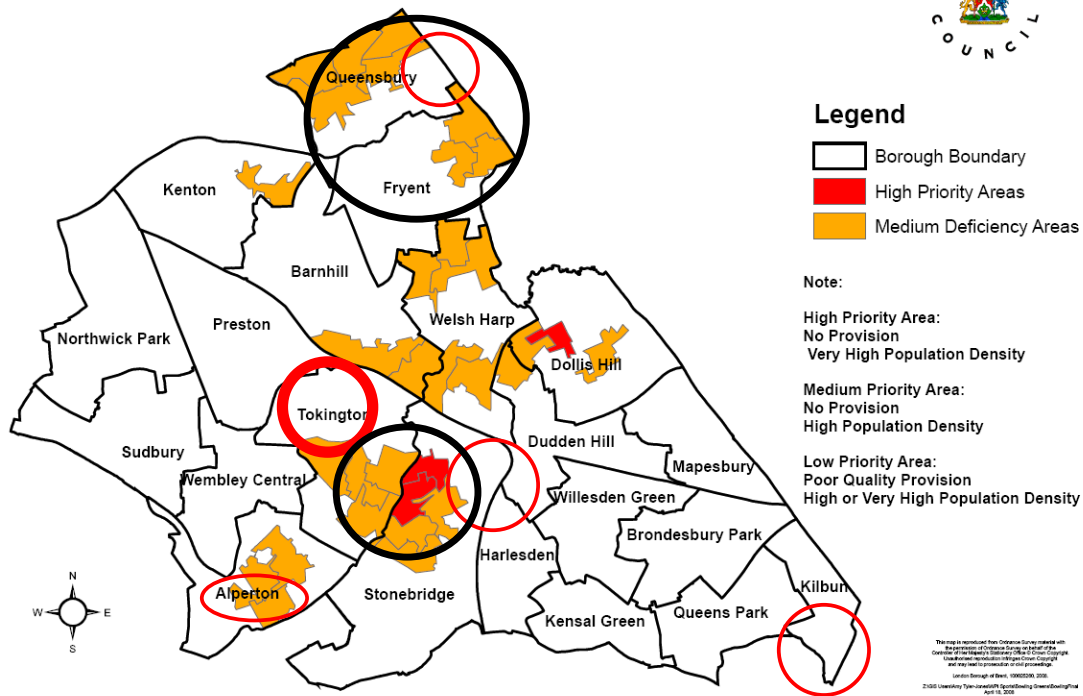


Figure 91: Recommended Swimming Pool Locations

5.1.3 Availability of Information

As Figure 51 in section 4.1.5.1 shows, many respondents of the survey are simply unaware of places to exercise or what different facilities had to offer. The borough could have numerous high quality facilities, but without adequate knowledge of where and what these facilities are they will not be used by Brent residents and may as well not be provided. Therefore, it has been determined that it is in the best interest of the Brent Council, as well as the residents of Brent, that significant steps be taken to increase the availability of information.

One way to increase the flow of information from supplier to user would be to include an in depth sporting section in the monthly edition of *Brent Magazine*. This section could be published monthly. The creation of the section would be relatively pain free for the council itself if they were able to persuade different clubs to provide the information to be included in it. This could be done by informing all sports providers in Brent that a sports section is to be published in the future. If they would like to take part in this free form of advertisement they would have to provide the council with what they would like published in the section about them that puts them a level above the rest of the facilities in Brent. Naturally, many facilities

would want to increase membership and usage and in effect provide information about their club to be published.

It has been noted that the Brent Council website is not very user friendly. This was discovered during the preparation period for this project when trying to research information about Brent through the website. When trying to find contact information about educationally run pitches for hire there were not enough contacts listed. For example, out of the fifty schools listed with sports halls for hire, only six of these schools gave a number to contact. It can only be assumed that many residents of Brent also feel discouraged in regards to the ability to find information through this process. Therefore, it is recommended that the sports section of the Brent Council website be updated with the mindset of making it easy for people to find information about the facilities they want to use. The information pertaining to sports facilities is very incomplete, forcing a user to have to search around for a contact. It might prove more effective to simply create a new webpage that is completely dedicated to the user of facilities. This webpage should have essential information for each facility, such as location, prices, and hours of operation. These new and improved ways of promoting facilities throughout the borough would increase healthy competition amongst providers as well as work toward the ultimate goal of keeping the people of Brent happy and healthy.

5.1.4 Making Facilities a Friendlier Environment

Successful sports provision allows for its users to feel comfortable at the club or pitch. In order to improve participation in sports, more people who do not currently participate in any athletics must be convinced to start. It was noted at Charteris Sports Club that there weren't as many trainers as needed in Brent's workout facilities. Trainers allow for newcomers to be shown what to do and how to do it. It is intimidating for someone to enter a workout facility for the first time without any help. Also, classes for beginners are a way for people new to the athletic community to meet each other and possibly begin working out together. It was noted that many people do not work out because they don't have anyone to go with. Another way to increase Brent's sports participation is to involve the elderly in athletics through activities that are friendly to. Walking clubs where elderly could mix socializing with athletics would be beneficial.

5.2 Borough Wide Survey

The Brent Council has expressed a desire to expand upon the postal survey used in this report to a borough wide survey of a much larger magnitude. Based upon the experience

gained from conducting this survey the following suggestions have been made for the later survey to improve the quality of data and the surveys response rate.

5.2.1 Question Formation

During the question formation stage of the survey there were significant time restraints. There was also a significant space restraint in regards to the amount of paper that could be sent to each respondent. We recommend that when the future survey is designed a significant amount of time be spent on the formation of the questions. In this survey there were instances where respondents did not answer questions for the sole reason of being confused. One way to eliminate such confusion is to have an extensive pre-testing period of the survey. While we did pre-test our survey we only did one round of pre-testing with five people. A future pre-test could include identifying one hundred residents of Brent who are not in the sample to be surveyed and sending them the survey before it has been finalized. This will show what questions are confusing to the average person living in Brent.

5.2.2 Boosting Response Rate

Achieving a high response rate is a difficult task to be considered in any survey. The techniques used in this survey were very effective in boosting the response rate. The first method, providing a monetary prize, definitely increased the overall response rate of the survey. This can be concluded by the fact that about two-thirds of the respondents to the survey included the necessary information to take part in the prize draw. The second method, inclusion of a reminder letter, also boosted the response rate. This was seen through a highly visible increase in responses following the sending of the letter. It is recommended that these two methods be continued along with any further methods to increase responses such as a possible second survey reminder and allowing a long period for responses.

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Appendix A: Outdoor Sports Audit

Football Pitch Ratings

Table 11: Football Pitch Ratings

Site	Total % Score
BYRON COURT PRIMARY SCHOOL	60
CAPITAL CITY ACADEMY SPORTS FACILITIES	80
CHALKHILL YOUTH CENTRE	Decommissioned
CLAREMONT HIGH SCHOOL	55
FRYENT PRIMARY SCHOOL	62
JFS SCHOOL	75,73,87,77,84
KINGSBURY HIGH SCHOOL (LOWER SITE)	80,74,66
KINGSBURY HIGH SCHOOL (UPPER SITE)	69,64,60
OAKINGTON MANOR SCHOOL	88
PRESTON MANOR HIGH SCHOOL	73,74,61
PRESTON PARK PRIMARY SCHOOL	43
QUEENS PARK COMMUNITY SCHOOL	64,56
WEMBLEY HIGH SCHOOL TECHNOLOGY COLLEGE	78,83,83
GIBBONS RECREATION GROUND	65,53
GLADSTONE PARK	Under Construction 2 pitches
JOHN BILLAM SPORTS GROUND	51,56,66,58
LONDON TRANSPORT SPORTS GROUND	58,64
NORTHWICK PARK	53,43,45,46,52,56,61,62,62,58,55,70,57

ROE GREEN PARK	53
SUDBURY COURT SPORTS CLUB	43,56,53
TOKYNGTON RECREATION GROUND	71
VALE FARM SPORTS CENTRE	62,66
MAYBANK OPEN SPACE	54,51,64,50,47
SUDBURY HILL PLAYING FIELDS	74,61,61
KINGSBURY TOWN FC	Unknown
THE COPLAND COMMUNITY SCHOOL	Decommissioned
SILVR JUBILEE PARK	36,30,50,35,36
ALPERTON SPORTS GROUND	55
VALE FARM SPORTS GROUND	58,61
WEMBLEY FC	Unknown
MALOREES JUNIOR SCHOOL	58

Cricket Pitch Ratings

Table 12: Cricket Pitch Ratings

Site	Total % Score
SUDBURY HILL PLAYING FIELDS	75,80
KING EDWARD VII PARK	77
NORTHWICK PARK	74,67,71
PRESTON PARK	Unknown
SUDBURY COURT SPORTS CLUB	46
JFS SCHOOL	81
KINGSBURY HIGH SCHOOL (UPPER SITE)	72,62

South Hampstead Cricket Club	91
Wembley Cricket Club	77

Tennis Court Ratings

Table 13: Individual Local Authority Tennis Courts

Site Name	Total % Score
King Edward VII Park	
Court 1	93.8
Court 2	87.5
Court 3	96.9
Gladstone Park	
Court 1	93.8
Court 2	93.8
Court 3	93.8
Court 4	90.6
Court 5	84.4
Court 6	84.4
Court 7	81.3
Court 8	81.3
Court 9	65.6
Court 10	59.4
Woodcock Park	
Court 1	50.0
Court 2	50.0
Court 3	50.0
Court 4	50.0
Court 5	53.1
Court 6	43.8
Preston Park	
Court 1	93.8
Court 2	93.8
Court 3	84.4

Court 4	93.8
Court 5	90.6
Court 6	93.8
Alperton Sports Ground	
Court 1	46.9
Court 2	46.9
Court 3	46.9
Court 4	34.4
Court 5	43.8
Chelmsford Square	
Court 1	43.8
Court 2	46.9
Court 3	65.6
Court 4	68.8
Court 5	34.4
Court 6	25.0

Table 14: Educational Tennis Court Ratings

Site Name	Total % Score
Preston Manor School	
Court 1	77.8
Court 2	77.8
Court 3	77.8
Kingsbury High School (Lower Site)	
Bacon Lane	
Court 1	68.8
Court 2	68.8
Court 3	68.8
Capital City Academy	
Court 1	81.3
Court 2	81.3
Court 3	81.3
Court 4	81.3

Table 15: Private Tennis Court Ratings

Site Name	Total % Score
South Hampstead Tennis Club	
Court 1	93.8
Court 2	93.8
Court 3	93.8
Court 4	93.8
Court 5	93.8
Wembley LTC	
Court 1	71.9
Court 2	71.9
Court 3	71.9
Practice Area	74.1
Parkside Tennis Club	
Court 1	71.9
Court 2	68.8

Appendix B: Resident Survey

N OPEN SPACE AND SPORTS PROVISION IN YOUR LOCAL AREA



This survey is about Brent residents' views on their local open space and sports provision. Information gathered from the survey will be used to assess where there is the greatest need for improvement in Brent.

We'd like to get a good cross section of resident views, to do this could the person who is next celebrating their birthday in your household complete the questionnaire. The survey should only take 10 minutes to complete. If you would like to enter into the prize draw (£100 prize, two £75 prizes, two £50 prizes, and 5 B. Active sports discount cards) remember to provide us with a way of contacting you at the end of the survey. Please return the completed survey in the attached free post envelope by 17th June 2008. If you would like more information or have questions, please contact Ken Hullock at the Planning Service of Brent Council on 020 - 8937-5309.

1 Residence and Frequency of Moving

Q1. In the past 5 years how many times have you moved?

None... Once... Twice... Three Times... More than three times...

Q2. How long have you lived in Brent?

Less Than One Year... One to Five Years..... Six to Ten Years..... More than Ten Years...

2 Satisfaction with local provision

Q3. How would you rate the **quantity** of the following facilities in your local area?

	More than Enough	Enough	Not enough	Not Nearly Enough	Don't Know
Public Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi Use Games Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass Pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial Turf Pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic Tracks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bowling Greens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming Pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports Halls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and Fitness Gyms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skate Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Squares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4. How would you rate the **quality** of the following facilities in your local area?

	Excellent	Good	Poor	Very Poor	Don't Know
Public Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi Use Games Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass Pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial Turf Pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic Tracks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bowling Greens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming Pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports Halls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and Fitness Gyms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OPEN SPACE AND SPORTS PROVISION IN YOUR LOCAL AREA



	<u>Excellent</u>	<u>Good</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Don't Know</u>
Skate Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Squares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4B. If you have rated any of the above facilities as **poor** or **very poor** please state why:

Q5. Thinking about open space only, how important do you feel it is to have the following types of open space in your local area (on a scale from 1 – 10, 10 being most important) and how long are you prepared to travel to them?

