

EALING COUNCIL: PLAYING PITCH AND OUTDOOR SPORTS STRATEGY & ACTION PLAN

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EALING COUNCIL: PLAYING PITCH AND OUTDOOR SPORTS STRATEGY & ACTION PLAN

PART I: INTRODUCTION

This is the pitch and outdoor facilities strategy for Ealing Council. It provides a strategic framework for the maintenance and improvement of existing outdoor sports facilities and ancillary facilities over the next ten years. It also identifies the potential to develop new sports facilities as a means of rationalising current provision and to plan for future demand for new, non-traditional sports.

Structure

The Strategy has been developed from research and analysis of outdoor sports facility provision and usage within the Borough. It provides:

- A summary of key issues on a sport-by-sport basis that were identified in the assessment report.
- Strategic headline objectives.
- A Borough-wide sport-by-sport action plan.
- A site-specific action plan.

The action plan recommends a number of priority projects for the Borough, which should be implemented from 2008 to 2013. It should be recognised that the strategy and action plan is outlined to provide a framework and, although resources may not currently be in place to implement it, partnerships and possible sources of external funding have been identified. The site-by-site action plan provides recommended actions for each site, based on current levels of usage and quality.

The Strategy also provides guidance about the possible use of facilities for other sports or activities. However, whilst the recommendations regarding playing pitches have been informed by the analysis and consultation process detailed in the assessment report, KKP has not undertaken detailed consultation to ascertain demand for any new type of facility. Therefore, any recommendations made are based on an opportunity analysis, rather than through a demonstrated demand or need.



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National context

Sport England has recently clarified its primary role; to sustain and increase participation in community sport. Its ambition is to increase participation across two million people by 2012. This equates to 290,000 people in London. It seeks to achieve this through promoting, investing in and advising on high quality sporting pathways which release potential through a combination of community sports activities, sports clubs, coaches, officiating, player pathways, volunteering and sports facilities.

The key sporting outcomes upon which Sport England performance will be judged are the:

- ❑ Number of people over 16 participating, volunteering and receiving coaching.
- ❑ Number of children and young people (aged 5-16) participating, volunteering and receiving coaching.
- ❑ Development of high quality clubs and sporting pathways.

As referenced above, the Strategy deals with a variety of issues concerning traditional pitch sports, whilst also embracing the importance of non-traditional sports and their ever increasing vital role in achieving sport and physical activity targets, both at a national and local level. The London Plan for Sport measures this success in terms of the increase in participation in sport and physical activity. In order to achieve the previously referenced target, this equates to a 1% per annum increase in participation.

Therefore, in order to achieve these demanding targets, a range of different sport and physical activity solutions have to be considered and implemented, which focus on non-traditional (informal) physical activity, alongside the more traditional team sports. In particular, there is a growing emphasis for young people to develop 'physical literacy' (i.e. an ability across a range of physical skills), which requires innovative use of open space and existing sports facilities, as well as developing new venues with a mixture of amenities.



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Local context

In order to achieve its participation targets, Active Ealing has drafted a strategy to run from 2006 through to 2009. Increasing participation in sport, in line with national targets, underpins this strategy. Relevant targets include:

- ❑ Improve access to and participation in sport and physical activity.
- ❑ Encourage and enable all local people to participate in sport and physical activity, especially those less likely to take up sport (i.e. target groups).
- ❑ Ensuring investment in the 'right facilities in the right places'.
- ❑ Identify a number of 'anchor' clubs at sites to develop sports through club environments.

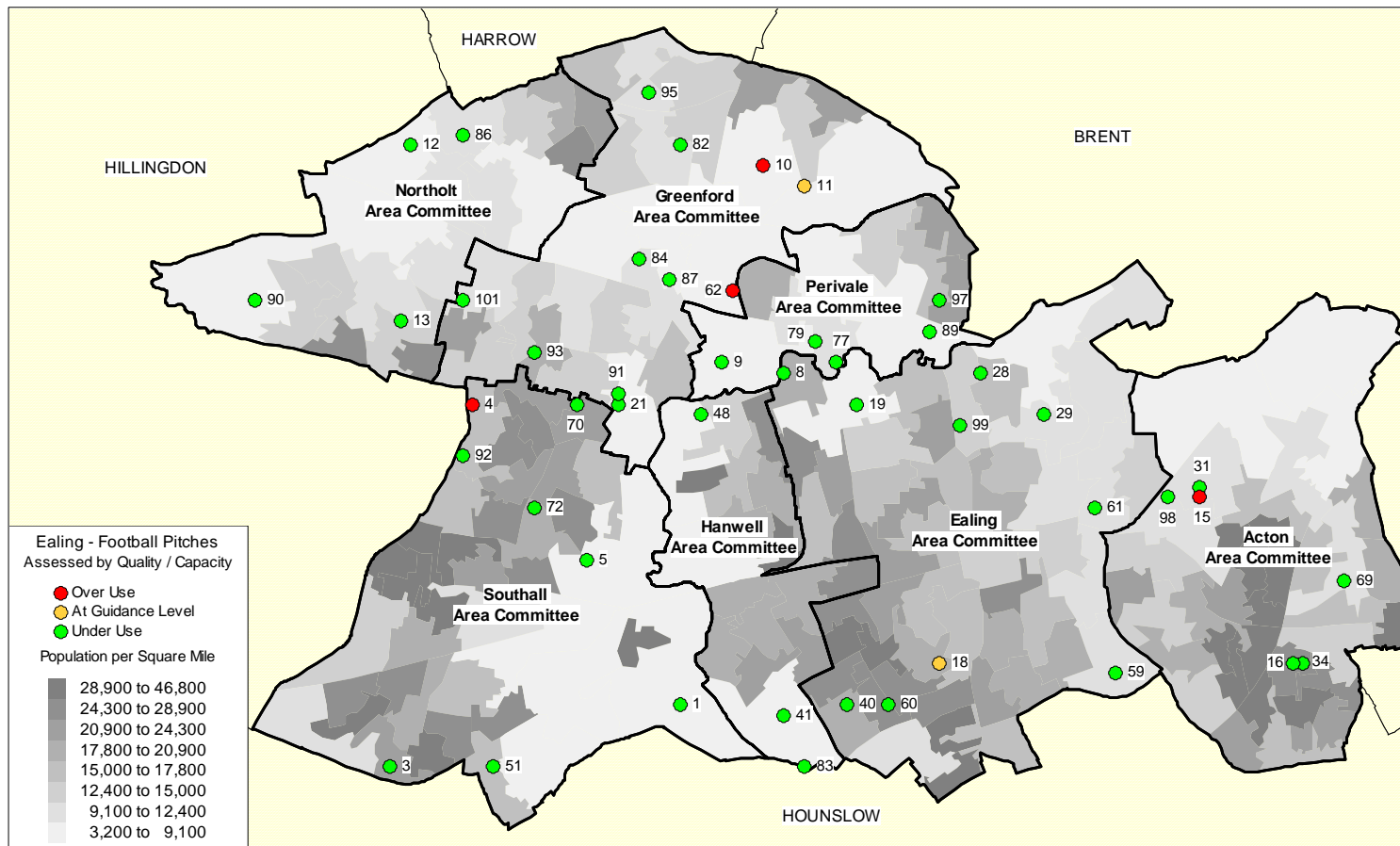
These targets cannot be achieved through the support and development of traditional sports alone, and therefore the development of facilities to stimulate participation in all types of physical activity and recreation.



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PART 2: SUMMARY OF ISSUES FROM ASSESSMENT REPORT

Figure 2.1 – Map of football sites in Ealing



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Table 2.1 – Key of football sites in Ealing

Site name	KKP ref	Analysis Area	Comm Use	Sf T	Jf T	Mf T
Acton Park	34	Acton Area Committee	Yes		1	
Alwyn Gardens Playing Field	31	Acton Area Committee	Yes	1	1	
North Acton Playing Fields	15	Acton Area Committee	Yes	4		
Southfield Road Playing Field	16	Acton Area Committee	Yes	2		
The Park Club	69	Acton Area Committee	Yes	2		
West Acton Primary School	98	Acton Area Committee	Yes		2	1
Brentham Club	28	Ealing Area Committee	Yes	1	1	
Ellen Wilkinson School for girls	61	Ealing Area Committee	Yes	2		
Gurnell Leisure Centre	8	Ealing Area Committee	Yes	3		
Lammas Park	18	Ealing Area Committee	Yes		1	
Old Actonians Sports Club	59	Ealing Area Committee	Yes	1		
Pitshanger Park	19	Ealing Area Committee	Yes	2	2	
Playing Fields off Fox Lane	29	Ealing Area Committee	Yes	2	2	
Sports Ground - Raymond Avenue	40	Ealing Area Committee	Yes	1		
St Gregory's RC Primary School	99	Ealing Area Committee	Yes			1
West Ealing Bowls and Social Club	60	Ealing Area Committee	Yes		1	
Birkbeck College Playing Fields	84	Greenford Area Committee	Yes	4		
Cayton Green Park	62	Greenford Area Committee	Yes	2		
Ealing Central Sports Ground	10	Greenford Area Committee	Yes	5		
Gifford Primary School	101	Greenford Area Committee	Yes			1
Glaxosmith Kline Sports Club	82	Greenford Area Committee	Yes	2		
Horsenden Hill	11	Greenford Area Committee	Yes	1		
Marnham Field	21	Greenford Area Committee	Yes	3		
Oldfield Primary School	87	Greenford Area Committee	Yes			1
Our Lady of the Visitation Primary School	91	Greenford Area Committee	Yes			1
Ravenor Primary School	93	Greenford Area Committee	Yes			1
Wood End Junior School	95	Greenford Area Committee	Yes			1
Brentside High School	48	Hanwell Area Committee	Yes	1		
Elthorne Waterside Pitches	41	Hanwell Area Committee	Yes	3		
Eversheds Sports and Social Club	83	Hanwell Area Committee	Yes	1	1	
Lord Halsbury Playing Field	12	Northolt Area Committee	Yes	3	2	
Northolt High School	86	Northolt Area Committee	Yes	2		
Rectory Park	13	Northolt Area Committee	Yes	7	1	
St Raphael's Primary School	90	Northolt Area Committee	Yes			1
Hanwell Town FC	79	Perivale Area Committee	Yes	1		1
Perivale Park	9	Perivale Area Committee	Yes	3		
St John Fisher Primary School	89	Perivale Area Committee	Yes			1
TVU Sports Ground	77	Perivale Area Committee	Yes	2		
Vicar's Green Primary School	97	Perivale Area Committee	Yes		1	
Dormers Well High School	72	Southall Area Committee	Yes	1		
Dormers Well Leisure Centre	5	Southall Area Committee	Yes	2		
Drayton Manor High School	70	Southall Area Committee	Yes	3		
Durdans Park Primary School	92	Southall Area Committee	Yes		1	
King George V Playing Fields	4	Southall Area Committee	Yes	2	1	
Southall Recreation Ground	3	Southall Area Committee	Yes	3		
Villers High School	51	Southall Area Committee	Yes	3		
Warren Farm	1	Southall Area Committee	Yes	16	1	



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Key issues for football

There are 133 grass football pitches in the Borough with a total of 188 teams playing on them. The assessment report found that, in total, four football sites were overplayed whilst one is currently played to capacity. The sites that are overplayed are King George V Playing Fields, Ealing Central Sports Ground, Cayton Green Park and North Acton Playing Fields. Both Horsenden Hill and Lammas Park are played to capacity.

The issues of supply and demand for football are more complex than for any of the other sports. This is due to the high numbers of teams playing in competitive league structures at grassroots level, the majority of which use local authority maintained pitches. The Assessment Report has established the current levels of supply and demand in each area and identified, through the Playing Pitch Methodology calculations, current and future levels of supply and demand. The Strategy goes on to provide guidance on the potential of sites to increase provision, alleviate pressure on other sites and contribute to future demand etc. This will be achieved by either improving the quality of the pitches to increase their weekly carrying capacity and/or making greater use of sites that are not currently in use for competition purposes.

In order to maintain the quality of pitches across the Borough in the future, it is imperative that pitches can be 'rested'. Therefore a strategic reserve of 10% of the demand for pitches has been built into the supply and demand analysis. Latent demand has been expressed by clubs throughout consultation and included in the analysis of future demand on facilities. There is, however, the need to take into account potential demand that cannot yet be expressed, perhaps because it is too far in the future to be realistically contemplated. It is also not currently known what impact Active Ealing's strategy implementation will have on participation in football, although, if targets are reached, an increase in demand is likely.

Whilst the issue of pitch quality and accessibility is the primary issue for clubs, provision of and access to changing facilities has also been highlighted. All league competitions in Ealing require changing facilities to be available in order to compete. However, all sites rated grade B do not currently have this provision and although this is reflected in the reduced hire cost, it still contravenes local league competition rules. Therefore, the quality of changing facilities and the ability to accommodate junior and senior/male and female teams separately needs to be addressed on a number of sites, including the improvement of current provision.



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The table below provides an analysis area summary of the current and future demand for football pitches in the Borough. It highlights:

- No. of pitches available for community use in each analysis area and the level of current demand (no. of matches per week) as referenced in the assessment report.
- The predicted number of additional teams by 2013. This is calculated by using the predicted future team generation rates, in line with the methodology outlined in *Towards a Level Playing Field*, to establish how many additional teams are likely based on the predicted increase in population.
- Potential additional play that cannot be identified at the current time. This acknowledges that clubs could decide, across the lifespan of the Strategy, to introduce more teams, yet have not identified this as latent demand. This could also be an outcome of any current or future development activity by Active Ealing or the County FA.
- A 10% strategic reserve. Ideally, the current pitch stock should be rested periodically to ensure their long-term quality. Therefore, a 10% strategic reserve is incorporated into the calculation (NB – this figure is accepted by Sport England in the calculation of strategic reserve).
- A summary as to whether the current pitch stock can accommodate the anticipated future demand on the pitches.

These findings inform the recommendations in the site-by-site specific action plan.



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Table 2.2 – Current and future football pitch usage in Ealing

Area	No. pitches available for community use	Current demand (no. matches per week)	Predicted no. of additional teams by 2013 (based on future TGRs – rounded to nearest 0.5)	Additional demand (no. matches per week) based on future TGRs	'Demand' allocation for expressed/unexpressed latent and future demand at 10%	Strategic reserve at 10%	Total additional demand (matches) to be accommodated (rounded to nearest 0.5)	Can this demand be accommodated in existing pitch stock.
Acton	24	17	2	1	1.7	1.7	4	Yes – surplus of four pitches. Pitches could be used to accommodate demand in Southall analysis area.
Ealing	23	12	1	1	1.2	1.2	3	Yes – surplus of eight pitches. However, surplus could be used to accommodate predicted deficit in Greenford.
Greenford	22	21.5	3	2	2.2	2.2	6	No – deficit of 5.5 pitches. Pitches in adjacent analysis areas (Ealing and Hanwell) will be used to accommodate this deficit).
Hanwell	6	1	0	0	0.1	0.1	0	Yes – surplus of five pitches. However, surplus could be used to accommodate predicted deficit in Hanwell.
Northolt	16	13.5	2	1	1.4	1.4	4	No – deficit of 1.5 pitches. An increase in the quality of pitches on a small number of sites would accommodate this deficit.



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Area	No. pitches available for community use	Current demand (no. matches per week)	Predicted no. of additional teams by 2013 (based on future TGRs – rounded to nearest 0.5)	Additional demand (no. matches per week) based on future TGRs	'Demand' allocation for expressed/ unexpressed latent and future demand at 10%	Strategic reserve at 10%	Total additional demand (matches) to be accommodated (rounded to nearest 0.5)	Can this demand be accommodated in existing pitch stock.
Perivale	9	5	1	1	0.5	0.5	2	Yes, surplus of two pitches.
Southall	33	31	4	2	3.1	3.1	8	No – deficit of six pitches. Pitches in Acton could be used to accommodate predicted demand.
EALING	133	101	13	8	10.2	10.2	27	Yes – surplus of five pitches across the Borough.

Summary

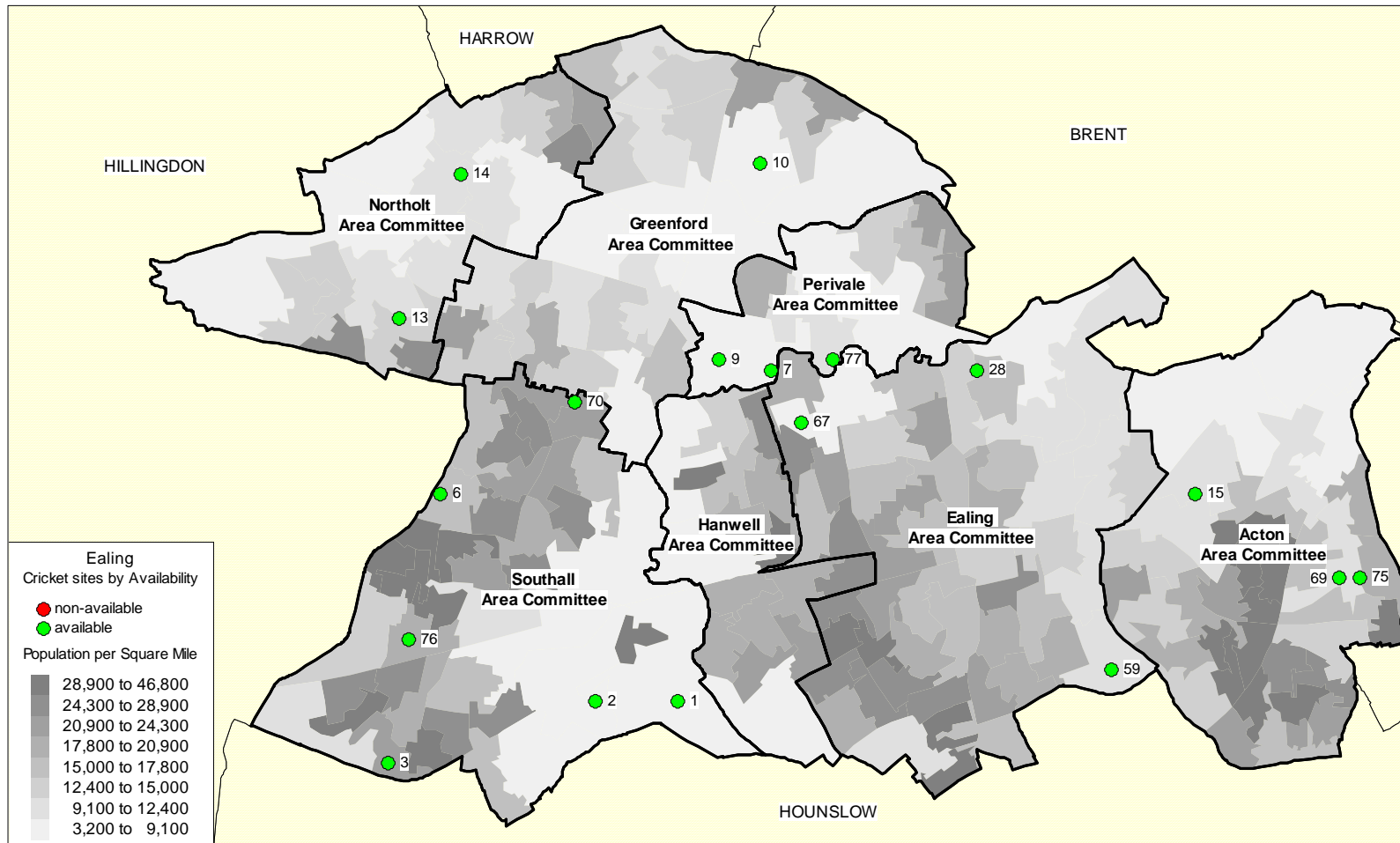
- There is predicted to be a small surplus of pitches in the Borough. This surplus should be used to facilitate a strategic 'resting' of pitches to preserve their quality.
- Although there is predicted to be a deficit of pitches in three analysis areas, the surplus of pitches in adjacent analysis areas could be used to accommodate predicted demand through a policy of strategic re-allocation of matches to pitch sites with capacity.
- An improvement in pitch quality at one or two sites in Perivale would increase the carrying capacity of pitches to accommodate anticipated demand.



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Summary of key issues for cricket

Figure 2.2 – Map of cricket pitches in Ealing



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Table 2.3 – Key to cricket pitch sites in the Borough

Site name	KKP ref	Analysis area (area committees)	Cricket pitches
North Acton Playing Fields	15	Acton	3
Shepherds Bush Cricket Club	75	Acton	1
The Park Club	69	Acton	1
Brentham Club	28	Ealing	1
Ealing Trailfinders	67	Ealing	1
Old Actonians Sports Club	59	Ealing	1
Ealing Central Sports Ground	10	Greenford	4
Islip Manor Park	14	Northolt	1
Rectory Park	13	Northolt	2
Longfield Playing Field	7	Perivale	1
Perivale Park	9	Perivale	2
TVU Sports Ground	77	Perivale	1
Drayton Manor High School	70	Southall	1
Shreekutch Leva Patel Cricket Club	76	Southall	1
Southall Recreation Ground	3	Southall	1
Spikes Bridge Park	6	Southall	2
Tentelow Lane Playing Fields	2	Southall	1
Warren Farm	1	Southall	6

There is a total of 31 cricket pitches available in the Borough.

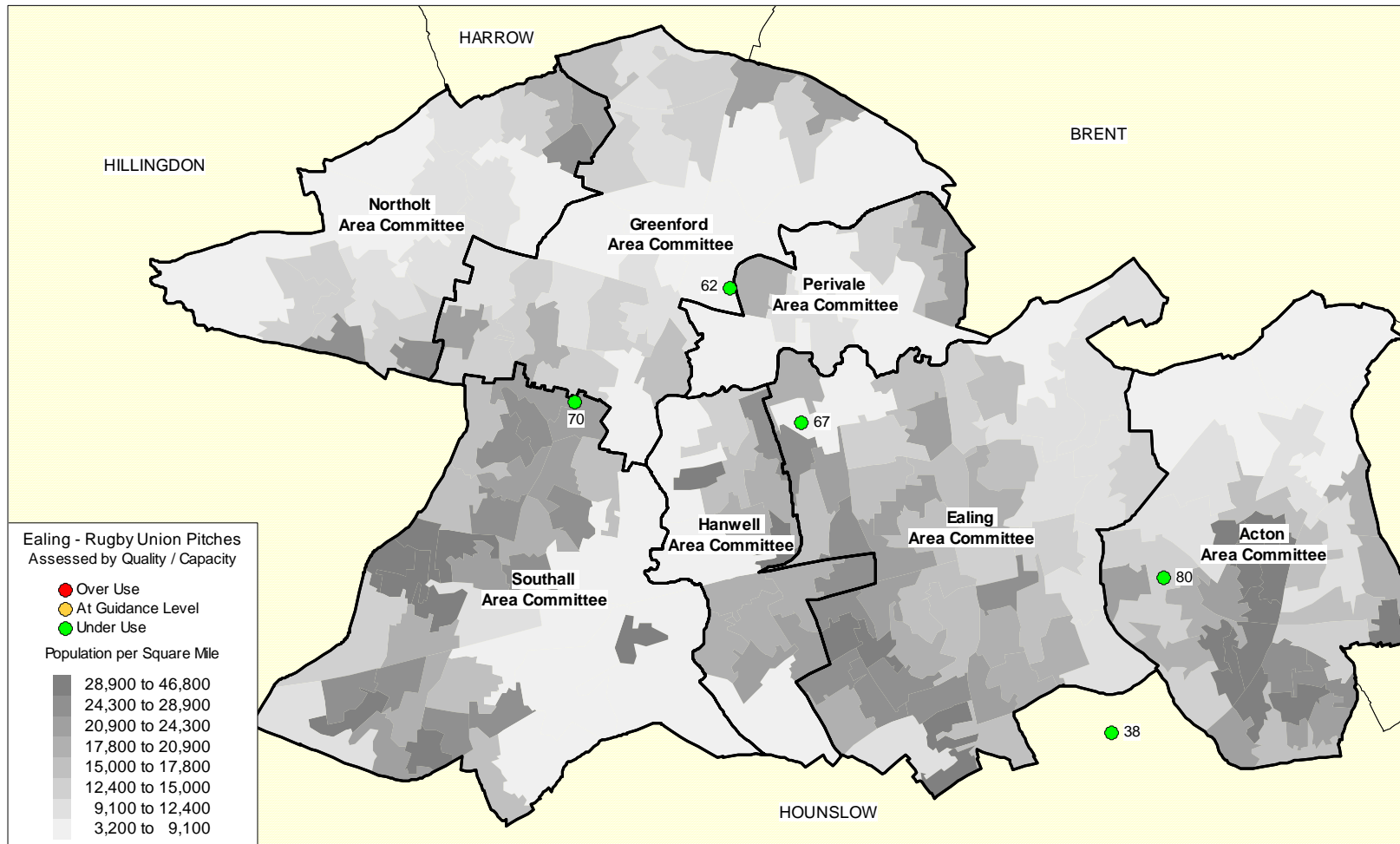
- ❑ Based on future TGR projections, there will be a deficit of 7.4 cricket pitches in the Borough by 2017. Most of the good quality, development-minded clubs have access to their own facility, yet also have a reliance on local authority maintained pitches for their junior and second/third teams.
- ❑ Pitches maintained by Ealing Council are perceived to lack specialist maintenance and are considered dangerous for players, as the bounce of the ball cannot be guaranteed. This is particularly as issue for clubs that use local authority maintained pitches for their second/third teams. It should be noted that budgetary constraints restrict the preparation of wickets to a higher quality.
- ❑ The current number of pitches should therefore at least be maintained to account for this future play.
- ❑ All private grounds are rated as good quality and consultation shows that they are well maintained



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Summary of key issues for rugby union

Figure 2.3 – Map of rugby union pitch sites in Ealing



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Table 2.4 – Key to rugby union pitches in Ealing

Site name	KKP ref	Analysis area (area committees)	Rugby pitches
Gunnersbury Park	38	Acton	2
Twyford Avenue Sports Ground	80	Acton	5
Ealing Trailfinders	67	Ealing	4
Cayton Green Park	62	Greenford	1
Drayton Manor High School	70	Southall	1

There is a total of 13 rugby union pitches available in Ealing. All sites currently have capacity to accommodate additional matches.

- There is a sufficient number of rugby union pitches in the Borough to meet current levels of demand.
- Ealing Rugby Club uses an informal area of land outside the main Trailfinders site in order to accommodate its mini section. There is a need to assess the potential to develop this site into a formal area in the future to cater for current levels of demand.
- Northolt RUFC is unable to meet the lease fee increase at Cayton Sports Club and therefore cannot have security of tenure necessary to access external funding sources. The club is supported by the RFU as a strategically located club in west London.
- The Community Rugby Action Group (CRAG) is considered a pro-active forum for rugby in the Borough. However, rugby is not played extensively in secondary schools and clubs are prepared to deliver coaching in schools in partnership with Active Ealing.

Summary of key issues for gaelic sports

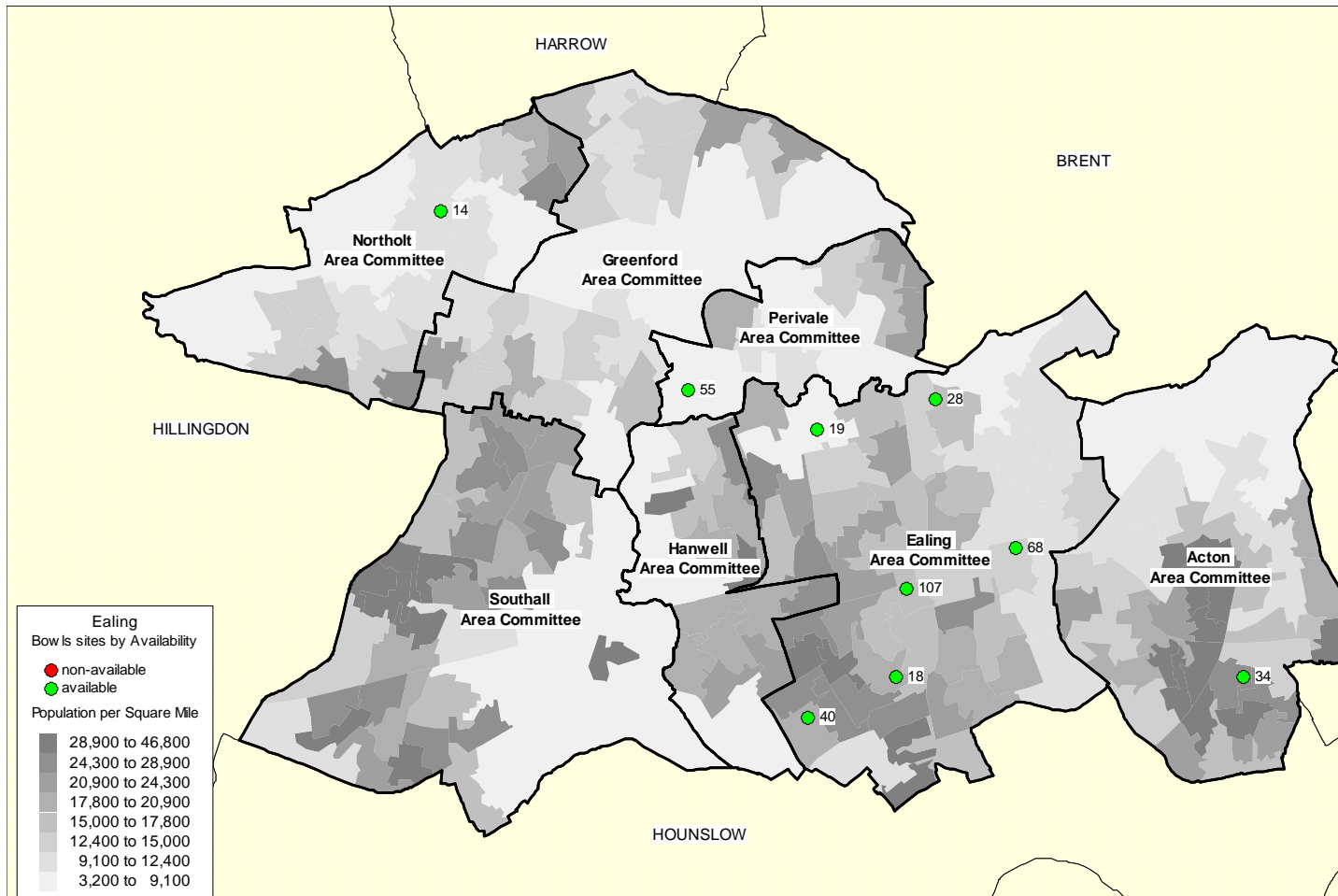
- There is a sufficient number of gaelic football pitches located at Berkeley Fields to meet current, and future levels of demand.
- The ancillary facilities at the site are poor quality and there are only two changing rooms.
- There is potential to develop further other gaelic sports on current sites and work towards developing a gaelic sports 'hub'.
- In order to apply for external funding to increase the capacity of the changing facilities, the GAA requires a minimum 35-year lease on the site.