	<u>Importance</u>	<u>Time (In Minutes)</u>					
		<u>Up to 1</u>	<u>1-5</u>	<u>6-10</u>	<u>11-15</u>	<u>16-20</u>	<u>21+</u>
Public Park	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's Playground	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural Area (eg. Fryent Country Park)	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenity Area (eg. landscaped green areas)	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indoor Sports Facilities	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Sports Facilities	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allotments	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civic Space (eg. Arena Square)	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cemetery or Churchyard	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Corridor (continuous areas of green space, eg Canal Towpath)	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Café in Parks	---	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Some Questions About Open Space and Sport Provision in Your Local Area

Q6. How often do you (if at all) take part in at least 30 minutes of sport or physical exercise?

- More than 3 times per week
- About 3 times per week
- About 2 times per week
- Once a week
- Once a month
- Less than once a month
- Never
- Other _____

Q7. How often do YOU take part in the following activities (tick as many boxes as necessary)?

	<u>More Than Once a Month</u>	<u>Less Than Once a Month</u>	<u>Never</u>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise classes / aerobics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym / weight lifting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jogging / running	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yoga / relaxation class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. How often do YOU take part in the following sports (for fun with friends)?

	<u>More than once a month</u>	<u>Less than once a Month</u>	<u>Never</u>
Badminton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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	More than once a month	Less than once a Month	Never
Bowls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Netball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Squash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9. Do YOU take part in any of the following sports with a club?

Basketball Cricket Netball Tennis
 Bowls Football Rugby Other _____

Q9B. If you belong to a sports club, which club are you a member of: _____

Q10. If you have taken part in sport or physical activity in the past 12 months where do you normally do this?

	In Brent	Outside Brent
Park	<input type="checkbox"/>	<input type="checkbox"/>
Private Gym	<input type="checkbox"/>	<input type="checkbox"/>
Public Sports Centre	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>
Sports Club	<input type="checkbox"/>	<input type="checkbox"/>
Sports Pitch	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

Q10B. If you use a facility outside Brent, please state why:

Better quality facility
 Close to Work / Home / School
 No facility available in my local area
 Other _____

Q11. Would you like to do more sport or recreational physical activity than you do at the moment?

Yes... No...

Q11B. If you answered no to question 12 please state why (choose all that apply)?

Difficult to find time Too old
 Not really interested Too lazy
 Health/Fitness Level is not good enough Cost too much
 Lack of facilities Poor quality changing facilities
 Other (Please state below) Lack of information on what is available.
 _____ Do enough already

Q11C. If you answered yes to question 12, which sport would you like to participate in more?

OPEN SPACE AND SPORTS PROVISION IN YOUR LOCAL AREA



Q12. What if anything, would encourage you to take more exercise (choose all that apply)?

- Improved facilities
- Cheaper admission prices
- Wider range of facilities/services
- Better changing facilities
- Better public transport
- More Gyms
- More Swimming Pools
- Other: _____

Q13. Do you know the cost of using Brent's public sports centres?

Yes... No...

Q14. Do you know where to find information regarding Brent's sports facilities and services such as the B. Active Leisure Discount Scheme?

Yes... No...

Q15. Is there any type of facility that is not available that you would like to see provided?

No Yes (Please state what kind) _____

Q16. How far are you willing to travel to participate in the following sports and recreation activities? Please also mark your preferred method of travel

	Time (in minutes)						Preferred Method of Travel				
	I am prepared to spend travelling						Walk	Car	Cycle	Bus	Other
	Up to 5	1-5	6-10	11-15	16-20	21+					
Multi Use Game Areas (MUGA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bowling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Netball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and Fitness Gyms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport Halls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Some Questions About You

Q17. Are you:

Male Female.....

Q18. How old are you?

Under 15..... 15-24..... 25-44..... 45-60..... Over 60.....

Q19. Which of the following best describes you?

Asian or Asian British... Mixed Race..... White Other..... Other...
 Black or Black British... White British... Eastern European.....

Q20. Do you consider yourself to have a disability?

Yes- Limiting Disability... Yes- Non-Limiting Disability... No...

To be Considered for Prize Draw:

Name: _____

Address: _____

Phone Number: _____

Appendix C: Survey Reminder Letter



The Planning Service

4th Floor, Brent House

349 High Road,
Wembley

Middlesex, HA9 6BZ

TEL 020 8937 5309

EMAIL ken.hullock@brent.gov.uk

WEB www.brent.gov.uk

ENVIRONMENT & CULTURE

Our Ref: Open Space and Sports
Provision Survey

To The Occupier
Address
4 June 2008

Dear Occupier,
Brent Open Space and Sports Provision Reminder

Recently you received a survey concerning your views on open space and recreation facilities in Brent. We have already received many responses. If you have already returned a completed survey, then please ignore this letter. We hope to attain as high a response rate as possible, so that a true representation of the population can be studied. Your completion of the questionnaire will allow for the Planning Service to work more effectively towards 'building a better Borough'.

The survey should only take a few minutes to complete. All responses will be kept confidential. To show you how much we appreciate your participation in this study, we are offering five monetary prizes. **One £100 grand prize, two £75 prizes, two £50 prizes, and 5 B.Active sports discount cards** will be drawn from completed questionnaires, with contact information provided, received by **17 June 2008**. The winners of the random prize draw will be notified by 20 June 2008.

By completing the survey, you will help Brent Council better plan for open space and recreation. Your opinions are highly valued and desired. Please complete and return the survey in the previously supplied post marked envelope by **17 June 2008**. If you have any questions regarding the survey or the study, please contact Ken Hullock on 020 8937 5309.

Thank you very much for your help.

Sincerely,

Meganne Chiasson
James Hogan
Mark Wilbur

On behalf of,

Ken Hullock
Brent Planning Services

Appendix D: Survey Responses

Table 16: Survey Response by Day

Date	N	W	Total
27/05/2008	11	0	11
28/05/2008	21	6	27
29/05/2008	37	22	59
30/05/2008	23	30	53
02/06/2008	27	16	43
03/06/2008	22	11	33
04/06/2008	7	16	23
05/06/2008	7	6	13
06/06/2008	8	5	13
09/06/2008	17	15	32
10/06/2008	33	11	44
11/06/2008	23	12	35
12/06/2008	15	10	25
13/06/2008	3	2	5
16/06/2008	8	8	16
17/06/2008	8	8	16
TOTAL	270	178	448
PCT	13.50%	8.90%	11.20%

Appendix E: Qualitative Responses

Total Qualitative Responses

Table 17: Total Qualitative Responses

Q4b		PCT						
Poorly Maintained / Dirty	67	37.64%						
Vandalism / Inappropriate Activities / Safety	16	8.99%						
Non - existent / Not Enough	61	34.27%						
Operating hours	1	0.56%						
Poor Parking / access	3	1.69%						
Inadequate family facilities	8	4.49%						
Animals	2	1.12%						
Noise	2	1.12%						
Lacking basic facilities / not modern	11	6.18%						
swimming pool	4	2.25%						
crowded	1	0.56%						
poor but improvement shown	1	0.56%						
community spirit	1	0.56%						
	178	TRUE						
	TRUE							
Q5		PCT	Q6		PCT	Q7		PCT
Roundwood Café	1	33.33%	Holidays	1	33.33%	Football	4	8.89%

Local Access for Everyone	1	33.33%	daily	1	33.33%	Basketball	2	4.44%
Bad Question	1	33.33%	weekends	1	33.33%	Bowls (lawn)	1	2.22%
						Golf / pitch and putt / putting	3	6.67%
						workout facility activities	1	2.22%
						tennis	5	11.11%
						walking - unspecified	4	8.89%
						shooting	1	2.22%
						squash	1	2.22%
						badminton	5	11.11%
						boxing	1	2.22%
						gardening / housework	5	11.11%
						volleyball	1	2.22%
						horse riding - unspecified	2	4.44%
						hockey - field	1	2.22%
						martial arts / self defense	2	4.44%
						yoga and other stretching	3	6.67%
						fencing	1	2.22%
						cricket	1	2.22%
						baseball	1	2.22%
TOTAL	3	TRUE		3	TRUE		45	TRUE
				TRUE			TRUE	
Q8		PCT	Q9		PCT	Q9B		PCT
baseball	1	2.94%	badminton	4	17.39%	Agan Lawn Tennis	1	1.61%
climbing. Mountaineering, caving	2	5.88%	dance exercise	2	8.70%	Aspire	1	1.61%

cycling - unspecified	1	2.94%	fencing	2	8.70%	Aylesbury Aces	1	1.61%
family activities	1	2.94%	football	1	4.35%	Baladia Youth Club	1	1.61%
fencing	2	5.88%	golf	2	8.70%	Burn Oak Sports	1	1.61%
field hockey	1	2.94%	hockey	1	4.35%	Cannons	3	4.84%
frisbee	2	5.88%	martial arts	1	4.35%	Copthall	1	1.61%
gaelic football	1	2.94%	keep fit	2	8.70%	Dears Football Club	1	1.61%
golf	4	11.76%	shooting	2	8.70%	Fitness First	2	3.23%
horse riding - unspecified	1	2.94%	swimming	3	13.04%	GB Sports	1	1.61%
keep fit	2	5.88%	volleyball	2	8.70%	Hendon Rifle Club	1	1.61%
sub aqua	1	2.94%	walking	1	4.35%	Informal Netball	1	1.61%
swimming	3	8.82%				Kingsbury Bowling club	1	1.61%
table tennis	3	8.82%				L.A. Fitness, Finchley	2	3.23%
volleyball	2	5.88%				Ladbroke Grove	1	1.61%
walking	3	8.82%				Middlesex C.C.C.	1	1.61%
dance exercise	2	5.88%				Old Finchilians, Finchley	1	1.61%
martial arts	1	2.94%				Paddington	1	1.61%
bowl (lawn)	1	2.94%				Physical Fitness	1	1.61%
						Queens Club	1	1.61%
						School	2	3.23%
						Springfield	1	1.61%
						Tamil Union / Blues	1	1.61%

						Volleyball Kingsbury	1	1.61%
						Walking	1	1.61%
						Willesden S.C.	8	12.90%
						Dipontino F.C.	1	1.61%
						Queens Park Sharks	1	1.61%
						Trent Park Equestrian	1	1.61%
						S.K.L.P.	1	1.61%
						Elmwood Lawn Tennis	1	1.61%
						David Lloyd	2	3.23%
						Sale Park Fencing Club	1	1.61%
						West Hampstead Hockey Club	1	1.61%
						Millesden Sports	1	1.61%
						South Hampstead	1	1.61%
						Kohinoux Club	1	1.61%
						Oasis	1	1.61%
						Hampstead C.C.	2	3.23%
						Brondesbury Tennis	1	1.61%
						fighting Fit Fencing	1	1.61%
						Cygnets	1	1.61%
						King Godies	1	1.61%
						Hen Hampstead Cricket Ground	1	1.61%

						Harrow Leisure Centre	1	1.61%
						golf	1	1.61%
						town hall dancing	1	1.61%
						charteris	1	1.61%
TOTAL	34	TRUE		23	TRUE		62	FALSE
	TRUE			FALSE			TRUE	
Q10		PCT			PCT	Q11b		PCT
Bikram Yoga Centre	1	2.17%		1	2.86%	cost	1	6.25%
Charity Organization	1	2.17%	Q10b	3	8.57%	lack of facilities	2	12.50%
Community / church Hall	5	10.87%	away matches	5	14.29%	people with same level of fitness	1	6.25%
country / coast	3	6.52%	closer, convenient	3	8.57%	safety	2	12.50%
Cycling	2	4.35%	friends	1	2.86%	travel	2	12.50%
Dance Hall	2	4.35%	history	6	17.14%	unable	6	37.50%
Harrow Leisure Centre	1	2.17%	on border	1	2.86%	schedule	2	12.50%
home	6	13.04%	open space for activities	12	34.29%			
horse riding	2	4.35%	parking	1	2.86%			
shooting range	2	4.35%	quality / variety	1	2.86%			
swimming pool	4	8.70%	family activities	1	2.86%			
Walking / running	7	15.22%	class					
park	2	4.35%	swimming pool					
yoga and other stretching	5	10.87%						
class / martial arts	1	2.17%						
golf course	1	2.17%						

class / aerobics	1	2.17%						
TOTAL	46	TRUE		35	TRUE		16	TRUE
	TRUE			TRUE			TRUE	
Q11c		PCT	Q12		PCT			
aerobics	14	3.84%	bowling alley	1	1.69%			
athletic track	8	2.19%	bowling green	1	1.69%			
badminton	29	7.95%	cricket	1	1.69%			
basketball	6	1.64%	cycle tracks	2	3.39%			
bowling	7	1.92%	golf area	2	3.39%			
cricket	12	3.29%	ice rink	1	1.69%			
cycling	10	2.74%	maintenance	6	10.17%			
dance	8	2.19%	no contracts	1	1.69%			
family activities	6	1.64%	older people	1	1.69%			
football	18	4.93%	organization	4	6.78%			
golf	7	1.92%	parking	2	3.39%			
keep fit	38	10.41%	pools	4	6.78%			
horse riding	3	0.82%	security and safety	7	11.86%			
martial arts	4	1.10%	tennis courts	2	3.39%			
netball	4	1.10%	time	15	25.42%			
skating	2	0.55%	toilets	1	1.69%			
squash	12	3.29%	weather	1	1.69%			
swimming	99	27.12%	family activities	2	3.39%			
table tennis	9	2.47%	open hours	1	1.69%			
tennis	33	9.04%	variety	2	3.39%			
volleyball	3	0.82%	money	1	1.69%			
walking	15	4.11%	dancing	1	1.69%			
yoga and other stretching	14	3.84%						
climbing	1	0.27%						
rugby	1	0.27%						
youth center	1	0.27%						
baseball	1	0.27%						
TOTAL	365	TRUE		59	TRUE			
	FALSE			FALSE				

Q15		PCT	Q16		PCT			
badminton	1	0.61%	motorbike	1	50.00%			
bowling	3	1.83%	tube	1	50.00%			
care takers	1	0.61%						
cricket	4	2.44%						
paths	5	3.05%						
dancing	5	3.05%						
football pitches	6	3.66%						
golf	6	3.66%						
gym	11	6.71%						
horse	3	1.83%						
info	1	0.61%						
meditation / yoga	3	1.83%						
netball	1	0.61%						
parking	2	1.22%						
safety	1	0.61%						
skating rinks	3	1.83%						
specialized clubs / community centre	27	16.46%						
swimming pool	41	25.00%						
ten pin bowling	1	0.61%						
tennis courts	9	5.49%						
toilets	1	0.61%						
playgrounds	4	2.44%						
basketball	1	0.61%						
climbing	2	1.22%						
martial arts	2	1.22%						
squash	2	1.22%						
table tennis	3	1.83%						
outdoor exercise	13	7.93%						
volleyball	1	0.61%						
skate park	1	0.61%						
TOTAL	164	TRUE		2	TRUE			
	FALSE			TRUE				

Northern Qualitative Responses

Table 18: Northern Qualitative Responses

Q4b		PCT						
Poorly Maintained / Dirty	44	40.74%						
Vandalism / Inappropriate Activities / Safety	4	3.70%						
Non - existent / quantity	44	40.74%						
Operating hours	1	0.93%						
Poor Parking / access	2	1.85%						
Inadequate family facilities	4	3.70%						
Animals	1	0.93%						
Noise	1	0.93%						
Lacking basic facilities / Not modern	7	6.48%						
	108	TRUE						
Q5		PCT	Q6		PCT	Q7		PCT
Roundwood Café	1	33.33%	Holidays	1	33.33%	Football	3	12.50%
Local Access for Everyone	1	33.33%	daily	1	33.33%	Basketball	2	8.33%
Bad Question	1	33.33%	weekends	1	33.33%	Bowls (Lawn)	1	4.17%
						Golf / pitch and putt / putting	2	8.33%
						workout facility activities	1	4.17%
						tennis	2	8.33%

						walking - unspecified	4	16.67%	
						shooting	1	4.17%	
						squash	1	4.17%	
						badminton	3	12.50%	
						boxing	1	4.17%	
						gardening / housework	1	4.17%	
						volleyball	1	4.17%	
						marital arts / self defense	1	4.17%	
	TOTAL	3	TRUE		3	TRUE		24	TRUE
	Q8		PCT	Q9		PCT	Q9B		PCT
	table tennis	2	13.33%	dance exercise	2	13.33%	Agan Lawn Tennis	1	3.45%
	golf	1	6.67%	keep fit	2	13.33%	Informal Netball	1	3.45%
	swimming	2	13.33%	swimming	1	6.67%	Cannons	1	3.45%
	keep fit	1	6.67%	shooting	2	13.33%	Paddington	1	3.45%
	cycling - unspecified	1	6.67%	golf	1	6.67%	Copthall	1	3.45%
	walking	3	20.00%	football	1	6.67%	Aylesbury Aces	1	3.45%
	gaelic football	1	6.67%	badminton	3	20.00%	Kingsbury Bowling club	1	3.45%
	volleyball	2	13.33%	volleyball	2	13.33%	Old Finchilians, Finchley	1	3.45%
	climbing, Mountaineering, caving	1	6.67%	walking	1	6.67%	Middlesex C.C.C.	1	3.45%
	dance exercise	1	6.67%				L.A. Fitness, Finchley	2	6.90%
							Physical Fitness	1	3.45%
							Aspire	1	3.45%
							Ladbroke Grove	1	3.45%

						Hendon Rifle Club	1	3.45%
						Fitness First	1	3.45%
						School	1	3.45%
						Tamil Union / Blues	1	3.45%
						Walking	1	3.45%
						Dears Football Club	1	3.45%
						Baladia Youth Club	1	3.45%
						Springfield	1	3.45%
						Queens Club	1	3.45%
						Burn Oak Sports	1	3.45%
						Volleyball Kingsbury	1	3.45%
						GB Sports	1	3.45%
						Harrow Leisure Centre	1	3.45%
						golf	1	3.45%
						town hall dancing	1	3.45%
	15	TRUE		15	TRUE		29	TRUE
	Q10	PCT	Q10b		PCT	Q11b		PCT
Harrow Leisure Centre	1	4.17%	quality / variety of facilities	7	38.89%	lack of facilities	2	20.00%
Dance Hall	2	8.33%	away matches	1	5.56%	travel	1	10.00%
Community / church Hall	4	16.67%	friends	3	16.67%	safety	1	10.00%
Walking / running	3	12.50%	history	1	5.56%	unable	4	40.00%
Charity Organization	1	4.17%	parking	1	5.56%	cost	1	10.00%

Cycling	1	4.17%	open space for activities	3	16.67%	people with same level of fitness	1	10.00%
swimming pool	3	12.50%	on border	1	5.56%			
shooting range	2	8.33%	closer, convenient	1	5.56%			
horse riding	1	4.17%						
country / coast	2	8.33%						
home	3	12.50%						
Bikram Yoga Centre	1	4.17%						
							10	TRUE
TOTAL	24	TRUE		18	TRUE			
Q11c		PCT	Q12		PCT			
swimming	67	29.91%	weather	1	2.86%			
dance	3	1.34%	security and safety	4	11.43%			
tennis	3	1.34%	pools	1	2.86%			
keep fit	24	10.71%	toilets	1	2.86%			
aerobics	6	2.68%	parking	2	5.71%			
martial arts	2	0.89%	organization	3	8.57%			
squash	5	2.23%	time	6	17.14%			
tennis	20	8.93%	tennis courts	2	5.71%			
table tennis	7	3.13%	no contracts	1	2.86%			
football	10	4.46%	cycle tracks	1	2.86%			
cricket	8	3.57%	cricket	1	2.86%			
walking	9	4.02%	maintenance	5	14.29%			
bowling	7	3.13%	bowling green	1	2.86%			
netball	3	1.34%	ice rink	1	2.86%			
family activities	4	1.79%	bowling alley	1	2.86%			
golf	5	2.23%	older people	1	2.86%			
cycling	5	2.23%	golf area	2	5.71%			
badminton	19	8.48%	dancing	1	2.86%			
horse riding	1	0.45%						

athletic track	8	3.57%						
skating	2	0.89%						
basketball	3	1.34%		35	TRUE			
yoga and other stretching	2	0.89%						
volleyball	1	0.45%	Q16		PCT			
			motorbike	1	50.00%			
TOTAL	224	TRUE	tube	1	50.00%			
Q15		PCT						
swimming pool	30	30.00%						
tennis courts	7	7.00%						
cricket	3	3.00%						
golf	3	3.00%						
gym	8	8.00%						
care takers	1	1.00%						
toilets	1	1.00%						
outdoor exercise	7	7.00%						
football pitches	2	2.00%						
specialized clubs / community centre	15	15.00%						
paths	3	3.00%						
bowling	2	2.00%						
parking	2	2.00%						
meditation / yoga	2	2.00%						
horse	1	1.00%						
netball	1	1.00%						
skating rinks	2	2.00%						
ten pin bowling	1	1.00%						
dancing	3	3.00%						
badminton	1	1.00%						
info	1	1.00%						
safety	1	1.00%						
toilets	1	1.00%						
climbing	1	1.00%						
martial arts	1	1.00%						
TOTAL	100	TRUE		2	TRUE			

Willesden Qualitative Responses

Table 19: Willesden Qualitative Responses

Q4b		PCT						
Poorly Maintained / dirty	23	32.86%						
Vandalism / Inappropriate Activities / safety	12	17.14%						
Non - existent / not enough	17	24.29%						
Poor Parking / access	1	1.43%						
Inadequate family facilities	4	5.71%						
Animals	1	1.43%						
Noise	1	1.43%						
Lacking basic facilities / not modern	4	5.71%						
swimming pool	4	5.71%						
crowded	1	1.43%						
poor but improvement shown	1	1.43%						
community spirit	1	1.43%						
	70	TRUE						
						Q7		PCT
						Football	1	4.76%
						Golf / pitch and putt / putting	1	4.76%

						tennis	3	14.29%	
						badminton	2	9.52%	
						gardening / housework	4	19.05%	
						horse riding - unspecified	2	9.52%	
						hockey - field	1	4.76%	
						martial arts / self defense	1	4.76%	
						yoga and other stretching	3	14.29%	
						fencing	1	4.76%	
						cricket	1	4.76%	
						baseball	1	4.76%	
							21	TRUE	
	Q8	PCT	Q9		PCT	Q9B		PCT	
	baseball	1	5.26%	badminton	1	10.00%	Cannons	2	6.06%
	climbing, mountaineering, caving	1	5.26%	fencing	2	20.00%	Fitness First	1	3.03%
	family activities	1	5.26%	golf	1	10.00%	School	1	3.03%
	fencing	2	10.53%	hockey	1	10.00%	Willesden S.C.	8	24.24%
	field hockey	1	5.26%	martial arts	1	10.00%	Dipontino F.C.	1	3.03%
	frisbee	2	10.53%	keep fit	2	20.00%	Queens Park Sharks	1	3.03%
	golf	3	15.79%	swimming	2	20.00%	Trent Park Equestrian	1	3.03%
	horse riding	1	5.26%				S.K.L.P.	1	3.03%
	keep fit	1	5.26%				Elmwood Lawn Tennis	1	3.03%
	sub aqua	1	5.26%				David Lloyd	2	6.06%

swimming	1	5.26%				Sale Park Fencing Club	1	3.03%
table tennis	1	5.26%				West Hampstead Hockey Club	1	3.03%
dance exercise	1	5.26%				Millesden Sports	1	3.03%
martial arts	1	5.26%				South Hampstead	1	3.03%
bowling	1	5.26%				Kohinoux Club	1	3.03%
						Oasis	1	3.03%
						Hampstead C.C.	2	6.06%
						Brondesbury Tennis	1	3.03%
						fighting Fit Fencing	1	3.03%
						Cygnets	1	3.03%
						King Godies	1	3.03%
						Hen Hampstead Cricket Ground	1	3.03%
						charteris	1	3.03%
TOTAL	19	TRUE		10	TRUE		33	TRUE
Q10		PCT	Q10b		PCT	Q11b		PCT
Community / church Hall	1	4.55%	friends	2	11.76%	safety	1	16.67%
country / coast	1	4.55%	history	2	11.76%	travel	1	16.67%
Cycling	1	4.55%	quality / variety	5	29.41%	unable	2	33.33%
home	3	13.64%	open space for activities	3	17.65%	schedule	2	33.33%
horse riding	1	4.55%	family activities	1	5.88%			
swimming pool	1	4.55%	class	1	5.88%			

Walking / running	4	18.18%	swimming pool	1	5.88%			
park	2	9.09%	closer, convenient	2	11.76%			
yoga and other stretching	5	22.73%						
class / martial arts	1	4.55%						
golf course	1	4.55%						
class / aerobics	1	4.55%						
TOTAL	22	TRUE		17	TRUE		6	TRUE
Q11c		PCT	Q12		PCT			
aerobics	8	5.23%	maintenance	1	4.00%			
athletic track	9	5.88%	cycle tracks	1	4.00%			
badminton	10	6.54%	organization	1	4.00%			
basketball	3	1.96%	pools	3	12.00%			
cricket	4	2.61%	security and safety	3	12.00%			
cycling	5	3.27%	organization	1	4.00%			
dance	5	3.27%	time	9	36.00%			
family activities	2	1.31%	family activities	2	8.00%			
football	8	5.23%	open hours	1	4.00%			
golf	2	1.31%	variety	2	8.00%			
keep fit	14	9.15%	money	1	4.00%			
horse riding	2	1.31%						
martial arts	2	1.31%						
netball	1	0.65%						
squash	7	4.58%						
swimming	32	20.92%						
table tennis	2	1.31%						
tennis	13	8.50%						
volleyball	2	1.31%						
walking	6	3.92%						

yoga and other stretching	12	7.84%						
climbing	1	0.65%						
rugby	1	0.65%						
youth center	1	0.65%						
baseball	1	0.65%						
TOTAL	153	TRUE		25	TRUE			
Q15		PCT						
bowling	1	1.54%						
cricket	1	1.54%						
paths	2	3.08%						
dancing	2	3.08%						
football pitches	4	6.15%						
golf	3	4.62%						
gym	3	4.62%						
horse	2	3.08%						
meditation / yoga	1	1.54%						
skating rinks	1	1.54%						
specialized clubs / community centre	12	18.46%						
swimming pool	11	16.92%						
tennis courts	2	3.08%						
playgrounds	4	6.15%						
basketball	1	1.54%						
climbing	1	1.54%						
martial arts	1	1.54%						
squash	2	3.08%						
table tennis	3	4.62%						
outdoor exercise	6	9.23%						
volleyball	1	1.54%						
skate park	1	1.54%						
TOTAL	65	TRUE						

Appendix F: Rother District Data

(From Appendix H)

Walking With an Average of 3 MPH

Time (mins)	Miles	Meters	Factor Reduction	Meters in straight line to be mapped
5	.25	400	40%	240
10	.5	800	40%	480
15	.75	1200	40%	720
20	1.0	1600	40%	960
25	1.25	2000	40%	1200
30	1.5	2400	40%	1440

Assumption

1.1 National Guidelines reduce actual distances into straight line distances by a 40% reduction. This is to allow for the fact that routes to open spaces are not straight line distances but more complex. The 40% reduction is based on robust research by the NPFA in numerous areas using a representative sample of pedestrian routes.