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Summary of key issues for bowls

Figure 2.4 – Map of sites with bowling greens in Ealing



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Table 2.5 – Key to bowls map

Site name	KKP ref	Analysis Area	Quality
Acton Park	34	Acton Area Committee	Good
Brentham Club	28	Ealing Area Committee	Excellent
Ealing Conservative and Unionist Bowling Club	107	Ealing Area Committee	Good
Gunnersbury Triangle Tennis Club	68	Ealing Area Committee	Good
Lammas Park	18	Ealing Area Committee	Good
Pitshanger Park	19	Ealing Area Committee	Good
Sports Ground - Raymond Avenue	40	Ealing Area Committee	Excellent
Islip Manor Park	14	Northolt Area Committee	Good
Perivale Park	55	Perivale Area Committee	Below average

There are nine bowling sites in Ealing.

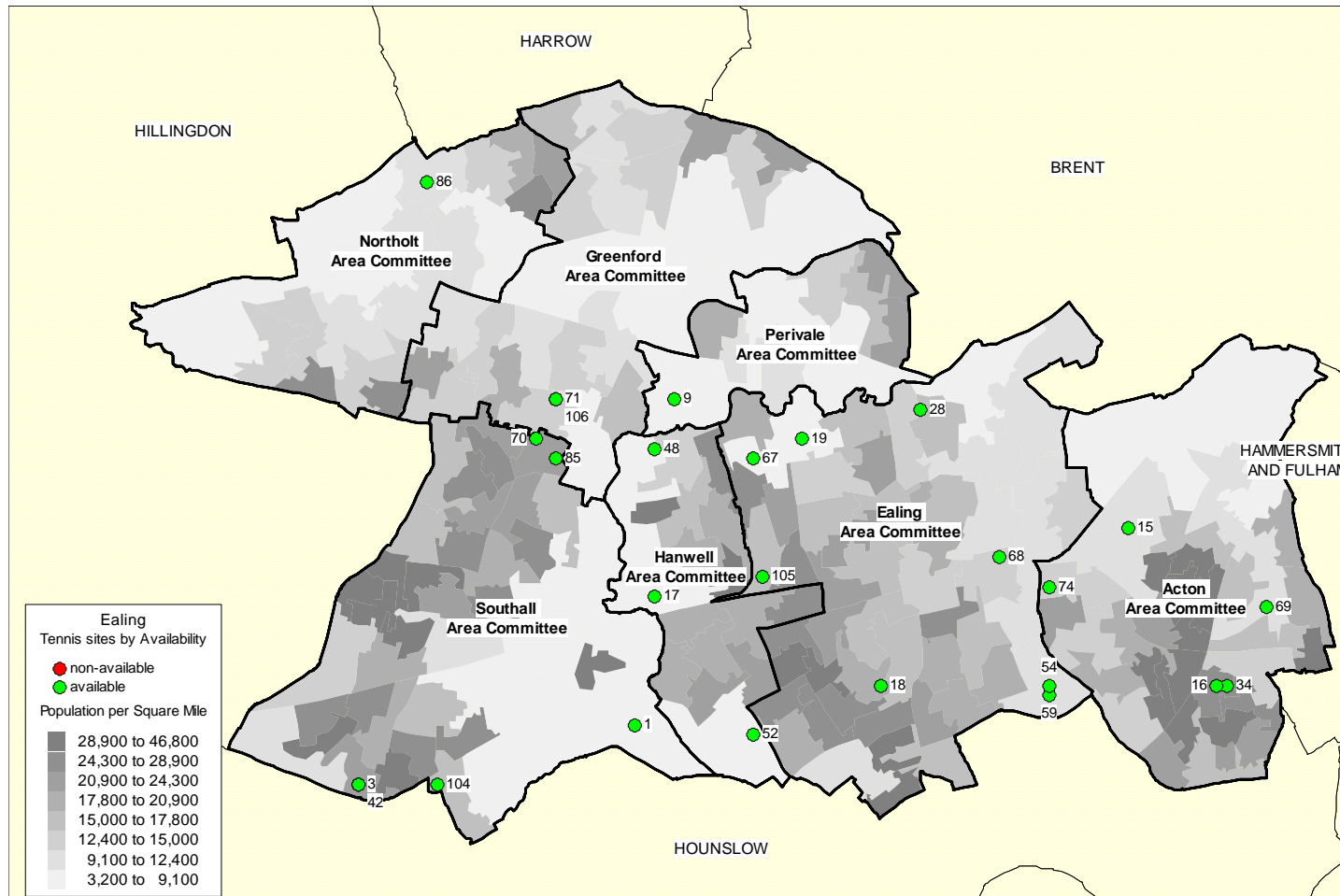
- ❑ There is no identified current or latent demand for new bowling greens in Ealing.
- ❑ Increasing junior membership through initiatives could help to secure or improve future demand for greens.
- ❑ A lack of specialist maintenance and vandalism is reducing the quality of greens in Ealing. It should be noted that budgetary constraints restrict the preparation of greens to a higher quality.



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Summary of key issues for tennis

Figure 2.5 – Map of tennis court sites in Ealing



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Table 2.6 – Table of tennis court sites in Ealing

Site name	KKP ref	Analysis Area	Total
Acton Park	34	Acton Area Committee	2
Ealing Lawn Tennis Club	74	Acton Area Committee	12
North Acton Playing Fields	15	Acton Area Committee	12
Southfield Road Playing Field	16	Acton Area Committee	8
The Park Club	69	Acton Area Committee	10
Brentham Club	28	Ealing Area Committee	11
Ealing Trailfinders	67	Ealing Area Committee	8
Gunnersbury Triangle Tennis Club	68	Ealing Area Committee	6
Lammas Park	18	Ealing Area Committee	12
Old Actonians Sports Club	59	Ealing Area Committee	3
Pitshanger Park	19	Ealing Area Committee	10
St Columbus Tennis Club	54	Ealing Area Committee	4
West Middlesex Lawn Tennis Club	105	Ealing Area Committee	9
Wolf Fields	104	Southall Area Committee	3
Greenford Tennis Club	71	Greenford Area Committee	3
Ravenor Park	106	Greenford Area Committee	5
Brentside High School	48	Hanwell Area Committee	3
Churchfields Recreation Ground	17	Hanwell Area Committee	4
Elthorne Park High School	52	Hanwell Area Committee	3
Northolt High School	86	Northolt Area Committee	4
Perivale Park	9	Perivale Area Committee	3
David Lloyd Tennis Club	85	Southall Area Committee	6
Drayton Manor High School	70	Southall Area Committee	6
Southall Park	42	Southall Area Committee	6
Southall Recreation Ground	3	Southall Area Committee	3
Warren Farm	1	Southall Area Committee	12

There is a total of 101 tennis courts in the Borough. Some of these are publicly accessible courts, whilst some are attached to clubs and is therefore only available to members. The issue as to whether there is a sufficient number of good quality publicly accessible tennis courts will be dealt with later in this document.

- Current levels of demand can be met by improving existing facilities, either by upgrading ancillary facilities or installation of floodlights.
- Future demand, which may result from junior development at St Columbus Tennis Club, may result in the need for additional courts.
- No latent demand was identified throughout the consultation with clubs and operators. In order to monitor any latent demand Ealing Council could identify participation rates at operator sites before allowing further development.
- Floodlights will not only facilitate winter competitions, but also allow county accredited clubs to increase player rankings (through regular winter play). Consultation shows that in order for clubs to progress towards achieving county accredited status and develop player rankings, floodlit courts are needed to provide



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all round year play at St. Columbus Tennis Club, Old Actonians Tennis Club and Greenford Tennis Club.

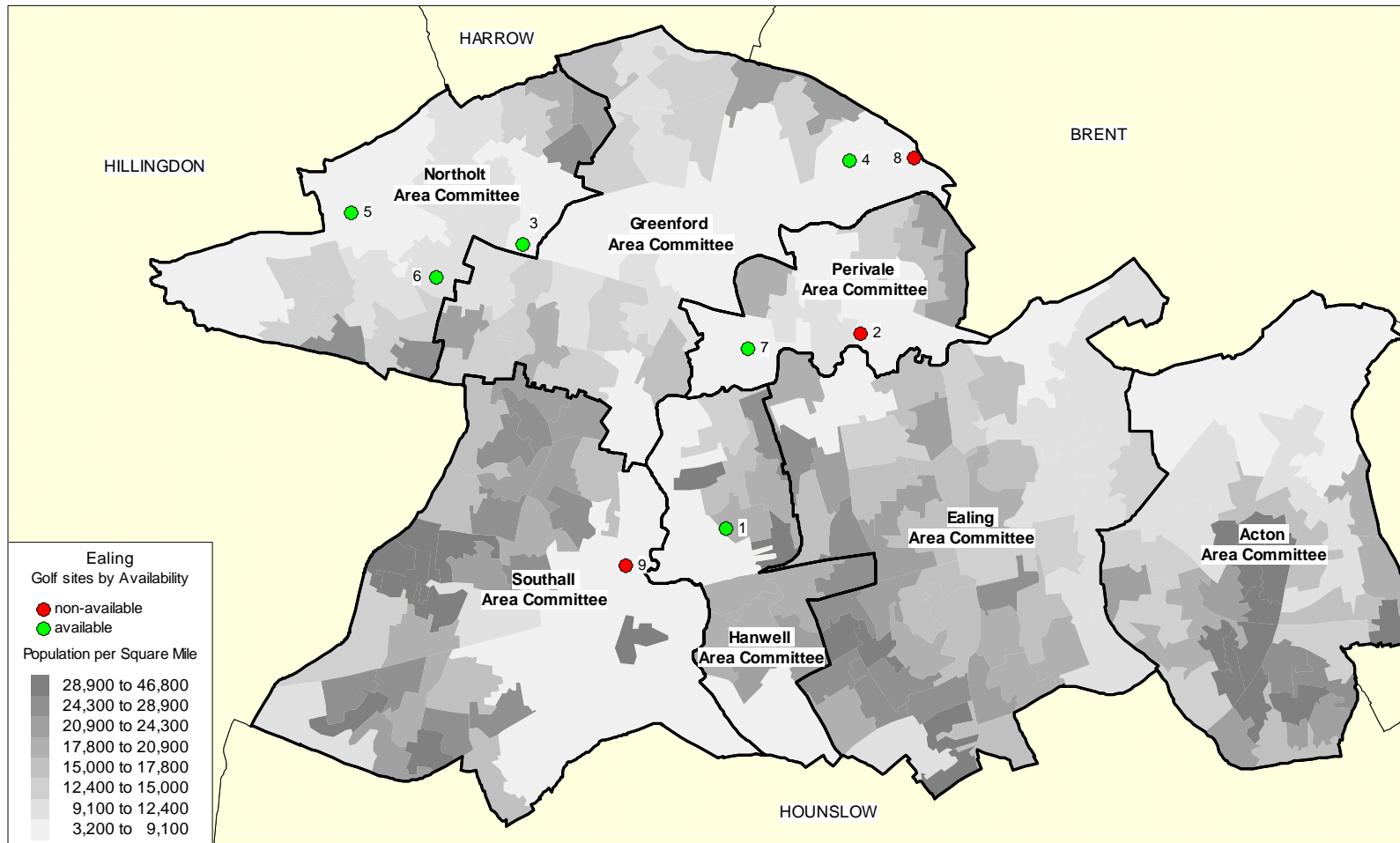
- Publicly accessible courts play an important role as they provide access to the community to participate in the sport.
- Gaps in provision are identified in Northolt and Perivale committee areas and large areas of Greenford and Southall committee areas. It is likely that this may not require provision of new courts, rather access to courts within a certain travel time.



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Summary of key issues for golf

Figure 2.6 – Map of golf courses in Ealing



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Table 2.7 – Key to golf map

KKP ref	Facility name	Operation
1	Brent Valley Golf Course	Pay & play
2	Ealing Golf Course	Members
3	Ealing Golf Range	Pay & play
4	Horsenden Hill	Pay & play
5	London Golf Centre (Lime Trees)	Pay & play/members
6	Northolt Golf Club (Rectory Park)	Pay & play/members
7	Perivale Park	Pay & play
8	Sudbury Hill	Members
9	West Middlesex	Members

There are nine golf clubs in Ealing. Three of these are municipal courses.

- ❑ There are significant overlaps in the mapped catchment areas of golf courses in Ealing.
- ❑ Current demand levels are low across private and municipal clubs, with significant spare capacity at the majority of clubs.
- ❑ Poor facilities at municipal courses have led to a reduction in membership levels. The low levels of demand at private clubs appear to be as a result of an oversupply of golf courses and a lack of junior development. However, private clubs have begun to actively target junior players and offer incentives for juniors to join, including coaching sessions and cut-price membership. In order to compete, municipal courses need to provide further offers, as well as improved facilities.
- ❑ There is a lack of specialist maintenance at the municipal golf courses. Private clubs are able to employ several full-time ground staff and, as a consequence, have very few quality issues.