.....

PMP Recommendation	20 minute walk-time for outdoor sports facilities (1.6km).
PMP Justification	There is a relatively even split between walking and driving overall although a slight emphasis on walking for grass pitches and an emphasis on driving for bowling and golf. In line with ensuring sustainable transport choices, to account for the wide mix of outdoor sports facilities within the standard and to meet all expectations (driving expectations will be covered by a walk time standard), a walk time standard has therefore been set. The 75% threshold level overall for outdoor sports facilities is 16-20 minutes, with the exception of grass pitches (11-15 minutes). There is an even split between driving and walking, a walk-time standard of 20 minutes is set (above the 75% level on account of the high proportion of people who would travel by car, a 15 minute walk time is considered unrealistic). This should exclude golf and bowls. If required, a 20 minute drive-time is appropriate for this subcategory, reflecting the 75% threshold.

Appendix G: Interview Form

Club Name:

Location:

Date:

Section One: Club Information

1. Which is the main sport that your club caters to?
2. What are the fees for your club?

Section Two: Member Information

3. How many playing members does your club have?
4. What is the average age of your club members?
5. If you had to estimate the increase or decrease of members within the past 5 years (1 year, 6 months) what would it be?
6. Do you conduct any type of member satisfaction survey, if so what are the most recent results?

7. How far away do the majority of your members live, less than 5 miles, between 5 and 10 miles, or more than 10 miles?

Section Three: Club Facilities

8. Is your home pitch a Brent Council, Educational, or Private pitch.
9. If your pitch is educational is it open to the public?
10. How many pitches do you have for the main sport you cater to?
11. How many regular teams does your club field? Please explain how many of each sport played in your facility.
12. How would you rate your pitches for the following categories
good/adequate/inadequate/poor?

Size of pitch

Drainage of Pitch

Evenness of playing surface

Grass cover on pitch

Goal mouths

Markings

Overall Condition

13. Were any matches postponed within the last year due to poor conditions of pitches? If so, how many?

14. Which of the following facilities does your club have, and how well would you rate them?

Yes /No good/adequate/inadequate/poor

- Changing Rooms

- Showers

- Parking

- Toilets

- Clubhouse

- Spectator Facilities

- Secure Area to Store Kit

- Disabled Access

- Goalposts
- Practice or Training
Area Other than Pitch

15. In your Opinion what is the overall quality of your clubs pitches?
(good/adequate/inadequate/poor)

16. What about your pitch is in the most need of change or repair?

17. What do you think is your clubs best asset as far as facilities go?

18. Are there any plans to change or improve your facilities?

19. Anything else is terms of problems that you notice with your facilities?

Section Four: Other Clubs

20. How does your facility compare with surrounding sports facilities?

21. What type of pitch you feel other facilities do not have enough of?

22. How do you view the communities overall satisfaction level with the amount of facilities?

23. How do you view the communities overall satisfaction level with the quality of facilities?
24. Are there any plans to change or improve any surrounding facilities that you know of?
25. Have these changes been publicized?
26. Are other clubs nearby filled to capacity?

Section 5: Additional Information

27. Sports participation within the Borough of Brent is rather low, what do you believe the main cause of this could be?
28. Do you feel that improving the quality or the quantity of the facilities would most heavily affect sports participation in Brent?
29. What do you think Brent should do to encourage sports participation?
30. Any other questions or comments?

Appendix H: Public Football Pitch Booking

Football and Rugby Pitch Bookings

Table 20: Public Football Pitch Bookings

Ground	Pitch	Saturday	Saturday	Sunday	Sunday
Alrpton S/G	1 (L)	Willesden Constatine	Not In Use	Not In Use	Not In Use
Silver Jubilee	1 (L)	Not In Use	Not In Use	Springfield Youth	Springfield Youth
	2 (S)	Not In Use	Not In Use	Springfield Youth	Not In Use
	3 (S)	Not In Use	Not In Use	Springfield Youth	Not In Use
	7-a-side	Not In Use	Not In Use	Springfield Youth	Not In Use
	7-a-side	Not In Use	Not In Use	Springfield Youth	Not In Use
Gibbons Rec.	1 (L)	Not In Use	Not In Use	U.J.I.A	Not In Use
	2 (L)	Not In Use	Not In Use	F.C Roundwood	Not In Use
King Edwards V11 Park	1 (L)	Not In Use	Not In Use	Not In Use	Not In Use
	2 (L)	Not In Use	Not In Use	Not In Use	Not In Use
	JR (L)	Not In Use	Not In Use	Not In Use	Not In Use
	7-a-side	Not In Use	Not In Use	Not In Use	Not In Use
Nothwick Pk.	1 (L)	Old Uffingtonians	Not In Use	Spanish Arch	Not In Use
	2 (L) Gaelic/Football	Not In Use	Not In Use	Not In Use	Not In Use
	3 (L)	Old Salvatorians	Old Salvatorians	Sudbury Inn	Not In Use
	4 (L)	Old Salvatorians	Old Salvatorians	Noth Wembley Eagles	Not In Use
	5 (L)	Old Salvatorians	Old Salvatorians	Dutch Lions	Not In Use
	6 (S)	Not In Use	Not In Use	Not In Use	Not In Use
	7 (S)	Flying	Not In Use	A.C Carrera	Not In Use
	8 (L)	AMU F.C	Not In Use	Sals Bar	Not In Use
	9 (S)	Not In Use	Not In Use	North London Tara	Not In Use
	10 (S)	Not In Use	Not In Use	Broadway Celtic	Not In Use
	11 (L)	Not In Use	Not In Use	The Claddagh Ring	Not In Use
	12 (L)	Not In Use	Not In Use	Colindale F.C	Not In Use
	13 (S)	Not In Use	Not In Use	Kenton Maccabi	Not In Use
Tiverton Green	1 Gaelic	Parnells	Not In Use	Not In Use	Not In Use
	2 Gaelic	Parnells	Not In Use	Not In Use	Not In Use
Tiverton Green	1 Rugby	Kilburn Cosmos R.F.C	Not In Use	Not In Use	Not In Use
Vale Farm S.G	1 (L)	Not In Use	Not In Use	St Andrews	St Andrews
	7-a-side	Not In Use	Not In Use	Not In Use	Not In Use
	5 (S)	Old Manorians F.C	Old Manorians F.C	Kenton F.C	Not In Use
	4 (S)	Old Manorians F.C	Old Manorians F.C	Woodbridge Rovers F.C	Not In Use
Willesden S.C	1 (S)	Not In Use	Not In Use	Not In Use	Not In Use
Sudbury Court	2 (S)	Sudbury Court	Sudbury Court F.C	St Andrews	St Andrews

		F.C			
	3 (S)	Not In Use	Not In Use	Sudbury A.F.C	Not In Use
	7-a-side	Not In Use	Not In Use	St Andrews	St Andrews
	JR (S)	Not In Use	Not In Use	St Andrews	St Andrews
	7-a-side	Not In Use	Not In Use	St Andrews	St Andrews
Church Lane	1	Not In Use	Not In Use	Neasden Gaels	Neasden Gaels
Tokyington	1	Tokyington F.C	Not In Use	Not In Use	Not In Use
	1 (5-a-side)	St Raphaels	Not In Use	Not In Use	Not In Use
John Billam	1 (S)	Brent Schools F.A	Brent Schools F.A	Forest United	Forest United
	2 (S)	Brent Schools F.A	Brent Schools F.A	Forest United	Forest United
	1 JR	Brent Schools F.A	Not In Use	Not In Use	Not In Use
Roe Green	1	Alpha Omega	Not In Use	Not In Use	Not In Use

Cricket Pitch Bookings

Table 21: Public Cricket Pitch Bookings

Ground	Pitch	Saturday	Saturday	Sunday	Sunday
Northwick Pk.	1	Peshwa	Peshwa	Kingsbury C.C	Stanley C.C
	2	Not In Use	Kay Plus C.C	Hartom C.C	Not In Use
	3	Not In Use	Not In Use	Not In Use	Not In Use
Preston Park	1	Queensbury C.C	Kingsbury C.C	Dharmaj C.C	Regency C.C
Vale Fark S.G	1	Tamil United C.C	Tamil United C.C	Sri Lankan Cavliers C.C	Tamil United
	2	Not In Use	Muktajavin C.C	West Three C.C	Harrow Millenium C.C
Sudbury Court	1	United C.C	Not In Use	United C.C	United C.C

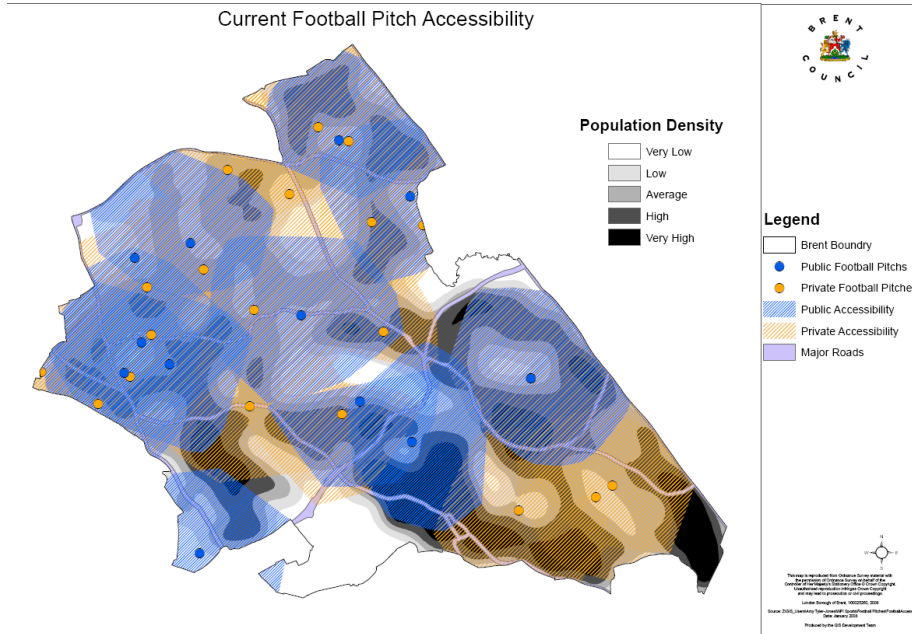


Figure 93: Football Accessibility Map

Cricket Pitch Maps

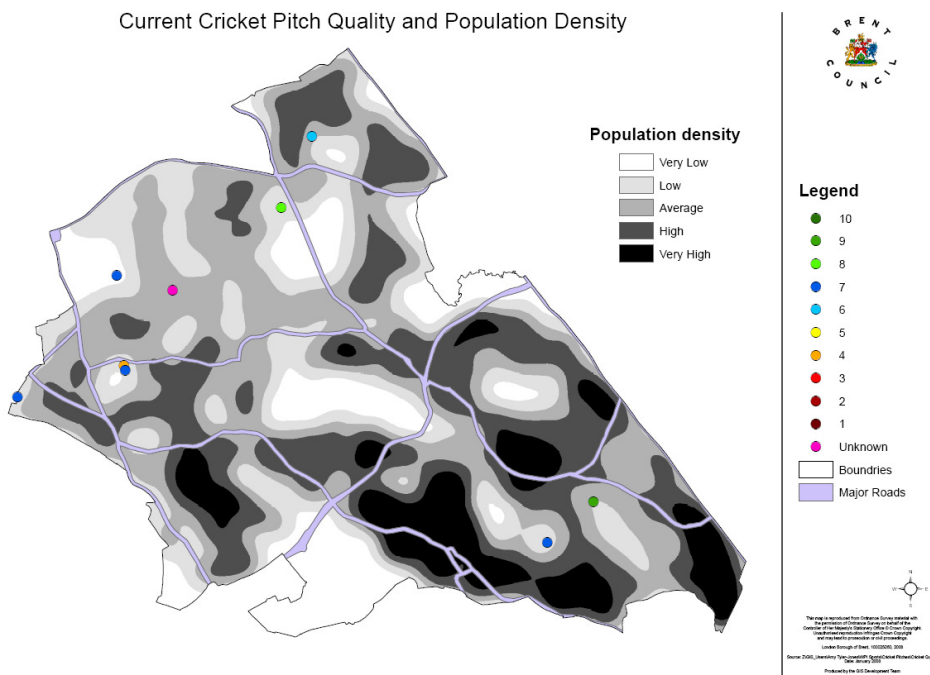


Figure 94: Cricket Quality Map

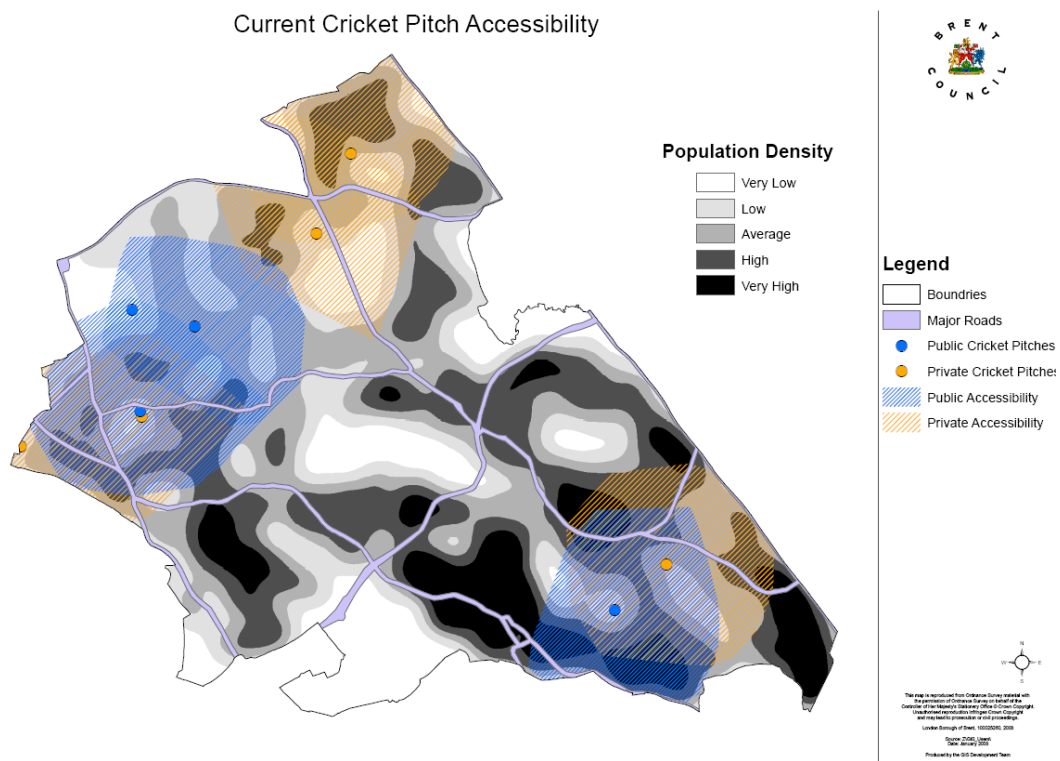


Figure 95: Cricket Accessibility Maps

Bowling Green Maps

Current Bowling Green Quality and Population Density

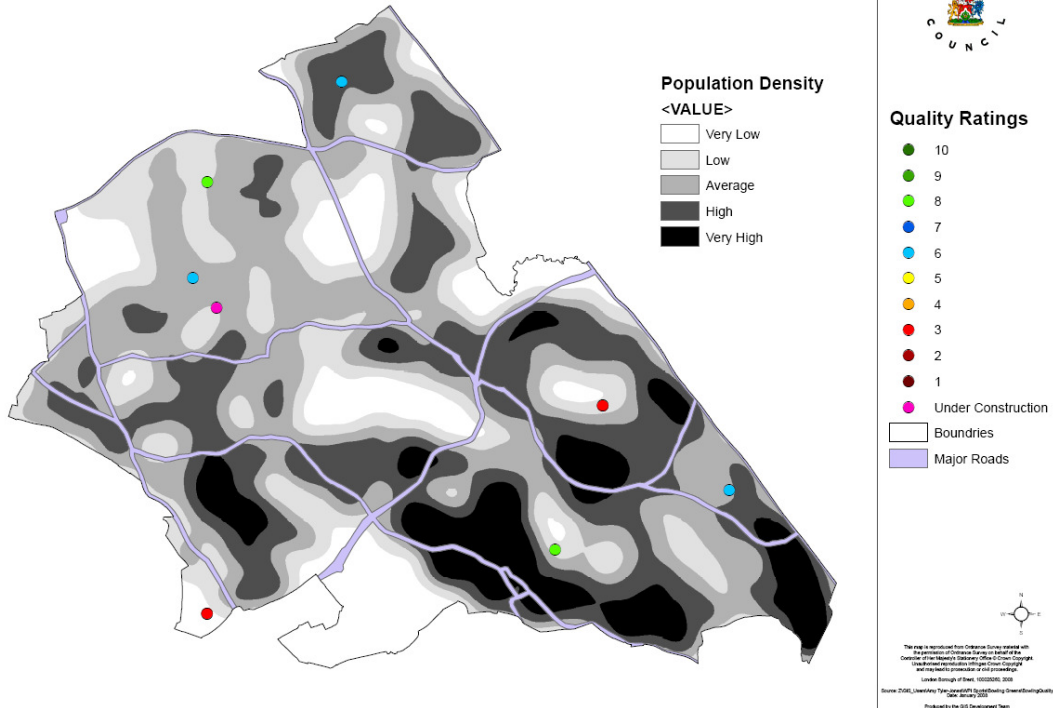


Figure 96: Bowling Green Quality Map

Current Bowling Green Accessibility

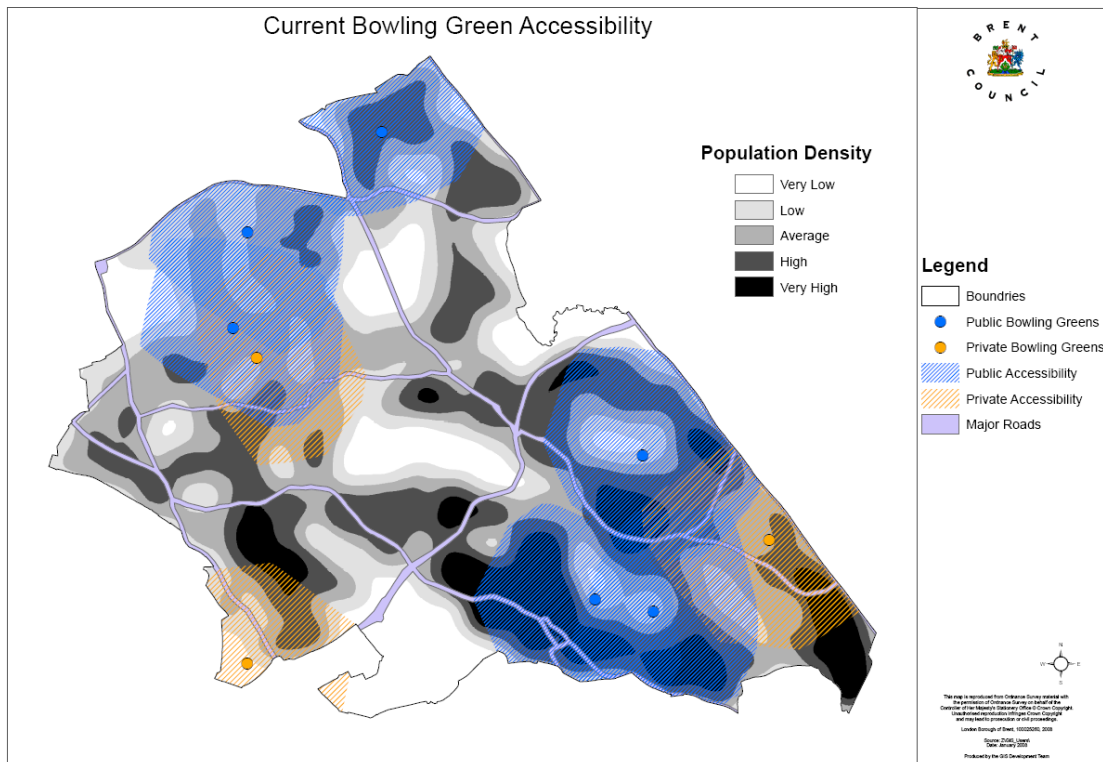


Figure 97: Bowling Green Accessibility Map

Tennis Court Maps

Current Tennis Court Quality and Population Density

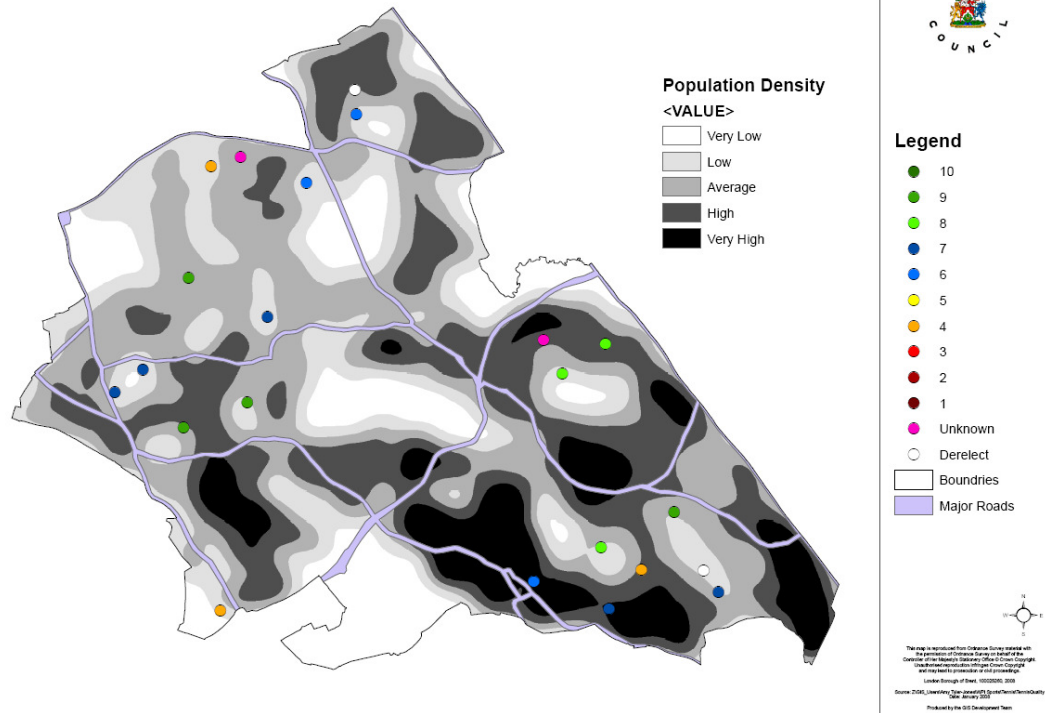


Figure 98: Tennis Court Quality Map

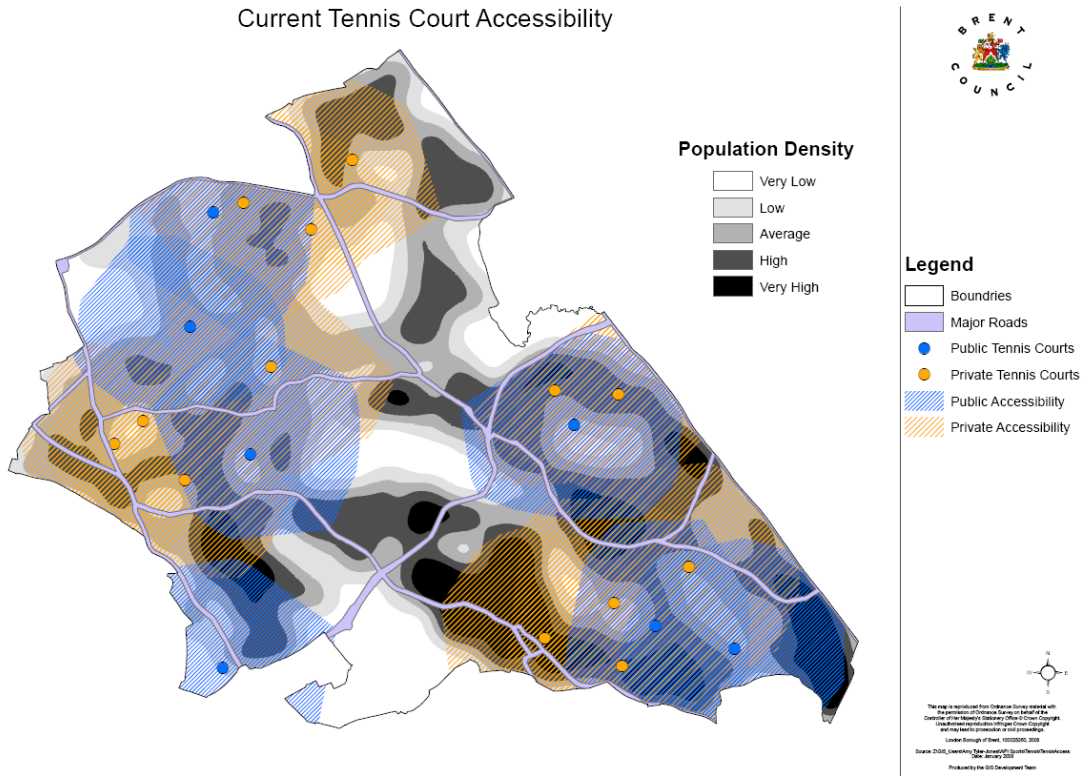


Figure 99: Tennis Court Accessibility Map

Multi Use Game Areas (MUGA) Maps

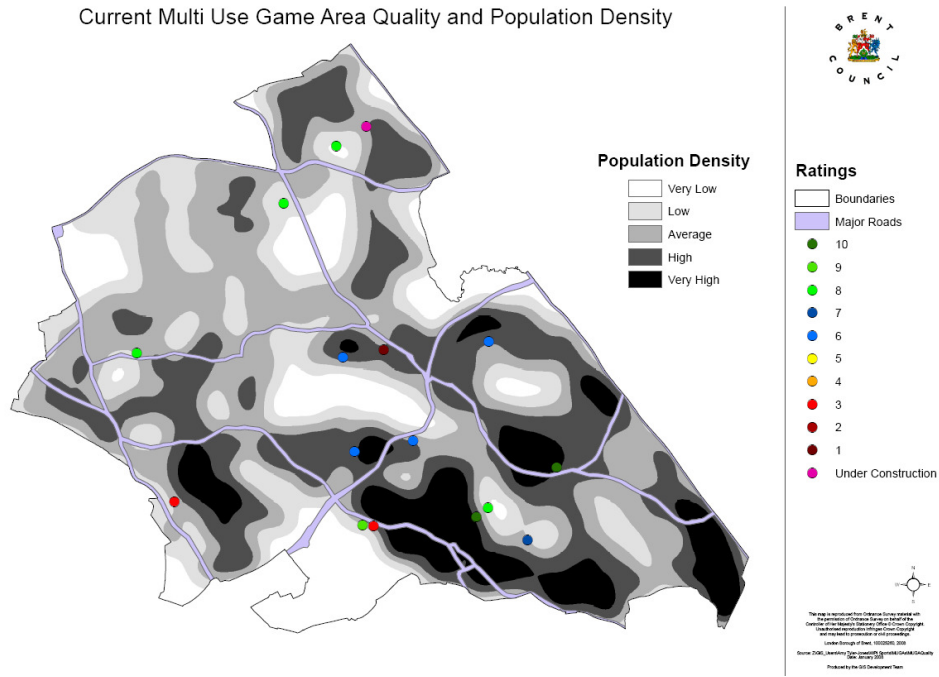


Figure 100: MUGA Quality Map

Current Multi Use Game Area Accessibility and Population Density

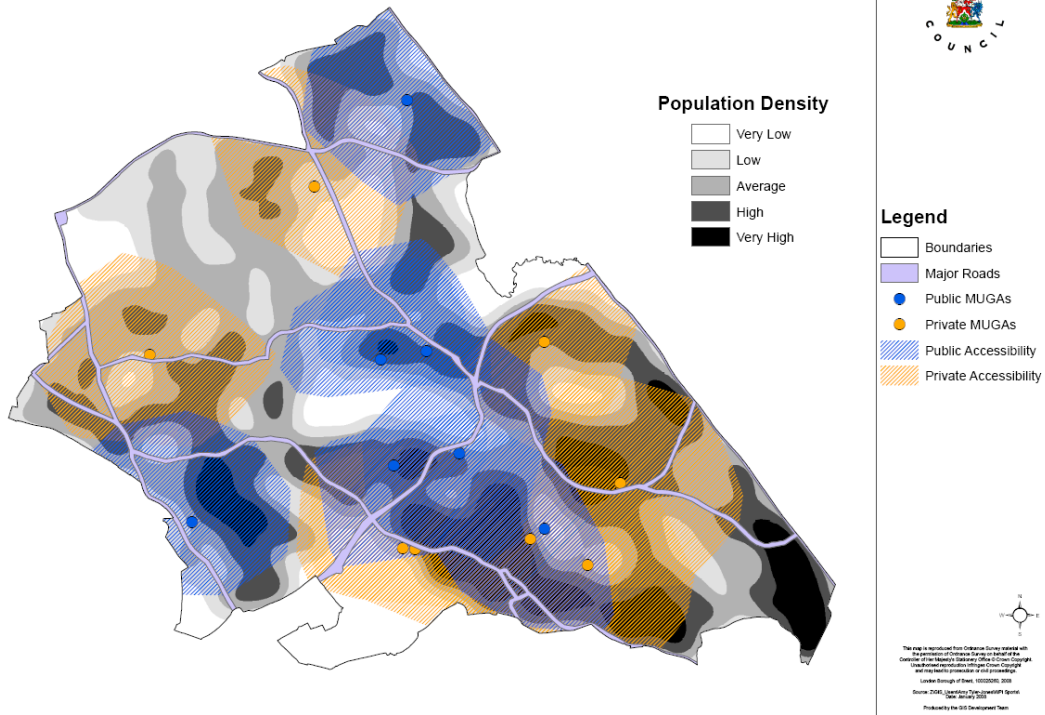


Figure 101: MUGA Accessibility Map

Synthetic Turf Pitches (STPs) Maps

Current Synthetic Turf Pitch Quality and Population Density

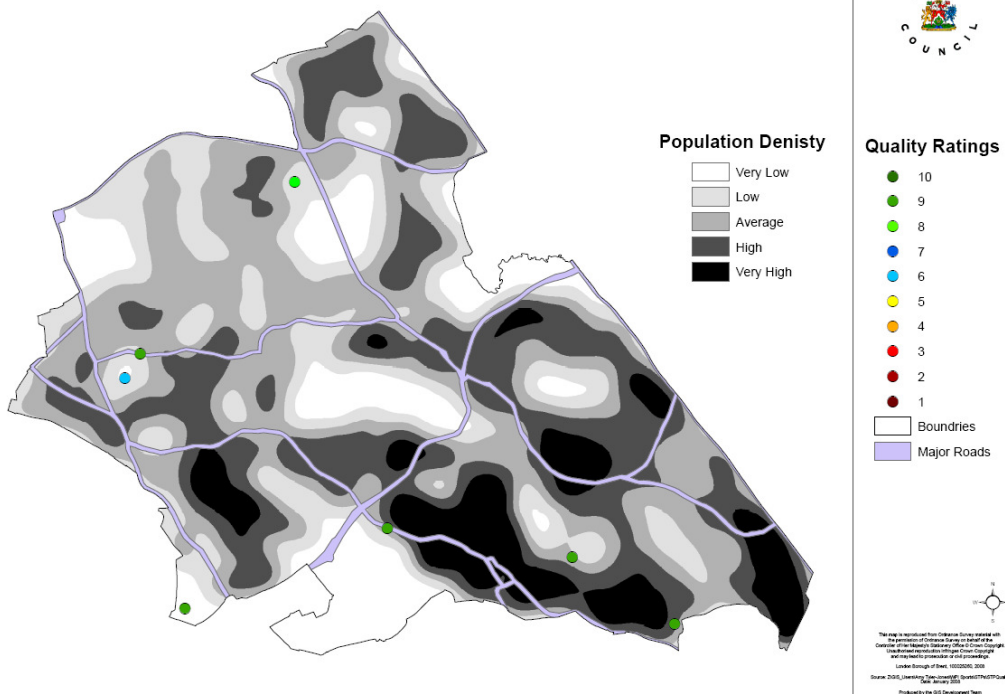


Figure 102: STP Quality Map

Current Synthetic Turf Pitch Accessibility and Population Density

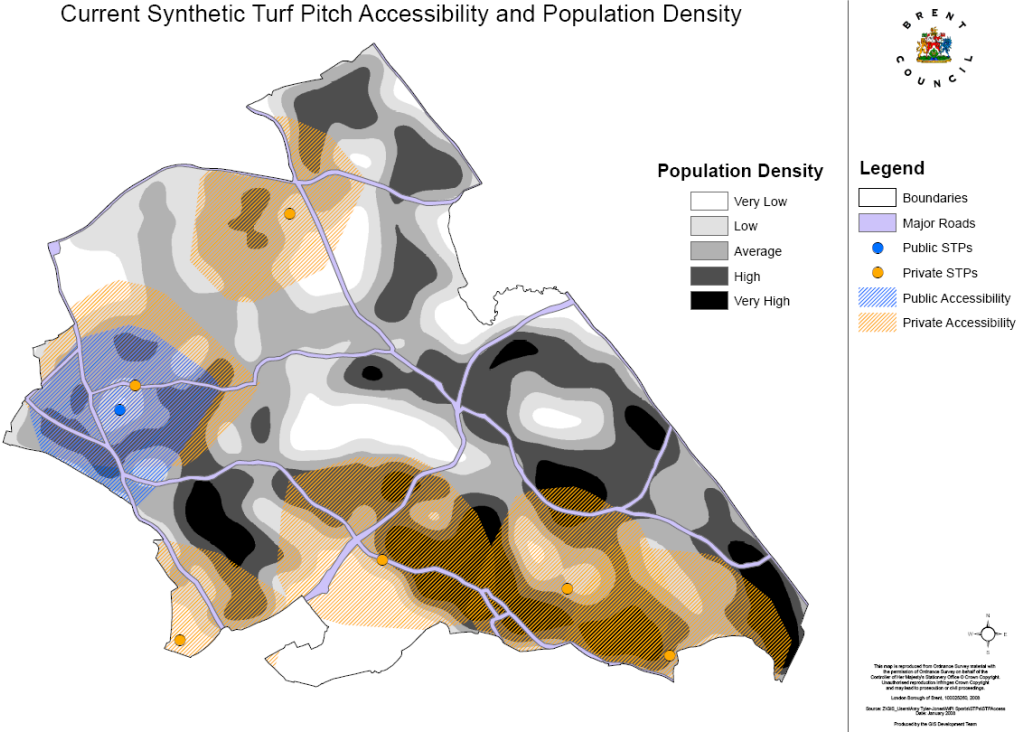


Figure 103: STP Accessibility Map

Appendix J: Active Peoples Survey

Note: The following is a copy of the Active People Survey Two format. However, there are few differences between the two to ensue consistency between all the different years the survey is done. Differences between Active People Surveys one and two are highlighted. The following questions were asked to participants over the phone

QUESTION CONTENT	WHO IS ASKED THE QUESTION?	RATIONALE BEHIND THE QUESTION
<p>INTRODUCTION</p> <p>Good afternoon / evening. My name is [XXX YYY] calling from Ipsos MORI – the independent research organisation. We are carrying out a survey about people’s leisure and recreational activities. This important study will be used by Local Authorities and your opinions may help to shape local services in the future.</p>	<p>This “introduction” is used for everybody answering the initial telephone call.</p>	<p>The introduction sets out the broad purpose of the survey and is designed to capture the interest of the listener and encourage them to continue with the survey conversation.</p> <p>For many potential respondents the word ‘sport’ and references to ‘Sport England’ will discourage their continuation and therefore they are avoided. Similarly no reference is made to the use of the results by the ‘Government’. The emphasis on influencing ‘local services’ is felt to be the most important encouragement to continue with the survey.</p>