Summary of key issues for athletics

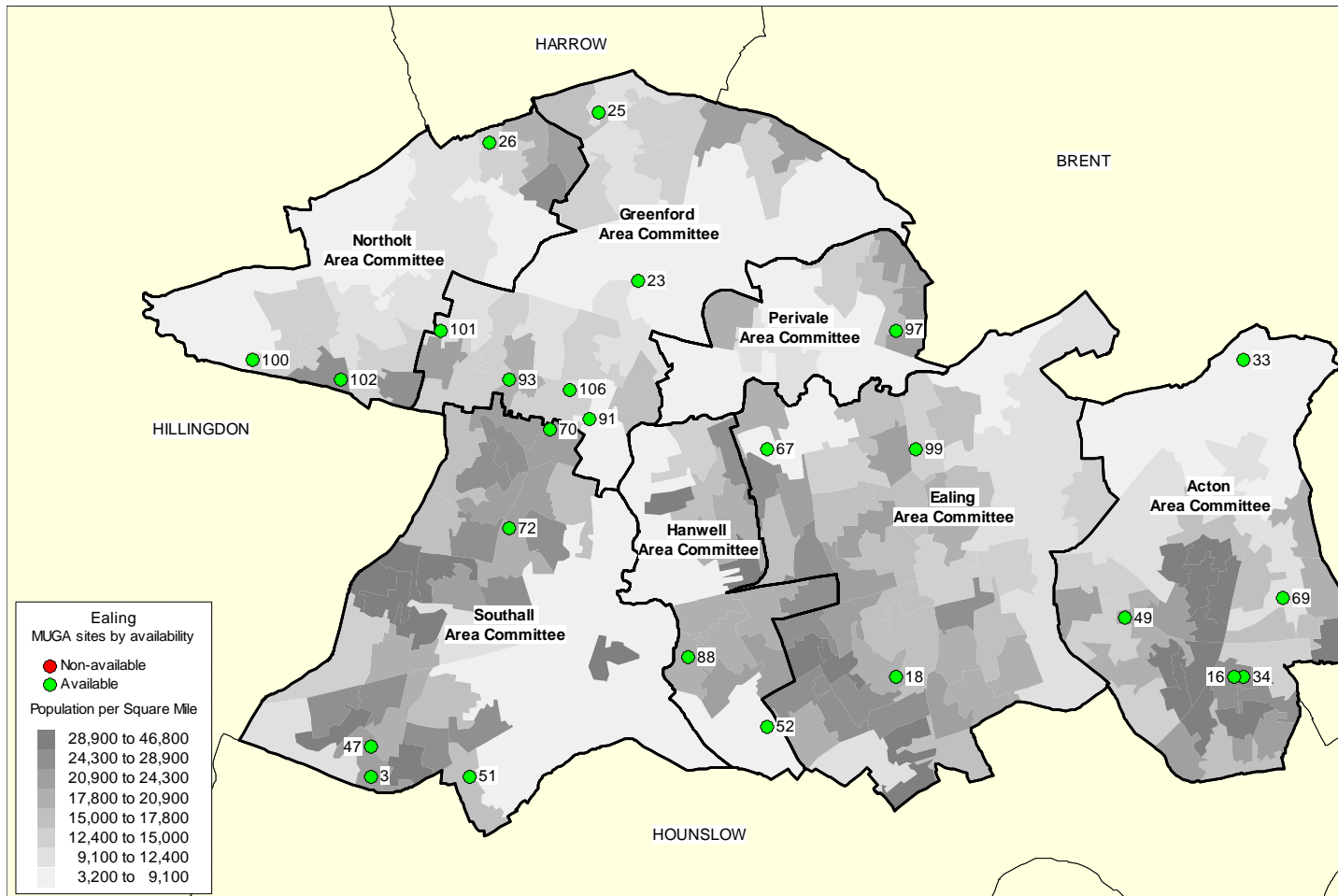
- ❑ The facilities located at Perivale Park Athletics Club are excellent quality.



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Summary of key issues for MUGAs

Figure 2.7 – Map of MUGAs in Ealing



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Table 2.8 – Key to MUGAs

KKP ref	Site name	No. of MUGAS	Access	Usage
3	Southall Recreation Road	2	Open	Site used for recreational 5-a-side football and other ball sports.
34	Acton Park	1	Open	Site used for recreational 5-a-side football and other ball sports.
33	Wesley Playing Fields	1	Open	Site used for recreational 5-a-side football and other ball sports.
26	Northolt Recreational Ground	1	Open	Site used for recreational 5-a-side football and other ball sports.
25	Woodend West Recreational Ground	1	Open	Site used for recreational 5-a-side football and other ball sports.
23	Oldfield Recreational Ground	1	Open	Site used for recreational 5-a-side football and other ball sports.
52	Elthorne Park High School	4	To hire (dual-use)	<ul style="list-style-type: none"> ▪ Organised sessions in football, basketball and netball. ▪ Brentford FITC runs coaching sessions on Saturdays (9.30-11.00 and 11.00-12.00) as part of its Positive Futures programme. The second session is aimed at disabled players.
51	Villers High School	4	To hire (dual-use)	<ul style="list-style-type: none"> ▪ Organised sessions in football and tapeball. ▪ Brentford FITC runs coaching sessions on Saturdays (9.30-11.00 and 11.00-12.00) as part of its Positive Futures programme. The second session is aimed at disabled players.
49	Twyford High School	1	Private	Facility used during curriculum for sport, including small-sided football and hockey.
69	The Park Club	1	Private	Private ATP facility.
70	Drayton Manor High School	1	To hire (dual-use)	Facility used during curriculum for sport, including small-sided football and hockey.
72	Dormers Well High School	1	To hire (dual-use)	<ul style="list-style-type: none"> ▪ Brentford FITC runs coaching sessions on Saturdays (9.30-11.00 and 11.00-12.00) as part of its Positive Futures programme.
88	St Mark's Primary School	1	Private	MUGAs at school sites are used during curriculum for sport, including small-sided football and hockey.
91	Our Lady of the Visitation Primary School	1	Private	
93	Ravenor Primary School	3	Private	
97	Vicar's Green Primary School	1	Private	
99	St Gregory's RC Primary School	1	Private	



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KKP ref	Site name	No. of MUGAS	Access	Usage
100	Downe Manor Primary School	1	Private	
101	Gifford Primary School	1	Private	
102	Viking Primary School	1	Private	
67	Ealing Trailfinders	1	To hire (private)	Private ATP facility, used mainly for football training.
106	Ravenor Park	2	Open	Current used as recreational facilities with no structured play on them.
18	Lammas Park	1	Open	Current used as recreational facilities with no structured play on them.
16	Southfield Road Playing Field	1	Open	Site used for recreational 5-a-side football and other ball sports.
47	Featherstone HS	1	To hire (dual-use)	<ul style="list-style-type: none"> ▪ Cost to hire is cheaper than hourly ATP rate, but is still underused. ▪ Not used for any organised sessions due to preference for ATP.

There are 35 multi-use games areas (MUGAs) in Ealing.

- ❑ There is a good geographic spread of MUGAs across the Borough.
- ❑ Only a quarter of MUGAs are classified as 'open' (i.e. publicly accessible).
- ❑ Consultation with clubs indicated that there is significant latent demand for floodlit training facilities. However, there appears to be a lack of awareness of the location and availability of MUGA facilities to hire. There could be a need to improve the marketing of MUGAs (particularly those available to hire) to local sports clubs.



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PART 3: A STRATEGIC FRAMEWORK FOR OUTDOOR SPORTS FACILITY IMPROVEMENTS

Introduction

The following section provides a framework for Ealing Council and partners to maintain and improve the outdoor sports facilities within the Borough, as well as create new opportunities for sporting participation.

Aim

The overall aim of the Strategy is as follows:

'By 2016 Ealing Council will have an appropriate distribution and range of high quality, sustainable, outdoor sport and recreation facility sites with associated ancillary facilities, which will provide both formal and informal participation opportunities for all sections of the community.'

Strategic headline objectives

OBJECTIVE 1

In order to achieve an increase in participation in sport and physical activity, improve the quality of facilities in the Borough.

It is vital that local clubs and organisations have access to the best facilities possible, both to accommodate current levels of participation and to stimulate new activity. These facilities must meet the minimum specification requirements set out by governing bodies of sport, leagues/competitions as well as meeting the aspirations of sports clubs in the Borough.

The site-by-site action plan details site-specific improvements that deal with the quality issues identified in the assessment report.



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OBJECTIVE 2

In order to achieve an increase in participation in sport and physical activity, ensure that there are a sufficient number of facilities to meet both current and future demand.

Ealing Council should rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities. In addition there is an opportunity to create 'new' physical activity opportunities, through the provision of 'non-traditional' facilities in target areas.

Gunnersbury Park

Ealing Council should identify opportunities to add to the overall pitch stock in the Borough to accommodate both latent and potential future demand. Gunnersbury Park is located in the London Borough of Hounslow. However, Ealing Council pays an annual maintenance fee towards the upkeep of the pitches on the site. Booking control of the site cannot be guaranteed at present and, therefore, current levels of overplay cannot be strategically directed to this site. However, if booking control can be secured then the site can accommodate overplay in the south of the Borough.

Parks improvements

Opportunities exist at a number of sites to provide an environment for walking/jogging routes in order to encourage people to take up sport and recreation. The demand for sites to provide informal recreation opportunity is increasing in order that government targets relating to sport and physical activity can be achieved.

It is therefore recommended that all large sites are considered for the development of 'recreational routes' to encourage informal physical activity participation.

Facility mix

There are opportunities for Ealing Council to lease certain sites to be managed by external sources (e.g. the Goals development at Rectory Park). A number of strategic considerations should be taken into account when assessing the potential facility mix on individual sites as follows.



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- Use the assessment report to identify any deficiency in pitch or non-pitch provision in the analysis area and try to overcome any deficiencies in the facility mix.
- Consider the existing facility mix on the site and whether it is feasible (both in a management and spatial context) to change its use to provide upgraded (and additional) sport and recreation facilities.
- Examine the site in terms of its potential in relation to the investment necessary to upgrade the existing facility stock, including:
 - What changing facilities already exist, and their condition.
 - Whether floodlights are required, and the additional financial cost attached to this.
 - Whether a training area is need, and the additional financial cost attached to this.
 - Access to the site in terms of car parking and public transport links.
 - Ensure that the different types of provision do not compete in terms of times of usage (i.e. rugby and football tend to be played during the winter and therefore usage of the facility for two separate sports could be difficult).
- Seek to introduce provision for new and innovative pitch and non-pitch activities alongside traditional sports. For example, softball pitches, skateboard ramps and kabaddi pitches could be established at certain sites to initiate a need.



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OBJECTIVE 3

Adopt a strategic management approach to all facilities in the Borough to achieve the necessary increase in quality and quantity of provision.

Tiered model approach

Ealing Council currently operates a two-tier pitch provision model based on a pitch that is served by a changing facility (grade A sites) and a pitch that does not have any changing available (grade B). This applies to football, cricket and rugby union pitch hire. Ealing Council should extend this provision model to recognise the supply and demand issues identified throughout the assessment report (i.e. current levels of overplay) and the investment necessary to improve the quality of key sites in the Borough. The identification of sites is based on their strategic importance in a Borough-wide context (i.e. they accommodate the majority of play in the Borough). An additional tier has been created, which highlights dedicated junior and mini-soccer sites in the Borough, which should be prepared for the sole purpose of accommodating junior and mini matches.

Table 3.1 – Proposed tiered site criteria

Tier A sites	Tier A junior/mini sites	Tier B sites	Tier C (education) sites
Strategically placed in the Borough context.	Strategically placed in the local and Borough context.	Strategically placed in the local context.	Strategically placed in the local context.
Could accommodate more than five pitches.	Could accommodate more than five pitches.	Could accommodate more than one pitch.	Could accommodate more than one pitch.
Serves multi-sports.	Can be single sport provision.	Can be single sport provision.	School management shows a willingness to provide community use.
Management control remains within the Local Authority.	Management control remains within the Local Authority.	Majority of pitches controlled by the Local Authority but leases to suitable clubs should be considered.	Leases should be considered to good quality clubs.

Tier A sites are sites that have been identified as having Borough-wide significance. They are often multi-pitch sites catering for more than one type of sport and on a weekly basis cater for a high level of play. They should be maintained to a high standard, although in some instances improvements in the quality of these pitches will relieve pressure on football pitches across the Borough and increase the capacity and adequacy of the pitch stock. The grade A sites in need of improvement are highlighted in the assessment report.



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However, it is recommended that grade A sites are continually improved in order to preserve their status as the key football sites in the Borough. As multi-pitch sites they should be able to accommodate all types of football concurrently, including male/female mixed mini-soccer, junior male/female 11-a-side football and senior male/female, as well as small-sided football if deemed appropriate (in the form of MUGAs etc.). As a consequence, the following recommendations relates to all grade A sites:

- ❑ All sites should have segregated changing facilities with suitable shower facilities.
- ❑ All sites should have dedicated changing facilities for junior, male and female teams that are of sufficient size and quality for the target user group. It is vital that the changing rooms should be totally secluded for a range of obvious reasons, including child protection issues etc.
- ❑ A mixture of senior, junior and mini-soccer pitches should be located on grade A sites to actively encourage a cross-section of teams to make use of the facilities. The types of pitches should be driven by local deficiencies in pitch types as highlighted in the assessment report.
- ❑ Consider installing MUGAs on all football sites to stimulate informal participation in small-sided football, which can also be used by local organisations if required (such as the Brentford FC estates league programme).

It is therefore anticipated that a significant amount of the annual maintenance budget, and any available capital investment (section 106 planning gain etc.) should be spent on such sites. Due to the recommendations highlighted above, any initial investment is considered to be at least a medium-term priority. Management control should remain with the local authority. All local authority maintained cricket pitches are included in the tier. This is due to the relative specialist maintenance to prepare and maintain a cricket pitch. It is unlikely that cricket pitch sites will be subject to the same segregation issues as indicated above, mainly due to the differing nature of the sport.

As well as providing for limited junior/mini participation on tier A site, 'tier A junior/mini' sites recognise the growing emphasis on dedicated football venues catering solely for junior (especially mini-soccer) matches. The conditions recommended for junior football are becoming more stringent as the issue of child protection becomes more prominent in society and this should be reflected in the provision of a unique tier of pitches that can ensure player safety, as well as being maintained more efficiently. At present, there are no dedicated mini-soccer sites in the Borough, although Football Foundation funding has been secured at Elthorne Waterside pitches to transfer the senior pitches into junior and mini.



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It is anticipated that both junior and mini-football matches will be played on these sites. Initial investment could be required in the short term.

Additionally, it is considered that some financial investment will be necessary to improve the ancillary facilities at grade A sites in order that they complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary), quality and that they meet the rules and regulations of local competitions.

Tier B sites are those smaller sites which cater for demand at a analysis area level and are vital to accommodate participation. Generally, tier 'B' sites have the potential to become 'A' sites but would require higher levels of initial investment, more ongoing maintenance, and some pitch infrastructure work. They should be designated as medium priority for investment.

In the case of tier B sites, given that the level of priority attached to them for Council-generated investment is relatively low, consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site, in order that external funding can be applied for.

Tier C sites identify education sites which have the potential to be used by the community for competitive matches. They are sites which have the potential to add to the pitch stock and relieve pressure at a local level.

Table 3.2 - Example of proposed tiered provision.

Tier A	Tier A mini/junior	Tier B	Tier C (education)
<ul style="list-style-type: none"> ▪ North Acton Playing Fields. ▪ Ealing Central Sports Ground. ▪ Perivale Park. ▪ Warren Farm. ▪ Southall Recreation Ground. 	<ul style="list-style-type: none"> ▪ Elthorne Waterside Pitches. ▪ Rectory Park. ▪ Lord Halsbury Playing Fields. ▪ Playing Fields off Fox Lane. 	Remaining sites.	All education sites.

Cost

Ealing Council operates a cost policy to reflect the current split between grade A and grade B sites. It is justified that Ealing Council staggers its costs according to the quality of



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facility. As well as differentiating between grade A and grade B sites, there is also a reduction if clubs take a season-long lease on the pitch (see assessment report).

However, it is also proposed that Ealing Council adopts a pricing policy that gives discounts to junior clubs that have achieved the relevant NGB accreditation award. This will only apply to those clubs that take a season-long lease on a pitch and should only apply to the new tier 'A' mini/junior sites, which will be located strategically throughout the Borough. It is anticipated that the cost of introducing this policy will be offset by an increase in the cost of casual bookings. It is therefore recommended that clubs with the NGB accreditation (i.e. the FA Charter Standard scheme) be rewarded for their achievement.



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OBJECTIVE 4

Create a sports hub facility at Perivale Park and several 'satellite sites' located strategically to serve all communities in the Borough.

There is an opportunity to develop a multi-sport 'hub' on Perivale Park. At present, there are several amenities on the site which operate in isolation, both in terms of management and future planning of facilities. This is emphasised by the recent construction of a new athletics pavilion facility with no provision for the other sports on the site. Currently, the Park has the following amenities:

- ❑ Nationally recognised athletics track and newly constructed clubhouse.
- ❑ Nine-hole municipal golf course, including clubhouse.
- ❑ Three good quality senior football pitches and ancillary facilities.
- ❑ Two senior cricket pitches.
- ❑ Three macadam tennis courts.
- ❑ Bowls green.