<p><i>IF NECESSARY ADD:</i></p> <p>The interview will take up to 20 minutes. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.</p>		
<p>LANGUAGE</p> <p>English (proceed with Interview)</p> <p>Urdu (close and reissue)</p> <p>Hindi (close and reissue)</p>	<p>The language being spoken is coded for all interviews.</p>	<p>Households with no one able to speak English are re-issued at a later date for foreign language interviewing.</p>

<p>Gujarati (close and reissue)</p> <p>Asian Not Known (close and reissue)</p> <p>Other (Specify and close)</p>		
<p>QUESTION ONLY FOR SAMPLE FLAGGED AS BORDER AREA</p> <p>The survey covers only England so can I just check whether you live in England?</p>	<p>All “flagged” telephone numbers.</p>	<p>For some border areas close to Wales and Scotland, the telephone number being issued in the sample has been “flagged” to ensure the interview is not continued with anyone living outside English Local Authority boundaries.</p>

<p>To make sure we speak to a good cross section of the public can you please tell me how many people aged 16 or over currently live in your household including yourself?</p>	<p>All people initially answering the telephone call and being willing to continue.</p>	<p>This enables the selection of a “random respondent” to be the subject of the survey in households with more than one person and also screens out business numbers and calls answered by people not living in the household.</p> <p>If this is a single person household, the survey will continue with the “respondent” or a call-back appointment time will be made.</p>
<p>Thinking only about these people aged 16 or over who has the next birthday?</p> <p>IF NECESSARY SAY THE PERSON WITH THE NEXT BIRTHDAY IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND</p>	<p>All people initially answering the telephone call living in households with more than one person.</p>	<p>The “next birthday rule” is a conventional market research methodology to ensure the random selection of respondents within households to achieve a representative sample of adults in England.</p> <p>If the person with the next birthday answers the initial telephone call, the interview continues or a call-back appointment time is made.</p>

<p>Please can I take the person's name?</p>	<p>All people initially answering the telephone call living in households with more than one person who do not have the next birthday in the household.</p>	<p>The person's name is taken at this stage. This enables any call-back interviewer to ask directly for the selected respondent should the selected respondent not be available to continue the survey on this occasion.</p>
<p>May I speak to that person?</p>	<p>All people initially answering the telephone call living in households with more than one person who do not have the next birthday in the household.</p>	<p>The aim is to complete the interview with the "selected respondent" whenever possible during the first telephone call.</p>
<p>We may arrange for another interviewer to call in the next few days, can you please tell me what language this person</p>	<p>All households where the "selected respondent" is not available or unable to complete the survey at the time of the first telephone.</p>	<p>The interviewer will try to get as much information at this stage about the potential respondent and will try to get a future appointment time to call back. If the selected respondent does not speak English, a foreign language</p>

<p>speaks?</p>		<p>interview will be arranged.</p>
<p>MAIN SURVEY BEGINS WITH WALKING</p> <p>Firstly, I would like you to think about all the walking you have done. Please include any country walks, walking to and from work or the shops and any other walks you may have done. Please exclude time spent walking around shops.</p> <p>In the <u>last four weeks</u>, that is since [^INSERT^] have you done at least one continuous walk lasting <u>at least 5 minutes</u>?</p>	<p>All selected respondents.</p>	<p>This question prompts the respondent to think about all the types of walking that they may have done for pleasure or to get from place to place, apart from “walking around shops”. However, the main purpose of the “five minute” time duration is to screen out from further questions about walking all those people who have been unable to walk during the past four weeks for whatever reason.</p>

In the <u>last four weeks</u> , that is since [^INSERT^] have you done at least one continuous walk lasting <u>at least 30 minutes</u> ?	All selected respondents able to walk.	The Key Performance Indicator (KPI) for participation requires any walking activity to be of at least 30 minutes duration on each activity occasion to be eligible.
On how many days in the last four weeks have you walked for at least 30 minutes?	All selected respondents doing at least one continuous walk lasting 30 minutes in the last four weeks.	The KPI for participation requires any eligible activity to be carried out on an average of at least three separate days each week, so the number of days on which walking occurs need to be recorded.
How would you describe your usual walking pace?	All selected respondents doing at least one continuous walk lasting 30 minutes in the last four	The KPI for participation requires any eligible activity to be usually carried out at “a moderate intensity”. Walking carried out only at a slow or steady

<p><i>SINGLE CODE. READ OUT LIST.</i></p> <p>A slow pace</p> <p>A steady average pace</p> <p>A fairly brisk pace</p> <p>A fast pace</p> <p>Don't know</p>	<p>weeks.</p>	<p>average pace is not considered to be of a moderate intensity. Therefore, any walking activity which is <i>not</i> in this category will not be included in later questions relating to this KPI.</p>
<p>You said that you had walked for 30 minutes on [<i>NUMBER OF DAYS</i>] in <u>the last four weeks</u>. Can I ask, on how many of those days were you walking for the purpose of health or recreation not just to get from place to place. Again please exclude time spent walking around shops?</p>	<p>All selected respondents doing at least one continuous walk lasting 30 minutes in the last four weeks.</p>	<p>The KPI for participation only includes walking where the purpose of the walk is explicitly for health or recreational purposes, and not just necessary to get from place to place. Therefore, any walking <i>not</i> in this category will not be included in later questions relating to this KPI.</p>

<p>CYCLING</p> <p>I would now like you to think about any cycling you may have done. Please include any casual cycling in your local area, any cycling in the countryside or on cycling routes, cycling to or from work or any competitive cycling.</p> <p>In the <i>last four weeks, that is since</i> <u>[^INSERT^]</u> have you done at least one continuous cycle ride lasting at least <i>30 minutes?</i></p>	<p>All selected respondents.</p>	<p>This question prompts the respondent to think about all the types of cycling they may have done for pleasure or to get from place to place. As with the walking questions, the KPI for participation requires any cycling activity to be of at least 30 minutes duration on each activity occasion.</p>
<p>On how many days in the last four weeks have you cycled for at least 30 minutes?</p>	<p>All selected respondents doing at least one continuous cycle ride lasting 30 minutes in the last four weeks.</p>	<p>As with the walking question, the KPI for participation requires any eligible activity to be carried out on an average of at least three separate days each week so the number of days on which cycling occurs needs to be recorded.</p>

<p>You said that you had cycled for 30 minutes on <u>[^NUMBER OF DAYS^] in the last four weeks</u>. Can I ask, on how many of those days were you cycling for the purpose of health, recreation, training or competition not to get from place to place?</p>	<p>All selected respondents doing at least one continuous cycle ride lasting 30 minutes in the last four weeks.</p>	<p>The KPI for participation only includes cycling where the purpose of the cycle ride is explicitly for health, recreation, training or competitive purposes, and not just necessary to get from place to place. Therefore, any cycling <i>not</i> in this category will not be included in later questions relating to this KPI.</p>
<p>During the last four weeks, was the effort you put into recreational cycling usually enough to raise your breathing rate?</p>	<p>All selected respondents doing at least one continuous cycle ride for health, recreation training or competition lasting 30 minutes in the last four weeks.</p>	<p>The KPI for participation requires any eligible activity to be usually carried out at “a moderate intensity”. Any cycling carried out where the effort is <i>not usually enough</i> to raise the cyclist’s breathing rate is not considered to be of a moderate intensity. Therefore, any cycling activity which is <i>not</i> in this category will not be included in later questions relating to this KPI.</p>
<p>During the last four weeks, was the effort</p>	<p>All selected respondents doing at least one</p>	<p>Cycling is an activity that can be done at a moderate intensity or at a</p>

<p>you put into recreational cycling usually enough to make you out of breath or sweat?</p>	<p>continuous cycle ride for health, recreation, training or competition lasting 30 minutes in the last four weeks.</p>	<p>vigorous intensity, depending on the effort. The definition of vigorous activity is one that makes the respondent out of breath or sweaty/perspiring.</p> <p>Activities done at a “vigorous level” are used in some definitions of activity levels and therefore this information is being recorded</p>
<p>SPORTS AND RECREATION</p> <p>I have already asked you about walking and cycling. I would now like to ask you about other types of sport and recreational physical activity you may have done.</p> <p>Please think about all the activities you did, <i>in the last four weeks</i>, whether for competition, training or receiving tuition, socially, casually or for health and fitness, but <u>do not include any teaching</u>.</p>	<p>All selected respondents.</p>	<p>This question asks the respondent to think about any sport or recreational physical activity they may have done in the last four weeks and attempts to ensure the respondent thinks about all the different circumstances in which these activities may have taken place.</p>

<p><u>coaching or refereeing you may have done.</u></p> <p>So thinking about <i>the last four weeks</i>, <i>that is since [^INSERT^]</i>, did you do any sporting or recreational physical activity?</p>		
<p>What have you done?</p> <p><i>RESPONSE CODED FROM DATABASE</i></p> <p><i>PROMPT AFTER EACH ANSWER</i></p> <p>What else?</p>	<p>All selected respondents doing at least one physical activity in the last four weeks.</p>	<p>The interviewer has access to a sophisticated CATI database at this stage. The database includes an individual code for over 250 activities. The database also includes a list of activities which may be considered by the respondent as “recreational physical activity”, but which are not considered to be within the remit of the KPI for participation. These typically include activities such as card and board games, pub pastimes, virtual and computer games, crafts, gardening, DIY and activities which are part of the “arts” remit, including dancing and related performance activities.</p> <p>Any reference to any of these activities is coded in such a way as to omit them from the later questions relating to the KPI for participation. Any <i>‘other activities’</i> not on the database are recorded separately and treated as</p>

		if they were eligible activities.
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The questions within the shaded part of the next section of this table

are asked for each eligible activity in turn, subject to the explanations set out below.

On how many days in the last four weeks have you done [^INSERT ACTIVITY^]	All selected respondents doing an activity that is considered to fall within the remit of the KPI for participation.	As with the walking and cycling, the KPI for participation requires any eligible activity to be carried out on an average of at least three separate days each week so the number of days on which <i>each</i> of the activities takes place needs to be recorded.
And how long do you USUALLY do [^INSERT ACTIVITY ^] for?	All selected respondents doing an activity that is considered to fall within the remit of the KPI for participation.	As with the walking and cycling, the KPI for participation requires any of the eligible activities to be of at least 30 minutes duration on each activity occasion to be eligible, so the usual duration for <i>each</i> of the activities needs to be recorded.

<p>During the last four weeks, was the effort you put into [^INSERT ACTIVITY ^] usually enough to raise your breathing rate?</p>	<p>All selected respondents doing an activity which is considered to fall within the remit of the KPI for participation, but which could potentially <i>not</i> be carried out at levels of at least a “moderate” intensity.</p>	<p>As with walking and cycling, only activities that are usually carried out at ‘at least moderate’ intensity are eligible for the KPI for participation. Therefore, as with cycling, any activities that are not carried out at an intensity usually enough to raise the respondent’s breathing rate will not be included in later questions relating to this KPI.</p> <p>However, many activities are considered to be <i>automatically at least moderate intensity</i> and this question is not asked of those activities.</p>
<p>During the last four weeks, was the effort you put into [^INSERT ACTIVITY^] usually enough to make you out of breath or sweat?</p>	<p>All selected respondents doing an activity which is considered to fall within the remit of the KPI for participation, but which could potentially be carried out at a “moderate” or ‘vigorous’ intensity</p>	<p>This question determines those activities that are carried out <i>only</i> at a moderate level by the respondent and those that are carried out at a vigorous level. Some measures of activity levels relate to ‘vigorous activity’ and therefore it is being recorded. The definition of vigorous activity is one that makes the respondent out of breath or sweaty/perspiring.</p> <p>However, as with the previous question, many activities are considered to be <i>automatically vigorous intensity</i> and this question is not asked of those activities.</p>

<p>Thinking about the [^INSERT ACTIVITIES LIST [and] [RECREATIONAL WALKING] [and] [RECREATIONAL CYCLING^] you have done in the last four weeks.</p> <p>Can I ask on how <u>many days</u> in the last four weeks, in total, did you do <u>at least one</u> of these activities for at least 30 minutes?</p>	<p>All selected respondents doing <i>at least one eligible activity within the remit of the KPI for participation</i> for at least 30 minutes duration of moderate intensity activity, including recreational walking and recreational cycling where these are carried out at moderate intensity.</p>	<p>This is the key question for determining the level of activity for measuring the KPI for participation.</p> <p>The question is designed to initially remind the respondent of all of the activities that they have mentioned that are eligible within the KPI for participation. The CATI system allows the interviewer to read back this list of activities in the introductory sentence.</p> <p>The question then goes on to record on how many separate days in the last four weeks the respondent carried out at least one of these activities. Individual days where more than one activity occasion are carried out are counted as a <i>single separate activity day</i> for the purposes of the KPI for participation.</p>
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<p>CLUB MEMBERSHIP</p> <p>Over the past <u>four weeks</u> have you been a member of a club, particularly so that you can participate in any sports or recreational physical activities?</p> <p>Please do not include any [^INSERT EXCLUDED ACTIVITIES MENTIONED^] club membership.</p> <p>COULD BE A HEALTH/ FITNESS CLUB, SOCIAL CLUB (EMPLOYEES/ YOUTH CLUB, PUB TEAM), SPORTS CLUB OR OTHER CLUB</p>	<p>All selected respondents.</p>	<p>This question records the levels of club membership for that KPI, but <i>specifically excludes</i> any activities previously mentioned which are not considered to be within the remit of the KPI for participation.</p>
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<p>CLUB MEMBERSHIP</p> <p>What type of club?</p> <p>Health/fitness club</p> <p>Social club (e.g. employees club, youth club, pub team)</p> <p>Sports club</p> <p>Other type of club – DO NOT READ OUT (CODE OTHER AND ENTER VERBATIM)</p> <p><i>READ OUT LIST AND CODE ALL THAT APPLY</i></p>	<p>All selected respondents who have been a member of a club in the last four weeks</p>	<p>This question records which type of club: a health/fitness club, a social club, a sports club, or another type of club.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>

<p>CLUB MEMBERSHIP</p> <p>Which sports or recreational physical activities do you take part in as a member of a sports club?</p> <p><i>DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT SAYS 'GOING TO A GYM' ENTER 'GYM'.</i></p> <p><i>IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</i></p> <p><i>PROMPT: WHAT ELSE?</i></p>	<p>All selected respondents who stated they were members of a <i>sports club</i> (not other types of clubs)</p>	<p>This question records which sports people take part in as part of a sports club.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>
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<p>COMPETITION</p> <p>Now thinking about the <u>last 12 months</u>, have you taken part in any organised competition for any sports or recreational physical activities? Please do not include any teaching, coaching or refereeing.</p>	<p>All selected respondents.</p>	<p>This question records the levels of competitive activity for that KPI.</p>
<p>COMPETITION</p> <p>Which sports or recreational physical activities have you taken part in organised competition for?</p> <p><i>DO NOT PROMPT. CODE ALL</i></p>	<p>All selected respondents who have taken part in organised competition in the last 12 months</p>	<p>This question records which sports respondents have taken part in organised competition for.</p>