Currently, each type of facility is managed independently (e.g. the golf club is run separately to the athletics track). A centralised management system should be implemented which assumes overall management and maintenance control over all the facilities listed above. A separate maintenance contract, taking into account the specialist nature of the facilities on the site, should be tendered, which provides the necessary specialist preparation of the facilities (cricket pitches, bowls green, golf course etc.). This would sit outside the existing generic Council grounds maintenance contract (this should be examined further based on existing maintenance contract agreements). This could involve a number of alterations to the existing facility mix, including:

- ❑ Establish a Community Links facility at the golf course, in partnership with the Golf Foundation. This involves linking the facility with schools to initiate junior participation in the sport, which could result in an increased demand for the facility.
- ❑ Extend the newly built athletics facility to include:
 - Changing facilities to serve the outdoor football pitches.
 - Golf clubhouse, including retail shop.
 - Management office for site manager and bookings facility.
- ❑ Examine the feasibility of (within the constraints of the existing grounds maintenance contract) roping off and use specialist contractors to prepare two excellent quality



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cricket wickets. It is anticipated that only good quality developmental clubs will be allocated to these pitches. A relevant grounds specialist from each club should sit on the facility's management committee to oversee that the correct techniques are utilised.

- ❑ Re-locate the tennis courts from the northern extremity of the site to a more central location. This will facilitate management of the courts as well as reduce the potential for vandalism. These should be available for hire or lease.
- ❑ Manage and maintain the football pitches located at Gurnell Leisure Centre (currently managed in-house at the Centre) from the new facility.
- ❑ Stimulate bowls play on site through links with the SSP. Schools should use a range of facilities when visiting the site.
- ❑ An orienteering course extending around the perimeter of the site, which can be used informally by the public and by schools by the organisation of events through the British Schools' Orienteering Federation.

'Sub-hub' network

The nature of an inner London Borough means that for some residents access to the hub facility at Perivale Park is not feasible. It is therefore necessary to consider the development of an additional 'network' of facilities to complement the main development at Perivale Park. Strategic considerations include:

- ❑ Sites to be developed should be geographically spread out across the Borough and be conversant of the accessibility issues affecting London Boroughs. Therefore, consideration should be given to locating a 'sub-hub' in the west of the Borough (in Southall) and towards the east of the Borough, in Acton.
- ❑ It is possible that more than one site can be developed as a sub-hub 'cluster'. This depends on what sites are located in the identified areas of need, and will be determined by the level (and quality) of existing facilities on them. Sites should be identified based on their current provision and their potential to be developed further.
- ❑ Site amenities should directly complement those planned at Perivale Park, and are likely to include some sort of athletics facility (such as a j-bend), grass football pitches, tennis courts, bowling greens and associated ancillary facilities (including split male/female changing).
- ❑ In order to stimulate informal physical activity participation, dedicated walking and cycle routes should be considered integral to any development.



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- An integrated management plan for hub site(s) which ensures that the quality of the facilities is recognised in the increased quality of the user group (e.g. potential long-term leases should be given to clubs with a development focus).
- Increased security on the site, best ensured by maximising usage of the range of facilities at all times. It is therefore vital that the facility mix initiates usage of the facilities during the evening and at weekends (i.e. use in the evening under floodlights is paramount).

Gaelic sports hub

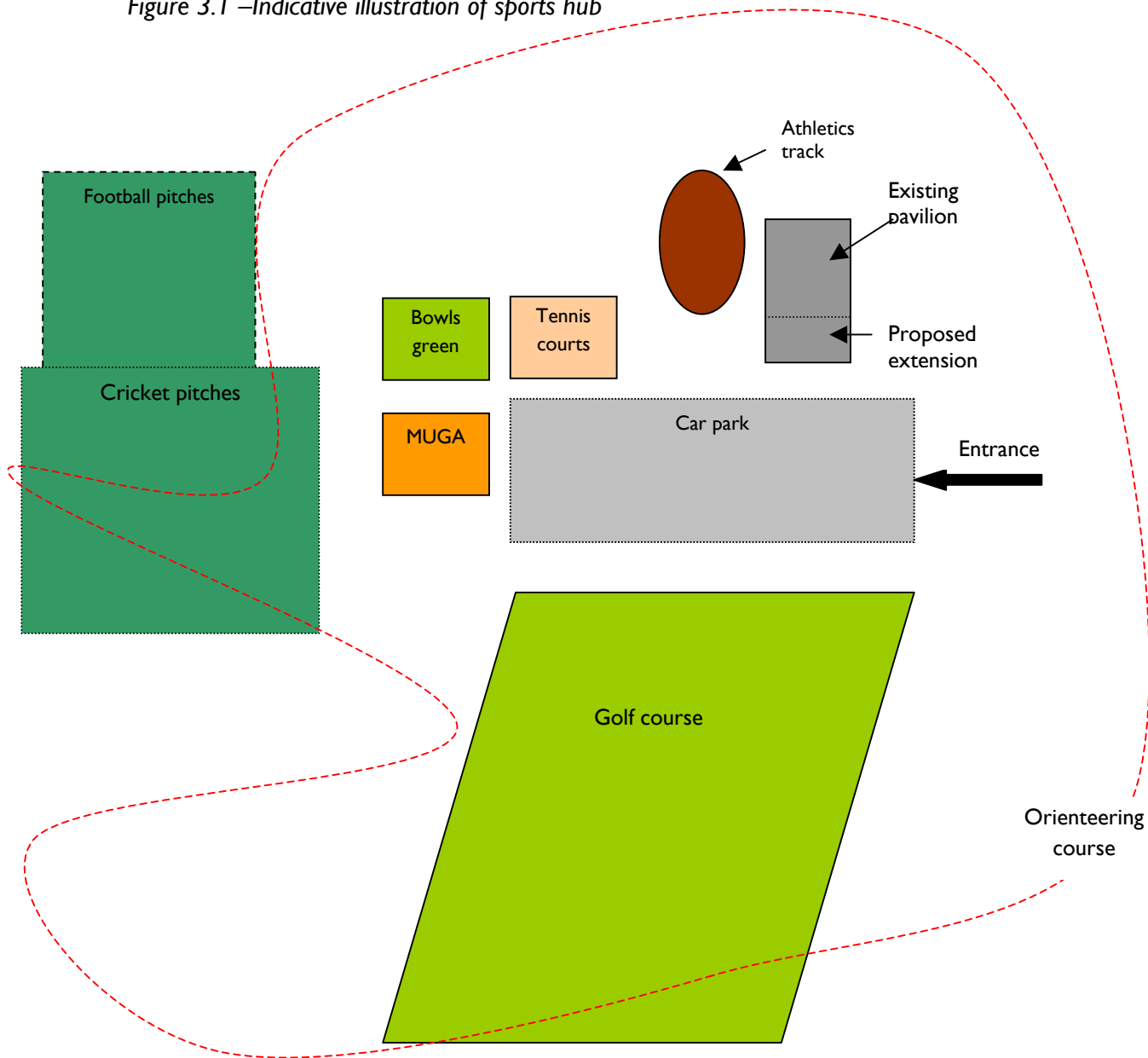
There is potential to develop a gaelic sports hub in the Borough. Currently, gaelic football is played mainly at Berkley Fields. However, other gaelic sports, such as camogie, could be stimulated further by introducing a supply of pitches at sites where gaelic sports are already prominent (e.g. Berkeley Fields).

The same principles recommended for the 'sub-hub' network (highlighted above) should be applied to any development of a gaelic sports hub.



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Figure 3.1 –Indicative illustration of sports hub



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OBJECTIVE 5

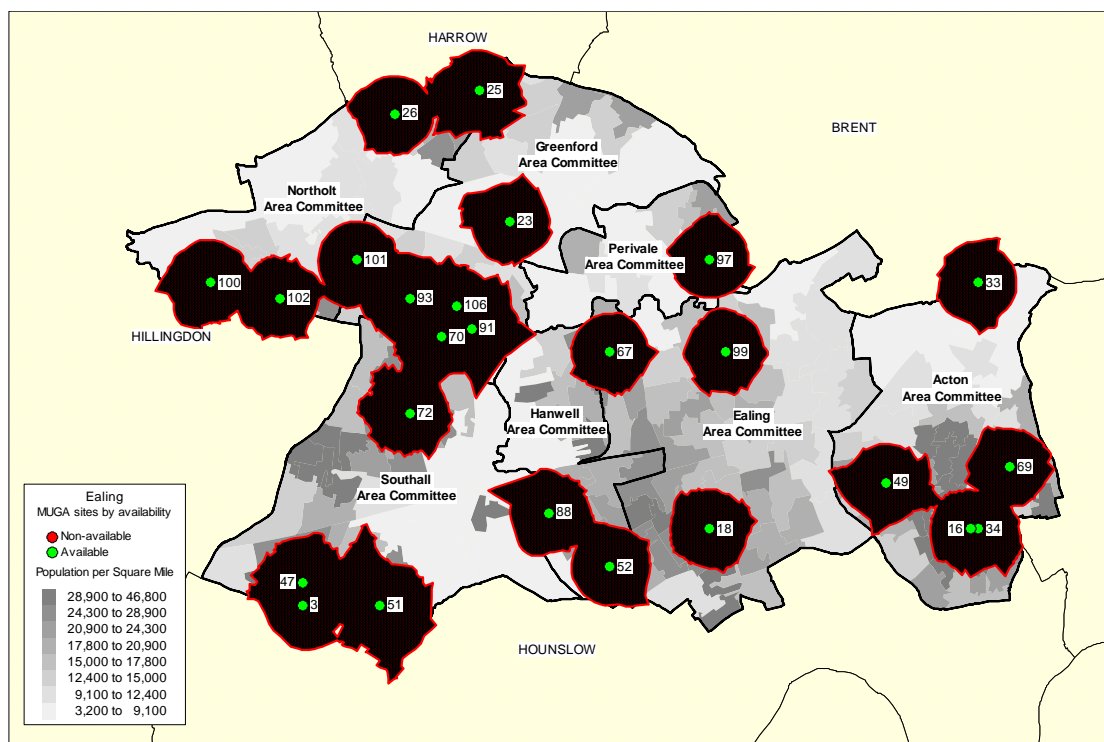
To achieve Active Ealing's target of ensuring that all section of the community engage in physical activity, develop an accessible network of formal and informal facilities.

As well as developing a tiered network of formal pitch provision, Active Ealing has identified that all sections of the community must be targeted to participate in physical activity. This requires the development of a variety

MUGAs

MUGAs are an integral facility when developing a network of facilities that are accessible to the community. It is recommended that every resident in the Borough live within a 10-minute walk time of a MUGA. The map below shows the current location of MUGAs across Ealing.

Figure 3.2 – MUGAs in LBE with a 10 minutes walk-time catchment



There is a good spread of MUGAs across the Borough. However, there are some catchment gaps to reach the target of locating sites within a 10-minute walk time. It is



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therefore recommended that the following sites be considered short-medium term priorities for MUGAs:

- ❑ Spikes Bridge Playing Fields.
- ❑ Islip Manor Park.
- ❑ Horsenden Recreation Ground.
- ❑ North Acton Playing Fields.

Tennis

It is recommended that some tennis courts should be leased in order to provide structured coaching opportunities across the Borough. These sites have been selected because they have a high number of courts and are strategically located:

- ❑ North Acton Playing Fields.
- ❑ Lammas Park.
- ❑ Pitshanger Park.
- ❑ Southall Park.

Whilst the provision of structured coaching is important, the provision of publicly accessible tennis courts is also vital in encouraging informal participation and contributing to the target of increasing physical activity. It is therefore recommended that there is **at least** one publicly accessible tennis court site in each of the seven analysis areas in the Borough. Ealing Council should therefore prioritise the upgrade (if required) of the following sites as strategically important in meeting this aspirational catchment target:

Table 3.3 – Key tennis sites in each analysis area to meet aspirational target

Site	Analysis area
Northolt Recreation Ground	Northolt analysis area
Ravenor Park	Greenford analysis area
Perivale Park	Perivale analysis area
Acton Park	Acton analysis area
Wolf Fields	Ealing analysis area
Churchfields Recreation Ground	Hanwell analysis area
<ul style="list-style-type: none"> ▪ Spikes Bridge Park ▪ Warren Farm 	Southall analysis area



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All other tennis court sites (except those with clubs attached to them) can be considered for a change of sport and recreation usage if necessary. The potential for change of use should be examined in the first instance to account for any deficiencies in facility provision highlighted in the assessment report. This could include the provision of a new MUGA to provide for informal physical activity provision. Other re-provision that should be considered includes a skateboard park and and/or a BMX facility.

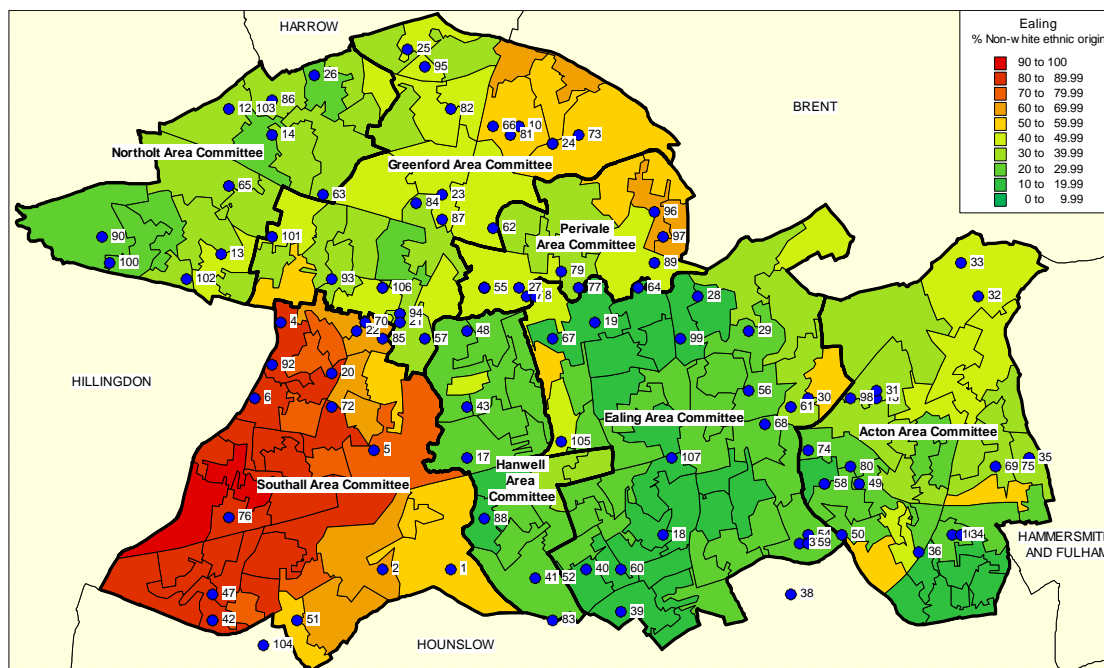
Minority sport development

Demographically, Ealing's population is made up of a number of different ethnic groups. In the context of Active Ealing's target to 'encourage and enable all local people to participate in sport and physical activity, especially those less likely to take up sport (i.e. target groups)', this means developing activities and facilities which are outside the traditional 'mainstream'. Therefore, throughout this document, opportunities to develop facilities that can be used for a variety of sport and recreation activities are integral to creating a supply led infrastructure that appeals to a cross section of the community, not just the majority. In order to achieve this, the location of these facilities is paramount. It is recommended that those sites identified for a change of use should be considered priority location for minority sport facilities, although this should also relate to local demand from within the community.



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Figure 3.3 – Current sites on % non-white ethnic origin



Handball

Handball is a predominantly northern European sport and can be played on a 90m x 55m court, often hardcourt. It is particularly popular in Eastern Europe. Ealing has a large Polish community, particularly in the north of the Borough and it is recommended that a MUGA-type facility, with a handball court, is located at Horsenden Recreation Ground.

Kabaddi

Kabaddi is a team sport which originated in South Asia. It should be played on a grassed area measuring 12.5m x 10m. Sites to be considered for use include Spikes Bridge Playing Fields (site 6), Southall Park (site 42) and Berkeley Fields (site 81). These sites are located in high BME concentrated communities and also require a significant upgrade in facilities. There is therefore a supply issue in the area that could be overcome by providing a minority sports facility to stimulate such sports. It should be noted that kabaddi pitches do not need to be available all year round and this should be taken into account when assessing any potential facility mix at sites.



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Baseball/softball

Baseball/softball UK has just received funding from Sport England to develop clubs and coaches in four target areas of the country. London is one of the target areas selected as it follows the NGB's development structures as set out in its Whole Sport Plan. A full-time regional coach has been appointed and funding is also available for the creation of local youth development programmes and competitions structures.

In the West Midlands, partnerships have been developed with rugby union clubs as locations for baseball and softball. The Ealing Trailfinders site has marked rounders pitches that are used on an ad-hoc basis over the summer period and therefore has a foundation for development of the sport, in partnership with Ealing Rugby Club.

Consideration should also be given to locating baseball/softball pitches at the propose Perivale Park sports hub, and the other sub-hub sites as and when identified.



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Golf

As identified in the assessment report, mapping of the golf courses in the Borough against Sport England recommended catchment (20 mins drive time) illustrates that there are significant overlaps in catchments. Consultation with clubs revealed that none are currently at capacity, and indeed the majority are below capacity and are actively recruiting members through the offer of cut-price memberships and waiving the joining fees. This is particularly aimed at facilitating access to the sport for junior players by removing some of the high cost implications of playing at private clubs.

The context for golf

Participation data (published by Mintel: Golf, Leisure Intelligence, March 2007¹) shows that there are approximately 4.6 million adults in Great Britain who play golf, just over half of whom class themselves as regular players. The number of regular players has increased slightly since 2001, although membership numbers have stagnated at 1.2 million. The overall golf market is predicted to grow by 9% by 2011 – however, this mostly comprises occasional players, with the number of regular players expected to grow by just 2%. Golf participation is highest in the 25-34 age group (11.5%) and social group AB (12.8%).

Ealing Council currently operates three municipal courses – Horsenden Hill, Perivale Park and Brent Valley. This is more than any of Ealing's most similar local authorities (Hounslow and Redbridge each have one; Harrow and Barnet both have two, with one of the courses in Harrow leased to a club). Further afield, Leicester (with a similar population profile) operates two municipal courses and Birmingham operates six (two with a commercial partner), but for a population in excess of 1 million. Sport England analysis (www.activeplacespower.com) shows that Ealing has 0.33 golf holes per 1,000 population. Although this is below the England average (0.67), it is above the London figure (0.24) and actually under-estimates the current level of provision by 36 holes – if the additional courses are taken into account, the figure for Ealing rises to 0.48.

The provision of golf in Ealing also needs to be viewed in the context of there being significant spare capacity at existing courses. Ealing Golf Club has 18% capacity, West Middlesex 38% and no clubs or courses report a waiting list for membership. Drawing together this with stagnant participation and membership levels and comparison of

¹ © Mintel International Group Limited



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provision in other areas, it suggests that there may be over provision of municipal golf courses in the London Borough of Ealing.

Figure 3.4 – Borough-wide golf course catchment areas after disposal of Brent Valley Golf Course

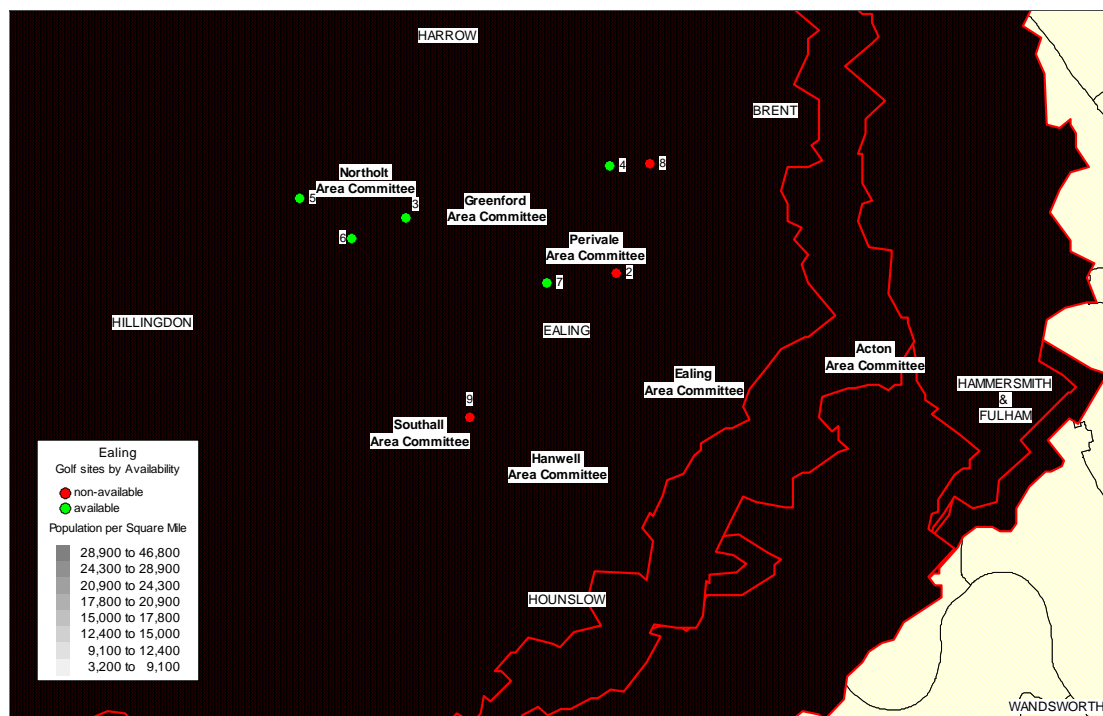


Table 3.4 – Key of golf sites excluding Brent Valley Golf Course

ID	Facility Name	Operation
2	Ealing Golf Course	Members
3	Ealing Golf Range	Pay & Play
4	Horsenden Hill	Pay & Play
5	London Golf Centre (Lime Trees)	Pay & Play/Members
6	Northolt Golf Club (Rectory Park)	Pay & Play/Members
7	Perivale Park	Pay & Play
8	Sudbury Hill	Members
9	West Middlesex	Members

This downturn in play has also occurred at the municipal courses. KKP has already recommended that Perivale Park Golf Course becomes a Community Links facility as part of the proposed sports hub development. It is recommended that Brent Valley Golf Course be examined in terms of its future sustainability as a golf course in its current form. This is because:



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- ❑ As can be seen in the mapping, there is a high concentration of golf clubs in the north of the Borough that are under capacity.
- ❑ Removal of the site does not create any catchment gaps in the Borough; in fact, it rationalises the current overlaps in catchment areas.
- ❑ A significant amount of investment is required to upgrade the facility to good quality. In particular, the changing facility requires improvement.
- ❑ There is a considerable amount of anti-social behaviour at the site, attached to the leased public house. Anecdotal evidence suggests that this has been a cause for the downturn in membership.

Municipal courses provide an entrance point into the sports at a basic level. It is important that this opportunity to participate is not taken away. Therefore, Active Ealing should seek to establish a partnership with West Middlesex Golf Club and 'block purchase' a certain number of rounds to continue to offer through its leisure card scheme.

Any other capital receipt from the disposal of the land should be ring-fenced and used to invest into improving the ancillary facilities at Horsenden Hill Golf Course.

Other options for consideration in addressing the over provision of municipal courses are:

- ❑ Sale of part of Brent Valley Golf Course to West Middlesex to enable it to significantly improve the quality of its course, thereby making it more attractive to local residents.
- ❑ Selling/merging the 9-hole course at Horsenden Hill with Sudbury Hill.
- ❑ Releasing part of Horsenden Hill to support the improvement of facilities at the outdoor education site.



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Leasing

There is potential for a number of sites in the Borough to be leased to sports clubs and/or organisations. Each club should meet with the Council's service and/or strategic objectives set out. However, an additional set of criteria should be considered in addition, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.

Table 3.5 - Recommended criteria for lease of sport sites to clubs/organisations

Club	Site
<ul style="list-style-type: none"> ▪ Clubs to have appropriately qualified coaches and a public liability insurance policy. ▪ Clubs should have (or be close to achieving) the NGB accreditation award. ▪ Clubs to have a long-term development plan to show how they will work with the community. ▪ Club commits to meeting demonstrable local demand and shows a pro-active commitment to developing school-club links. ▪ All clubs to have a monitoring and evaluation process in place. ▪ Clubs to be CASC registered (or working towards). ▪ Club is sustainable, both in a financial sense and through its internal structures relating to the recruitment and retention policy concerning both players and volunteers. ▪ Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified. ▪ Club located in key target area, either for NGB or Ealing. 	<ul style="list-style-type: none"> ▪ Sites should be those identified as tier B sites (i.e. not those with a Borough-wide significance). ▪ Sites identified should be of poor or average quality and require capital investment to improve. ▪ Sites should be leased on the condition that external funding be sourced and contributed towards improvement of the site. ▪ A NGB representative should sit on a management committee for each site leased to a club. ▪ Sites should be identified where there is a sports facility mix. This mix should be complementary (i.e. winter and summer sports mix to minimise overlap in playing times).

Only tier B sites should be considered for leasing. This is because tier A sites are considered to be vital to the Borough, and should therefore continue to be controlled by the Council. Clubs should be in both a structural and financial position to match fund any applications for external funding. It is also suggested that, where community use can be secured, tier C sites are leased to one club.

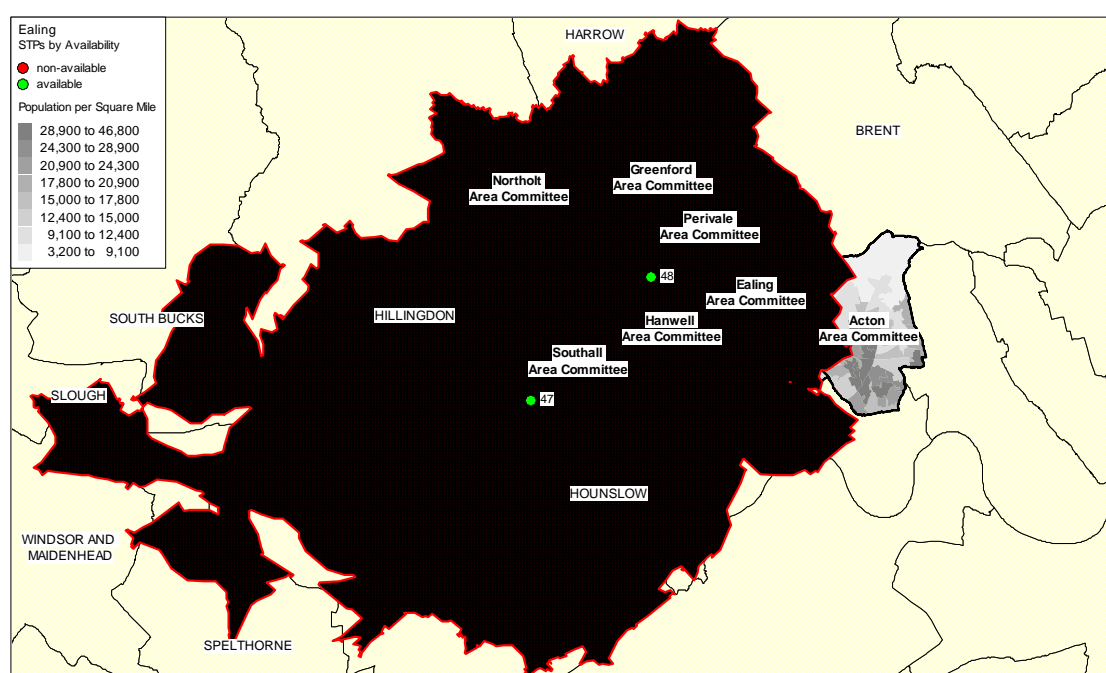


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Synthetic turf pitches (STPs)

At present there is little hockey activity taking place in the Borough. The map below shows the location of STPs, which are suitable to take hockey. As can be seen, there is a significant catchment gap in the east of the Borough in the Acton analysis area and this area should be considered a priority for future provision.

Figure 3.5 – Location of STPs with 15 mins drive time catchment



It is also recommended that:

- ❑ Active Ealing works towards establishing and supporting on a long-term basis, a hockey club in Ealing.
- ❑ The Club should be located at an STP facility and be given sufficient access during the week for training. This could be a central development in the sports hub facility development at Perivale Park.
- ❑ Strong school-club links should be established to ensure a clear exit route from school hockey activity into the newly formed club. This should be maintained over a period of 3-5 years to ensure long-term sustainability.
- ❑ In the long-term, satellite sessions should be established at school/sub-hub sites and act as a feeder into the main hockey club facility.



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Athletics

The athletics facility located at Perivale Park is excellent quality. There is a significant amount of development work taking place on the site and there is good links with local schools. The facility is well recognised in a regional context and regularly hosts meetings. As part of the wider sports hub development concept, it is suggested that the facility is at least maintained and, where necessary, upgraded to provide increased quality and therefore usage. Consideration should be given to installing an indoor facility adjacent to the current track, which would increase usage of the facilities over the winter months.

As part of the development of a sub-hub network of sites, it is key that the facilities complement those available at the Perivale Park site. Whilst a full-size athletics facility is unsustainable it is recommended that a form of synthetic track be made available at the hub sites, possibly in the form of a j-bend synthetic track. This will facilitate the dissemination of the good quality development work taking place at Perivale Park and make it more accessible to the rest of the Borough.

Increasing informal sports participation

In order to meet government targets of a 1% increase in sporting participation, it is necessary to develop opportunities for physical activity into everyday life. In Ealing, this should involve the development of informal physical activity opportunities in open public space, including:

- ❑ The provision of at least one publicly accessible tennis court site in each of the seven analysis areas in the Borough.
- ❑ The upgrade of existing disused tennis courts sites to a range of new facilities, such as MUGAs, skateboard parks etc. and casual 'kickaround' areas with suitable posts etc.
- ❑ The provision of minority sports facilities in areas to serve local community need, which can be used for sports such as handball, rounders etc. It is likely that a degree of is required to develop such facilities as it is anticipated that demand will be a function of supply relating to this.
- ❑ The creation of dedicated and well signposted routes around existing public open space sites that can be used for walking, jogging, cycling etc. Such routes should be well lit and have a surface conducive to the sporting activity (e.g. macadam paths for



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bicycles etc.). This would increase the usability of the site and create a more welcoming environment to the public.