<p><i>MENTIONED</i></p>		<p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>
<p>INSTRUCTION OR COACHING</p> <p>Again thinking about the <u>last 12 months</u>, have you received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities?</p> <p><i>THIS IS RESTRICTED TO FORMAL COACHING OR INSTRUCTION AND DOES NOT INCLUDE, FOR EXAMPLE, INFORMAL COACHING OR ADVICE RECEIVED FROM FAMILY MEMBERS OR FRIENDS.</i></p>	<p>All selected respondents.</p>	<p>This question records the levels of instruction or coaching for that KPI.</p>

<p>INSTRUCTION OR COACHING</p> <p>Which spots of recreational physical activities have you received tuition from an instructor or coach for in the last 12 months?</p> <p><i>DO NOT PROMPT. CODE ALL MENTIONED.</i></p>	<p>All selected respondents who have received tuition from an instructor or coach in the last 12 months</p>	<p>This question records which sports respondents have received tuition from an instructor or coach for.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>
<p>VOLUNTEERING</p> <p>I would now like to ask you a couple of questions about sports volunteering you may have done. That is sports voluntary work without receiving any payment except to cover expenses. When</p>	<p>All selected respondents.</p>	<p>This question records those respondents who have done some volunteering in sport during the past four weeks as part of the information need for that KPI.</p>

<p>answering the questions, please think about <u>all</u> sports voluntary activity.</p> <p>This could be organising or helping to run an event, campaigning/raising money/providing transport or driving/ taking part in a sponsored event/ coaching, tuition, mentoring etc.</p> <p>This does not include time spent solely supporting your own family members.</p> <p>So during the <u>last 4 weeks, that is since (^INSERT^)</u> have you done any sports voluntary work?</p>		
<p>During the <u>last four weeks</u> that is since (INSERT) how much time have you spent on voluntary sports work?</p>	<p>All respondents doing some volunteering in sport.</p>	<p>The volunteering KPI relates to the proportion of the population who have done an average of at least one hour of volunteering each week, and therefore the time spent on volunteering in sport needs to be recorded.</p>

<p>OVERALL SPORTS PROVISION</p> <p>How would you rate your level of OVERALL satisfaction with sports provision in your local area?</p> <p>READ OUT LIST. SINGLE CODE</p> <p>Very satisfied</p> <p>Fairly satisfied</p> <p>Neither satisfied or dissatisfied</p>	<p>All selected respondents.</p>	<p>This question records the overall levels of satisfaction with sporting provision in the respondent's 'local area' for that KPI.</p>

<p>Fairly dissatisfied</p> <p>Very dissatisfied</p> <p>No opinion/not stated</p>		
<p>LIKELIHOOD TO DO MORE SPORT</p> <p>Would you like to do more sport or recreational physical activity than you do at the moment?</p> <p>Yes</p> <p>No</p>	<p>All selected respondents</p>	<p>This question records whether respondents would like to do more sport than they currently do. This will highlight 'latent demand', i.e. those who would actually like to do more.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>

<p>Don't know</p> <p>[ASKED OF HALF THE SAMPLE]</p>		
<p>LIKELIHOOD TO DO MORE SPORT</p> <p>Which one sport or recreational physical activity would you most like to do, or to do more often?</p> <p><i>SINGLE CODE</i></p>	<p>All selected respondents who would like to do more sport or recreational physical activity than they do at the moment.</p>	<p>This question records, of those who would like to do more sport or recreational physical activity, what they would like to do.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>
<p>DEMOGRAPHICS</p>		

<p>I would like to finish the survey by asking you a few questions about you and your household.</p> <p>Gender</p> <p><i>DO NOT READ OUT. CODE GENDER.</i></p>	<p>All selected respondents.</p>	<p>The remainder of the questions relate to the demographics of the respondent and his/her household.</p> <p>Gender demographics.</p>
<p>How old are you?</p> <p><i>ASK IF REFUSED</i></p> <p>Then can you tell me which age band you</p>	<p>All selected respondents</p>	<p>Age demographics</p>

<p>fall into?</p> <p><i>READ OUT LIST. SINGLE CODE.</i></p> <p>16 to 24</p> <p>25 to 34</p> <p>35 to 44</p> <p>45 to 54</p> <p>55 to 64</p> <p>65 to 74</p> <p>75 to 84</p> <p>85+</p> <p>Which of these ethnic groups do you</p>	<p>All selected respondents.</p>	<p>Ethnic group demographics.</p>
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consider you belong to?

READ OUT. SINGLE CODE.

White

Mixed

Asian or Asian British

Black or Black British

Chinese or other ethnic group

Refused

IF (WHITE) ASK.

And which of these ethnic groups do you consider you belong to?

READ OUT. SINGLE CODE

White – British

White - Irish

White – Other White Background –
please specify

IF (MIXED) ASK.

And which of these ethnic groups do you
consider you belong to?

READ OUT. SINGLE CODE

Mixed – White and Black Caribbean

Mixed – White and Black African

Mixed – White and Asian

<p>Mixed – Any Other Mixed Background – please specify</p> <p><i>IF (ASIAN OR ASIAN BRITISH) ASK.</i></p> <p>And which of these ethnic groups do you consider you belong to?</p> <p><i>READ OUT. SINGLE CODE</i></p> <p>Asian or Asian British – Indian</p> <p>Asian or Asian British – Pakistani</p> <p>Asian or Asian British – Bangladeshi</p> <p>Asian or Asian British – Other Asian Background – please specify</p>		
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IF (BLACK OR BLACK BRITISH) ASK.

And which of these ethnic groups do you consider you belong to?

READ OUT. SINGLE CODE

Black or Black British – Caribbean

Black or Black British – African

Black or Black British – Other Black
Background

*IF CHINESE OR OTHER ETHNIC
GROUP ASK*

TO SPECIFY

<p>Now thinking about your education.</p> <p>At what age did you finish your continuous full-time education at school or college?</p> <p><i>READ OUT. SINGLE CODE.</i></p> <p>Not yet finished</p> <p>Never went to school</p> <p>14 or under</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p>	<p>All selected respondents.</p>	<p>Educational attainment demographics.</p>

<p>21 or over</p> <p>Don't know</p> <p>Refused</p> <p>What is the highest qualification you have obtained up to now?</p>	<p>All selected respondents.</p>	
<p>At what stage of your full time education are you at? <i>READ OUT, SINGLE CODE</i></p> <p>At school in Year 11</p> <p>At school in 6th form</p> <p>At 6th form college</p> <p>At a further education college</p> <p>At a University or other higher education institution</p>	<p>All respondents who have not yet finished their continuous full-time education at school or college</p>	<p>The Stage of education.</p> <p>THIS QUESTION WAS ADDED INTO THE 2007/8 SURVEY</p>

<p>Don't know</p> <p>Refused</p>		
<p>Is the accommodation you live in...?</p> <p><i>READ OUT AND STOP WHEN GIVEN AN ANSWER. PROBE AS NECESSARY. SINGLE CODE.</i></p> <p>Owned outright</p> <p>Owned, with mortgage</p> <p>Rented from Council</p> <p>Rented from housing association</p> <p>Rented with job/business</p> <p>Rented privately, unfurnished</p> <p>Rented privately, furnished</p> <p>Free – comes with job or part of pay package</p>	<p>All selected respondents.</p>	<p>Household demographics.</p>

Other		
<p>Is there a car or van normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or members of household</p> <p><i>ASK IF YES</i></p> <p>How many?</p>	<p>All selected respondents.</p>	<p>Car ownership demographics.</p>
<p>Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.</p> <p>ASK IF YES</p> <p>Does this illness or disability limit your activities in any way?</p>	<p>All selected respondents.</p> <p>All selected respondents with a long-standing</p>	<p>Disability and long-term illness demographics.</p>

	illness, disability or infirmity.	
<p>What is your current working status?</p> <p><i>DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED. SINGLE CODE MAIN STATUS</i></p> <p>What does [did] the firm/organisation you work [worked] for mainly make or do at the place where you work [worked]?</p> <p>What was your main job in the week ending last Sunday [your last main job]?</p>	<p>All selected respondents.</p> <p>All selected respondents.</p> <p>All selected respondents.</p>	<p>Employment and social class demographics.</p> <p>This long series of questions are necessary to allow coding for the new NS-SEC classification.</p>

<p>What do [did] you mainly do in your job?</p> <p>What qualifications are required for your job?</p> <p>Are (were) you working as an employee or are (were) you self-employed?</p> <p>In your job do (did) you have any formal responsibility for supervising the work of other employees?</p> <p><i>PLEASE DO NOT INCLUDE SUPERVISORS OF CHILDREN E.G. TEACHERS, NANNIES, CHILD MINDERS, SUPERVISORS OF ANIMALS, OR PEOPLE WHO</i></p>	<p>All selected respondents.</p> <p>All selected respondents.</p> <p>All selected respondents.</p> <p>All selected respondents.</p>	
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<p><i>SUPERVISE SECURITY OR BUILDINGS ONLY</i></p> <p>How many employees [are there / were there] at the place where you [work/ worked]?</p> <p>How many employees are [were] you responsible for?</p> <p>ASK IF SELF EMPLOYED</p> <p>[Are [were] you working on your own or do (did) you have employees?</p> <p>ASK IF HAVE EMPLOYEES</p> <p>How many people do (did) you employ at the place where you work [worked]?</p>	<p>All selected respondents.</p> <p>All selected respondents.</p> <p>All self-employed respondents.</p>	
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<p>ASK IF MORE THAN ONE PERSON IN THE HOUSEHOLD TO IDENTIFY HOUSEHOLD REFERENCE PERSON</p> <p>Is the property you live in owned or rented in your name or someone else's?</p> <p><i>ALL EMPLOYMENT QUESTIONS ARE REPEATED FOR HOUSEHOLD REFERENCE PERSON WHERE THIS IS NOT THE RESPONDENT.</i></p>	<p>All self-employed respondents.</p> <p>Selected respondents living in al household with more than one person.</p>	
<p>We want to know if income affects people's ability to participate in various sporting activities. Is your total household income, that is income from all sources, before tax and other deductions above or</p>	<p>All selected respondents.</p>	<p>Household income demographics.</p>

<p>below £26,000?</p> <p><i>IF RESPONDENT SAYS HIGHER ASK WHETHER INCOME IS ABOVE OR BELOW £41,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS. IF RESPONDENT SAYS LOWER THEN ASK WHETHER INCOME IS ABOVE OR BELOW £15,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS SINGLE CODE.</i></p>		
<p>ADDRESS DETAILS</p>		

<p>Can I take your full postcode?</p> <p>This is (display address), Is this correct?</p> <p>Please can you give me your house name or number?</p>	<p>All selected respondents.</p> <p>All selected respondents.</p> <p>All selected respondents.</p>	<p>The respondent's postcode will be used to collect information on which Local Authority the respondent lives in.</p> <p>The Postcode Database is used to confirm that the Postcode given matches the correct address for the second part of the question</p>
<p>Please can you tell me the name of your and town or village?</p> <p>Please can you tell me the name of your street?</p>	<p>All selected respondents unable or unwilling to provide valid full postcode.</p> <p>All selected respondents unable or unwilling to provide valid full post code</p>	<p>Where postcodes are unavailable, these questions will provide the information on which Local Authority the respondent lives in.</p>

<p>Please can you tell me your house number or name?</p>	<p>All selected respondents unable or unwilling to provide valid full post code</p>	
<p>In which local authority do you live?</p> <p><i>PROBE FOR' WHO THEY PAY THEIR COUNCIL TAX TO' IF LOCAL AUTHORITY IS NOT KNOWN</i></p>	<p>All respondents unable or unwilling to provide address details.</p>	<p>If no post code or address is provided, this question will confirm which Local Authority the respondent lives in.</p>
<p>This survey was commissioned by Sport England. Thank you for taking part.</p> <p>Would you be willing to be re-contacted on behalf of Sport England regarding</p>	<p>All selected respondents.</p>	<p>Sport England may use respondents to the Active People survey as a basis for further surveys or focus group work in the future.</p>

<p>your sport and recreation activities in the future? There would be no obligation for you to take part.</p>		
<p>If you have any queries about the survey please visit the Active People Survey website or call our Helpline number. I can also give you the Market Research Society number.</p> <p>The MRS number can provide confirmation that we are a genuine market research company.</p> <p>Active People Survey website: www.activepeoplesurvey.com</p> <p>Active People Survey Helpline: 020 8861 3788</p> <p>MRS Number: 0500 39 69 99</p>	<p>All selected respondents.</p>	<p>Market research statement for respondent to acquire more information about the Active People survey if they require it.</p>