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PART 4: ACTION PLAN

This section is divided into two parts:

- Sport by sport specific action plan.
- Site by site-specific action plan, dealing with actions required on sites in each analysis area.

NB - It should be noted that not all sites in the site-specific action plan have been included. Only those sites that require action have been included.



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SPORT BY SPORT ACTION PLAN

Action plan for football

Table 4.1 – Action plan for football

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Sites without changing facilities do not meet local league requirements, which state that competing clubs must have access to changing provision.	All grade B sites (i.e. those without a changing facility) should be upgraded to grade A standard, and therefore have access to a changing facility.	All football sites in the Borough meet league regulations for competitive play.	Local clubs, Ealing Council, Middlesex County FA	Football Foundation, MFA, Barclays Spaces for Sports
Overall deficit of 24.5 junior pitches and two mini pitches in the Borough. In practice, all of this play is accommodated on senior pitches, but it emphasises the need for additional (dedicated) junior and mini pitches.	Mini-soccer/junior – create four strategically located sites (roughly north, south, east and west of the Borough) to become junior football venues. These sites are highlighted in the site-by-site section.	Appropriate quality and quantity of provision for junior and mini-soccer football.		
Two-tier pricing system does not prioritise good quality, development-minded clubs.	Offer an additional tiered pitch pricing policy to reward junior clubs that have achieved the FA Charter Standard accreditation.	Recognised quality clubs (indicated by the Charter Standard accreditation) have priority access to a sufficient number of good quality pitches.		
A number of sites have goalposts rated as poor quality. At other sites, many of the goalposts are coming towards the end of their natural life.	Create and implement a rolling programme to replace current goalposts on all football pitch sites within three years.	Good quality, modern and safe goalposts on all sites in the Borough.		



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Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Good quality sites in Ealing are not currently played to capacity, whilst others are overplayed.	Ensure that the bookings procedure is sufficiently flexible so that teams are strategically directed to sites with capacity in accordance with the recommendations set out in this strategy document.	A strategic approach to the allocation of matches to pitches to ensure none are played over capacity, and sites are not underplayed.		
Limited community use of school facilities and formal community use agreements.	Ensure that adequate resources and procedures are put in place to facilitate the community use of school pitches to alleviate overplay on other sites (as identified in this strategy document).	Community use of school facilities in a strategic manner to enhance the quality and protect the quality of the Borough's overall pitch stock.		



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Action plan for cricket

Table 4.2 – Action plan for cricket

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Potential deficit of cricket pitches in the Borough based on potential future population increase.	Ensure that the feasibility of providing additional cricket pitches is examined when assessing the future facility mix at all sites in the Borough.	Sufficient supply of cricket pitches to accommodate anticipated future development of the sport.	ECB, clubs, Ealing Council	ECB, Sport England, private clubs
Poor quality local authority maintained cricket pitches.	Establish, for each local authority maintained cricket pitch site, a management group, primarily led by the clubs using the site, to co-ordinate and oversee the specialist preparation and ongoing maintenance of the pitches.	Good standard clubs have the necessary facilities to meet demand.		
Poor preparation of cricket pitches in time for the beginning of the cricket season.	On dual-use sites (i.e. with winter and summer sports pitches) ensure that sufficient time is given to prepare the pitches in advance of the commencement of the season.	Well-prepared cricket pitches available to hire for the longevity of the cricket season, as defined by the ECB.		
Lack of specialist maintenance techniques used to prepare cricket pitches.	<ul style="list-style-type: none"> ▪ Develop a programme of supporting clubs to access maintenance training and purchase relevant equipment then maintain the existing local authority pitch stock. 	Good quality stock of cricket pitches on which competitive league cricket can be played.		



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Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
No formal prioritisation of local authority cricket pitches to 'private' clubs to sustain 2 nd /3 rd team cricket.	Support clubs by ensuring that each club with its own 'private' facility has priority access to a second team pitch if required. This should be linked to those clubs that have achieved Clubmark accreditation.	Active Council support for club development through the provision of good quality facilities.		
There is a perception that local authority maintained pitches are subordinate to football pitches in terms of priority preparation and maintenance.	Identify two sites, one in the north and south of the Borough, to develop as primary 'high quality' sites, with suitable attention to preparing them.	Increased quality of cricket pitches accessible by all clubs in the Borough.		



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Action plan for rugby union

Table 4.3 – Action plan for rugby union

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
The ancillary facilities at Cayton Green Park are poor quality and require upgrading.	Support clubs playing at Cayton Green Park to secure external funding to construct a new changing facility. This may require a sustainable lease to be negotiated with the club	Support for key RFU club to increase current levels of activity.		
Lack of dedicated mini-rugby pitches to host training sessions concurrently with competitive matches.	Support clubs (including Ealing Rugby Club) to locate and develop sufficient pitches for its mini-rugby sessions.	Increase in participation at mini level to feed into competitive team rugby.		
Little play (either training or competitive) in state primary and secondary schools. Club coaches are prepared to deliver sessions in schools.	<ul style="list-style-type: none"> ▪ Develop relationship with Ealing Rugby Club and Grasshoppers RUFC to deliver coaching sessions in state primary and secondary schools in the Borough. ▪ Work with Wasps RUFC to roll out a programme of coaching delivery in state primary and secondary schools. 	An increase in participation in rugby in schools, which could subsequently increase the exposure of, and demand for, club rugby. Also, creation of school-club links.		
CRAG is an excellent forum for the co-ordination of rugby activity and demonstrates a commitment from the Council towards the sport.	Continue to support and develop the CRAG as a forum for co-ordinating and developing rugby union across the Borough.	Increased co-ordination of the sport in the Borough, including increased exposure to state primary and secondary schools.		



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Action plan for gaelic football

Table 4.4 – Action plan for gaelic football

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Support current levels of gaelic football, particularly access to a sufficient number of pitches, in the Borough.	<ul style="list-style-type: none"> ▪ Continue to provide at least three gaelic football pitches and associated ancillary facilities in the Borough to accommodate current and future demand. ▪ Ensure that the changing facilities serving three gaelic football pitches are sufficient in quantity and quality. ▪ Consider, at the specific request of clubs, a change of use for existing pitch sites not currently used to capacity. 	Council commitment to gaelic football development in the Borough.	Tir Chronail Gails, Tara	Sport England, Section 106



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Action plan for bowls

Table 4.5 – Action plan for bowls

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Poor specialist preparation and maintenance of bowls greens.	<ul style="list-style-type: none"> ▪ Ensure that any maintenance contractor has a suitable level of expertise to prepare bowling greens for competitive play. ▪ Develop a programme of supporting clubs to access maintenance training and purchase relevant equipment. 	Good quality bowls greens, with a suitable level of preparation and ongoing maintenance.	Bowls clubs, Ealing Council, English Bowls Association	Big Lottery, Awards for All
No junior development initiative to increase demand for bowls facilities in the Borough.	Work with the SSP and develop links with two bowling clubs (one in each SSP) and hold an inter-SSP tournament in situ.	An increase in participation in bowls with an emphasis on junior development.		
Occurrences of vandalism at bowling greens, both public and private.	Work with Pitshanger Park Bowls Club and North Greenford Bowls Club to erect perimeter fencing with an aim to reduce the potential for vandalism.	Measures taken in an attempt to reduce spates of vandalism on bowls greens.		
Poor quality of (and in some cases poor access to) ancillary facilities at Perivale Park.	Continue to upgrade ancillary facilities and ensure clubs have access to them.	An improvement in the environment at bowling clubs to sustain current levels of participation.		
Segregated changing available at bowling sites.	Work with clubs to ensure adequate changing facilities are provided at all sites.	Adequate male/female changing to suit the needs of users.		



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Action plan for tennis

Table 4.6 – Action plan for tennis

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Formal tennis coaching is only available at certain sites across the Borough, and therefore to certain communities.	Lease (or continue to lease) the following sites to private operators: <ul style="list-style-type: none"> ▪ North Acton Playing Fields. ▪ Lammas Park. ▪ Pitshanger Park. ▪ Southall Park. 	Improved access to tennis tuition/coaching across the Borough.	External contractor (e.g. What a Racket), Ealing Council	LTA, Sport England, private contractor, Big Lottery Fund
KKP is unable to assess the demand for particular tennis facilities due to a lack of participation data.	Ensure that all private operators on public sites gather and disseminate participation data on a yearly basis. This should be an integral part of any lease agreement.	Continual assessment of the effectiveness of private contractors.	External contractor, Active Ealing	
At least one publicly accessible tennis court site in each analysis area in the Borough.	Ensure that the following public tennis courts are good quality and publicly accessible at all times: <ul style="list-style-type: none"> ▪ Ravenor Park. ▪ Perivale Park. ▪ Churchfields Recreation Ground. ▪ Warren Farm. ▪ Wolf Fields. ▪ Spikes Bridge Park. 	Increased physical activity opportunities through a strategic network of publicly accessible tennis courts.	Ealing Council	



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Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Private tennis clubs cannot play winter tennis due to the absence of floodlights.	Work with all tennis clubs to install floodlights on all courts.	Improved access to tennis provision and coaching.	Ealing Council, St. Columbus Tennis Club, Old Aconians Tennis Club, Greenford Tennis Club	



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Action plan for golf

Table 4.7 – Action plan for golf

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Three municipal golf courses with low levels of membership and participation. This must be placed in the context of the spare capacity at private clubs.	<ul style="list-style-type: none"> ▪ Consider disposal of Brentham Park Golf Club with a view to retaining part of it as public open space. ▪ Develop a partnership with West Middlesex Golf Club to facilitate community access on a pay and play basis to continue to provide a basic level access point to the sport. 	Golf provision appropriate to needs of community.	West Middlesex Golf Club, Active Ealing, Ealing Council	EALING COUNCIL
Poor quality ancillary facilities at Perivale Park Golf Club	Improve ancillary facilities at Perivale Park Golf Club as part of the proposed development of a sports hub on the site.	Good quality, accessible ancillary facilities that meet the needs of users.	Ealing Council, Golf Foundation	Golf Foundation, Big Lottery Fund
Poor membership/pay and play levels at Perivale Park Golf Club.	Work with the Golf Foundation to establish a Community Links facility at Perivale Park Golf Club.	Increase usage of municipal course for junior players to encourage participation in golf.	Golf Foundation, Active Ealing	Golf Foundation



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Action plan for athletics

Table 4.8 – Action plan for athletics

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
Perivale Park athletics track	<ul style="list-style-type: none"> ▪ Where possible, continually re-assess the facility and upgrade it to continue its status as a leading athletic facility serving west London. 	Constantly improving athletics facility that can host top-class athletic events and support the training and education of the Borough's athletes.	Active Ealing, UK Athletics	Big Lottery Fund
Poor quality athletics track located in the south of the Borough at Spike Bridge Playing Fields.	<ul style="list-style-type: none"> ▪ Upgrade athletics track at Spikes Bridge Playing Fields (possibly to a j-bend) as part of the development of a 'sub-hub' to serve the south-west of the Borough. ▪ Ensure that formal athletics activities are operated from Spikes Bridge Playing Fields. 	Accessible athletics facility in the south of the Borough, with structured coaching opportunities.	Active Ealing, SSP	Big Lottery Fund

Action plan for hockey

Table 4.9 – Action plan for hockey

Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
No club structure in the Borough.	<ul style="list-style-type: none"> ▪ Support Eastscote Hockey Club to set up a satellite club located at West London Academy ATP facility. 	Club access to facilities in the Borough.	Sports colleges, England Hockey, Active Ealing	Big Lottery, PESCCCL



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Issue	Recommended actions	Outcomes	Partnerships	Potential external funding
	<ul style="list-style-type: none">▪ Support Indian Gymkhana Hockey Club to set up a satellite club located at Featherstone High School ATP facility.			



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SITE SPECIFIC ACTION PLAN

Acton Action Plan

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **surplus of four football pitches** in Acton analysis area. This needs to be taken into account when providing recommendations for current football pitch sites in the area.

Site by site action plan

Table 4.10 – Pitch site actions in Acton analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
North Acton Playing Fields	<ul style="list-style-type: none"> ▪ Site is significantly overplayed. Play should be directed to other sites, as the pitches cannot be significantly improved in quality to impact their carrying capacity. ▪ Site identified as in catchment gap for MUGA facility. 	<ul style="list-style-type: none"> ▪ Maintain current quality. ▪ Direct play to Alwyn Gardens Playing Fields and Acton Park. ▪ Install/upgrade MUGA at site to meet aspirational 15 minute walk-time target. 	Pitches not overplayed, which helps to preserve their long-term quality.	A
Southfield Road Playing Field	Site is well used by Ealing Shamrock and Racing Chiswick junior teams. There is potential to direct play to this site but this would be difficult considering that all teams currently compete in leagues which play on Sundays.	Maintain current quality.	-	B



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Site name	Current issues	Recommended action	Outcome	Proposed tier
Alwyn Gardens Playing Field	No registered play on site.	Retain and increase usage by re-directing play from North Acton Playing Fields.	Increased play on a currently disused site.	B
Acton Park	Junior pitch located on the site and used by Bollo Utd junior teams. It is unlikely that there is demand to increase the usage of the pitches.	Maintain current quality and accommodate overplay from North Acton Playing Fields.	Increase in usage of site, which accommodates overplay in the area.	B
West Acton Primary School	Site currently not used. There is a need to facilitate usage of these pitches by introducing a bookings system for the site.	Put into place a bookings procedure to facilitate community usage of pitches.	Community use of school pitches.	C

Non-pitch

Table 4.11 – Non-pitch site actions in Acton analysis area

Site name	Current issues	Recommended action	Outcome
North Acton Playing Fields	<ul style="list-style-type: none"> ▪ 12 tennis courts on site in total. What a Racket currently leases site, which is private company offering tennis tuition. ▪ Site identified as in catchment gap for MUGA facility. 	<ul style="list-style-type: none"> ▪ Continue and if necessary extend lease on site. ▪ Ensure that participation data is gathered and made available. 	External management of facility by reputable operator offering structured tennis coaching opportunity in the local community.
Acton Park	2 tennis courts – good quality.	Site is located in southeast corner of the Borough and should be retained.	Publicly accessible tennis provision in southeast corner of Borough.



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Ealing

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **surplus of eight pitches** in Ealing analysis area. This needs to be taken into account when providing recommendations for current football pitch sites in the area. However, the potential for the pitch stock in this area to accommodate demand in adjacent analysis areas should be considered.

Site by site action plan

Table 4.12 – Pitch site actions in Ealing analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Gurnell Leisure Centre	<ul style="list-style-type: none"> ▪ Site has three good quality pitches but KKP did not identify current play on the site. ▪ Pitches are booked centrally through Gurnell Leisure Centre. 	<ul style="list-style-type: none"> ▪ Maintain current quality. ▪ Site to be managed from new sports hub facility at Perivale Park. 	More efficient management and control of pitch usage to deliver strategic objectives.	B
Lammas Park	<ul style="list-style-type: none"> ▪ Pitch rated as poor quality and only used on an ad-hoc basis. ▪ Goalposts rated as poor quality. 	<ul style="list-style-type: none"> ▪ Improve quality of pitch to increase carrying capacity. ▪ Apply for Football Foundation funding for new goalposts on site. ▪ Construct changing facility at site to serve pitches and meet league rules. 	Improved pitch facility to accommodate local league matches.	B



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Site name	Current issues	Recommended action	Outcome	Proposed tier
Pitshanger Park	<ul style="list-style-type: none"> ▪ Poor quality pitches. ▪ No changing facility. 	Work with Pitshanger FC to secure a long-term lease on the site to construct a new changing facility and improve the quality of the pitches.	Lease to good quality, Charter Standard club to maintain, and increase, development.	B
Playing Fields off Fox Lane	No play on this site.	<ul style="list-style-type: none"> ▪ Establish site as a Tier A (junior/mini) facility with dedicated mini-soccer and junior pitches, including suitable ancillary facilities. 	Strategically located junior football site.	A (junior/mini)
Sports Ground - Raymond Avenue	Single pitch site, which restricts demand due to lack of ancillary facilities and cost-efficient maintenance schedule.	Consider disposal of site.	Reduced management responsibility and cost.	N/A
Ellen Wilkinson School for Girls	<ul style="list-style-type: none"> ▪ Site currently not used on a regular basis. ▪ Goalposts rated as poor quality. 	<ul style="list-style-type: none"> ▪ Put into place a bookings procedure to facilitate community usage of pitches. ▪ Apply for Football Foundation funding for new goalposts on site. 	Community use of school pitches.	C
St Gregory's RC Primary School	Assess the practicalities of community clubs using the site from a logistical point of view (i.e. booking system).	Put into place a bookings procedure to facilitate community usage of pitches.	Community use of school pitches based on demand.	C



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Non-pitch

Table 4.13 – Non-pitch site actions in Ealing analysis area

Site name	Current issues	Recommended action	Outcome
Lammas Park	Current operator of site has not taken up option of extending lease on the site.	<ul style="list-style-type: none"> ▪ Seek alternative operator to take a lease on the site. ▪ Ensure that participation data is gathered and made available. 	External management of facility by reputable operator offering structured tennis coaching.
Pitshanger Park	Ten macadam tennis courts which are good quality with no structured play on them.	<ul style="list-style-type: none"> ▪ Offer lease to external operator to manage courts. ▪ Ensure that participation data is gathered and made available. 	External management of facility by reputable operator offering structured tennis coaching.
St. Columbus Tennis Club	Four tennis courts without floodlights. This restricts all year round play.	Support Club to source and secure external funding for floodlights.	All year-round participation, including in competitions.



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Greenford

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **deficit of 5.5 pitches** in Greenford analysis area. This is due to significant future demand. This needs to be taken into account when providing recommendations for current football pitch sites in the area.

Site by site action plan

Table 4.14 – Pitch site actions in Greenford analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Ealing Central Sports Ground	Quality of pitches cannot be improved so play should be directed to other sites in Ealing and Greenford as appropriate.	<ul style="list-style-type: none"> ▪ Maintain current quality. ▪ Direct play to Marnham Fields and Playing Fields off Fox Lane (Ealing). 	Good quality, key strategic site played to capacity.	A
Horsenden Hill	<ul style="list-style-type: none"> ▪ Single pitch site well used by junior football clubs. ▪ Quality cannot be improved and it is used to capacity. ▪ No changing facility. 	Construct changing facility on site sufficient for the number of pitches.	Good quality site played to capacity.	B
Marnham Field	<ul style="list-style-type: none"> ▪ Three average pitches on site, which are not regularly used. ▪ Goalposts rated as poor quality. 	<ul style="list-style-type: none"> ▪ Identify quality issues at site and improve quality. ▪ Play from Ealing Central Sports Ground should be directed to this site. ▪ Apply for Football Foundation 	Improved quality pitch able to accommodate overplay from surrounding sites.	B



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Site name	Current issues	Recommended action	Outcome	Proposed tier
		funding for new goalposts on site.		
Cayton Green Park	<ul style="list-style-type: none"> ▪ Site overplayed, used by Greenford Celtic junior teams. ▪ Pitches cannot be improved to increase their carrying capacity. ▪ Changing facility is poor quality. 	<ul style="list-style-type: none"> ▪ Work with Greenford Celtic FC, Northolt RUFC and Tara Gaelic Football Club to upgrade changing facility. ▪ Support club in programming matches to accommodate current levels of play. 	Good quality site supporting development of club.	B

Non-pitch

Table 4.15 – Non-pitch site actions in Greenford analysis area

Site name	Current issues	Recommended action	Outcome
Ravenor Park	Five macadam tennis courts which are good quality with no structured play on them.	<ul style="list-style-type: none"> ▪ Offer lease to Greenford Tennis Club to manage courts. Courts should continue to be made available for public use at other times. ▪ Ensure that participation data is gathered and made available. 	Increased club activity on courts.
Greenford Tennis Club	Three tennis courts without floodlights. This restricts all-year round play.	Support Club to source and secure external funding for floodlights.	All year-round participation, including in competitions.
Horsenden Recreation Ground	Site identified as in catchment gap for MUGA facility.	Install/upgrade MUGA at site to meet aspirational 15 minute walk-time target.	Good quality, publicly accessible facility.



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Hanwell

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **surplus of five pitches** in Hanwell analysis area. This is due to significant future demand. This needs to be taken into account when providing recommendations for current football pitch sites in the area. However, the potential for the pitch stock in this area to accommodate demand in adjacent analysis areas should be considered.

Site by site action plan

Table 4.16 – Pitch site actions in Hanwell analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Elthorne Waterside Pitches	<ul style="list-style-type: none"> ▪ Football Foundation funding has been secured to replace the senior pitches with junior and mini-soccer pitches. ▪ There are currently two senior teams using the pitches at present and these will need to be directed to other sites. ▪ There is significant local demand for junior and mini-soccer pitches on this site. 	<ul style="list-style-type: none"> ▪ Establish site as a Tier A (junior/mini) facility with dedicated mini-soccer and junior pitches, including suitable ancillary facilities. 	Strategically located junior football site.	A (junior/mini)
Brentside High School	<ul style="list-style-type: none"> ▪ Pitch is poor quality and there is not likely to be significant demand 	<ul style="list-style-type: none"> ▪ Secure community use of school pitches for senior teams 	Community use of school pitches.	C



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Site name	Current issues	Recommended action	Outcome	Proposed tier
	for community use. <ul style="list-style-type: none"> ▪ Goalposts rated as poor quality. 	directed away from Elthorne Waterside Pitches. <ul style="list-style-type: none"> ▪ Apply for Football Foundation funding for new goalposts on site. 		

Non-pitch

Table 4.17 – Non-pitch site actions in Hanwell analysis area

Site name	Current issues	Recommended action	Outcome
Churchfields Recreation Ground	Two tennis courts in poor condition.	Improve condition of tennis courts and make them available for public use.	Good quality, publicly accessible facility.



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Northolt

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **deficit of 1.5 pitches** in Northolt analysis area. This is due to significant future demand. This needs to be taken into account when providing recommendations for current football pitch sites in the area.

Site by site action plan

Table 4.18 – Pitch site actions in Northolt analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Lord Halsbury Playing Field	<ul style="list-style-type: none"> ▪ Site is good quality. ▪ Increase in quality will no affect the carrying capacity of the pitches. ▪ No changing facility at site. 	<ul style="list-style-type: none"> ▪ Establish site as a Tier A (junior/mini) facility with dedicated mini-soccer and junior pitches, including suitable ancillary facilities. ▪ Construct changing facility at site to serve pitches and meet league rules. 	Strategically located junior football site.	A (junior/mini)
Rectory Park	<ul style="list-style-type: none"> ▪ Site is only rated average quality and increase in quality would increase the carrying capacity of the pitches. ▪ No changing facility at the site. 	<ul style="list-style-type: none"> ▪ Establish site as a Tier A (junior/mini) facility with dedicated mini-soccer and junior pitches, including suitable ancillary facilities. ▪ The current number of pitches (12) should be maintained on the site to ensure no aggregate loss of playing fields in the analysis area. 	<ul style="list-style-type: none"> ▪ Strategically located junior football site. ▪ Commercial football centre run by an external operator. 	A (junior/mini)



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Site name	Current issues	Recommended action	Outcome	Proposed tier
		<ul style="list-style-type: none"> ▪ Ensure that proposed management re-tender of site (for 5-a-side facility) includes improvements to the grass pitches. ▪ Ensure that proposed management re-tender of site (for 5-a-side facility) includes improvements to the changing facility serving the grass pitches, both in terms of number and quality. 		
Northolt High School	Site currently not used on a regular basis. There is a need to facilitate usage of these pitches by introducing an advertised bookings system. Consideration must be given to use by school during curriculum time.	Put into place a bookings procedure to facilitate community usage of pitches.	Community use of school pitches.	C

Non-pitch

Table 4.19 – Non-pitch site actions in Northolt analysis area

Site name	Current issues	Recommended action	Outcome
Islip Manor Park	Site identified as in catchment gap for MUGA facility.	Install/upgrade MUGA at site to meet aspirational 15 minute walk-time target.	Good quality, publicly accessible facility.



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Perivale

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **surplus of two pitches** in Perivale analysis area. This needs to be taken into account when providing recommendations for current football pitch sites in the area. However, the potential for the pitch stock in this area to accommodate demand in adjacent analysis areas should be considered.

Site by site action plan

Table 4.20 – Pitch site actions in Perivale analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Perivale Park	<ul style="list-style-type: none"> ▪ Site is used by senior and junior teams. ▪ Pitches cannot be improved in quality to create further capacity. 	<ul style="list-style-type: none"> ▪ Establish site as a Tier A (junior/mini) facility with dedicated mini-soccer and junior pitches, including suitable ancillary facilities. ▪ Create sports hub at the site (see previous section for details). ▪ Prepare cricket pitches to high quality standard, using appropriate techniques, and vary hire cost to reflect this. 	Strategically located junior football site. Part of a multi-hub sports facility for the Borough.	A (junior/mini)



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Southall

Football pitch future supply summary

Taking into account current levels of demand and factoring into account future demand by assessing the future team generation rates (TGRs), there is expected to be a **deficit of 11 pitches** in Southall analysis area. This is due to significant future demand. This needs to be taken into account when providing recommendations for current football pitch sites in the area.

Site by site action plan

Table 4.21 – Pitch site actions in Southall analysis area

Site name	Current issues	Recommended action	Outcome	Proposed tier
Warren Farm	Well-used site, with changing, in the Borough.	Maintain site as the main multi-pitch site in the Borough.	Strategically located multi-pitch site with Borough-wide significance.	A
Southall Recreation Ground	Site is underused. Play from other sites (such as King George V Playing Fields) could be directed to this site.	Maintain quality of pitches and direct play from King George V Playing Fields.	Strategically located pitch site with Borough-wide significance.	A
King George V Playing Fields	<ul style="list-style-type: none"> ▪ Site is overplayed. An improvement in pitch quality would allow more matches to be played at the site. ▪ No changing facility at the site. 	<ul style="list-style-type: none"> ▪ In short-term, direct play to Southall Recreation Ground. ▪ Construct changing facility at site to serve pitches and meet league rules. 	Improved pitch site able to carry more matches.	B
Dormers Well Leisure Centre	<ul style="list-style-type: none"> ▪ Site is well used and should be retained. Where possible, the quality should be improved. ▪ Goalposts rated as poor quality. 	<ul style="list-style-type: none"> ▪ Maintain current quality of pitches. ▪ Apply for Football Foundation funding for new goalposts on site. 	Well-used pitch site.	B
Villers High School	Pitches are poor quality and are	<ul style="list-style-type: none"> ▪ Improve quality of pitches to 	Community use of school pitches.	C



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Site name	Current issues	Recommended action	Outcome	Proposed tier
	therefore not used. An increase in quality is required and they need to be made available for community use.	<p>increase the carrying capacity.</p> <ul style="list-style-type: none"> ▪ Ensure that pitches are available for community use. 		
Drayton Manor High School	Pitches are good quality and cannot realistically be improved further.	Maintain current quality.	-	C
Dormers Well High School	Single pitch site, not used at present. Assess the potential to take over the bookings and make it available for community use.	Put into place a bookings procedure to facilitate community usage of pitches.	Community use of school pitches.	C
Durdans Park Primary School	Junior pitch site, only used by school during curriculum hours.	None-limited value in making available for community use.	-	-
Spikes Bridge Park	Site has an athletics track, cricket and football pitches and a changing facility. However, due to high levels of vandalism, the site is significantly underused.	<ul style="list-style-type: none"> ▪ Seek management operative to take control of the site, to include athletics track (linked to track activities at Perivale Park), grass football pitches, hardcourt areas for commercial football activities and new ancillary facilities. Work with local football clubs to take a long-term tenancy of the site as part of the process. ▪ Prepare cricket pitches to high quality standard, using appropriate techniques, and vary hire cost to reflect this. 	Good quality grass pitches and ancillary facilities to add to pitch stock in Southall area.	B



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Non-pitch

Table 4.22 – Non-pitch site actions in Southall analysis area

Site name	Current issues	Recommended action	Outcome
Southall Park	Six courts, of which two are leased by Parkside Tennis Club and four in poor state of repair.	<ul style="list-style-type: none"> ▪ Improve quality of four public tennis courts through a lease agreement. ▪ Offer lease to external operator to manage, and improve the quality of, the four remaining courts. ▪ Ensure that participation data is gathered and made available. ▪ Work with Parkside Tennis Club alongside external operator. 	<ul style="list-style-type: none"> ▪ External management of facility by reputable operator offering structured tennis coaching. ▪ Club access to four additional courts at certain times.
Spikes Bridge Park	<ul style="list-style-type: none"> ▪ Four tennis courts which are in a poor state of repair due to increase in vandalism affecting the whole site. ▪ Site identified as in catchment gap for MUGA facility. 	<ul style="list-style-type: none"> ▪ Refurbish courts and make available for public use. ▪ Install/upgrade MUGA at site to meet aspirational 15 minute walk-time target. ▪ Install wheeled sports facility at site (i.e. skateboard park). 	Good quality, accessible tennis courts providing structured participation opportunity.



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APPENDIX 1: EALING LOCAL PROVISION STANDARDS

The table below details the provision standards for outdoor sports facilities (both pitch and non-pitch) across Ealing. Detailed calculations can be found in the relevant study databases. Ealing has been divided into analysis areas. These have been adopted to create a more localised assessment of provision and for examination of open space/facility surplus and deficiencies at a local level. The use of analysis areas allows local circumstances and issues to be taken into account.

Table 1: Local provision standards (ha per 1,000 population)

			Analysis areas						
Typology	Standard	BOROUGH	Acton	Ealing	Greenford	Hanwell	Northolt	Perivale	Southall
Outdoor sports facilities	Quantity	0.85	0.63	0.50	1.09	0.41	1.01	1.57	1.12
	Quality	All sites to be rated as 'good' or 'excellent' quality (this ensures maximum carrying capacity on a weekly basis)							
	Access	Teams to have access to appropriate site at relevant time							

The standards set are locally derived standards and are therefore reflective of local circumstance including current provision and demand. Although some standards may seem particularly high, this is because the starting point (i.e. the current provision) is higher than other areas. It is also recognised that analysis area boundaries do not inhibit residents' usage of open spaces. Analysis areas that appear to have particularly low standards are such because large sites probably fall just outside the analysis area boundary but still service people from within that area. Therefore, it is not always useful to compare one area with another area, but accept and work towards the standards as locally derived standards.



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