

# Euston Area Needs Assessment

**Draft report: January 2022**



# SECTION 1: INTRODUCTION

# Introduction

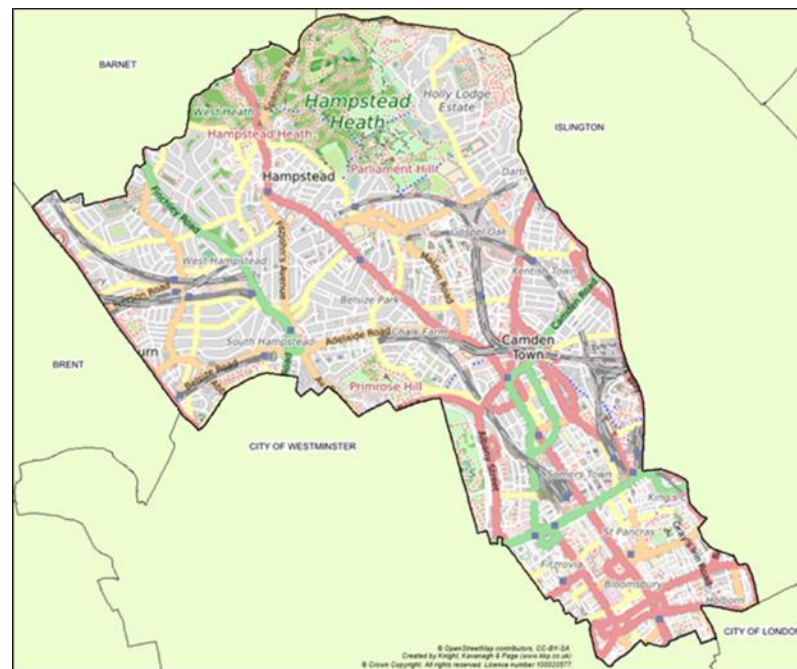


This is a draft report by Knight Kavanagh & Page to deliver an up-to-date review of the supply and demand needs assessment of sports facilities in the borough of Camden considering the current and future demographic of Euston and the HS2 development area.

The strategy document is required to support Camden Council's Sport and Physical Activity Team in meeting the needs of its current residents and those for the future by providing a detailed assessment of current provision of the indoor and outdoor sports facilities in and around the borough and identifying the need and gaps in provision.

The strategy will inform how public access to sport provision both indoor and outdoor is maximised, (potential) investment and disinvestment and Planning policy and decisions for the area.

It will provide a robust and objective justification for the future provision of accessible, high quality and financially sustainable facilities for sport and physical activity in and around this area.



# Context



The primary purpose of this commission is to produce an Indoor and Outdoor Sports Facilities Strategy for the Euston and HS2 development area. In this regard the key deliverables are:

- Opportunity to shape the new sport and physical activity spaces to increase access to sport and physical activity, especially inactive residents and barriered groups.
- Creatively designed spaces that maximise utility value, commercially viable and offer something different and exciting.
- Could consist of built mainstream provision, e.g., gym fitness, group exercise studios, swimming, and sports hall, subject to meeting known latent demand and/or unmet need.
- Meet the needs of the daytime population/non-residents, primarily for commercial income generation/sustainability for cross-subsidy for targeted interventions.
- Meet needs of residents - both the fitness market/active demographic groups and inactive and disproportionately affected by Covid Open access, safe recreational spaces, free to use and appealing to young people, but blended with other uses and users, e.g., older people, families
- The report will identify a prioritised list of recommendations comprising a facility mix of options, justifications.
- Consider current and future facility requirements in and around the area in question, considering current provision and future population and housing growth and demand, considering current financial climate considering the Covid pandemic and subsequent recovery process.

# HS2 – Euston Area Plan



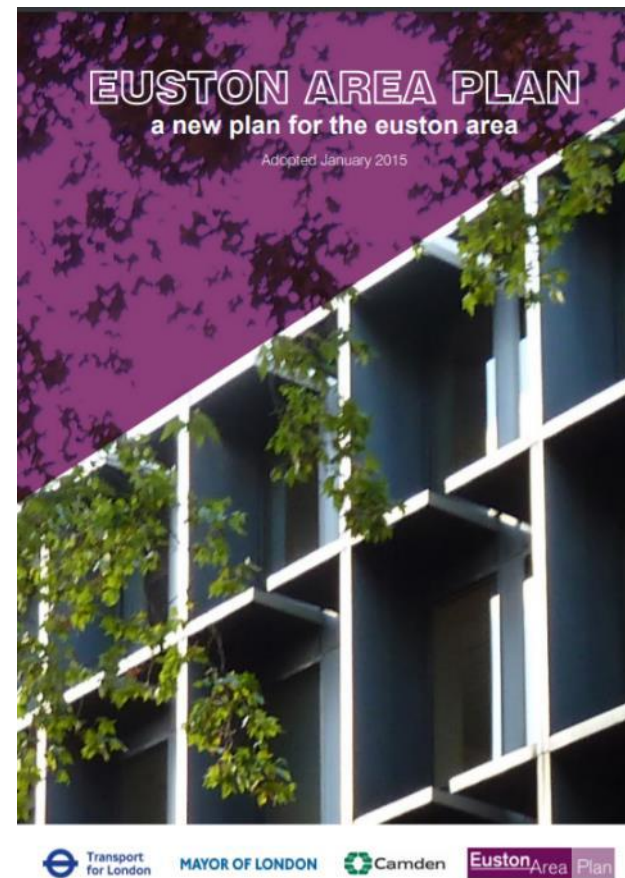
The Euston Area Plan (EAP) adopted in 2015 sets out the strategic vision for the area.

The current proposals are to terminate the Government's High Speed Two (HS2) line at Euston and replace the existing Euston Station with a new improved Euston station.

A fully redeveloped station would maximise opportunities for new homes, jobs, open space and new routes through and around the station to better connect neighbourhoods.

It is a joined up approach to the design and development is critical to achieving the objectives of the EAP – creation of a new piece of city with comprehensive redevelopment.

There will be in the region of 2,800 to 3,800 new dwellings. It will create between 7,200 and 13,600 jobs.



# Euston Area Plan



The overarching strategy for the Euston area is to:

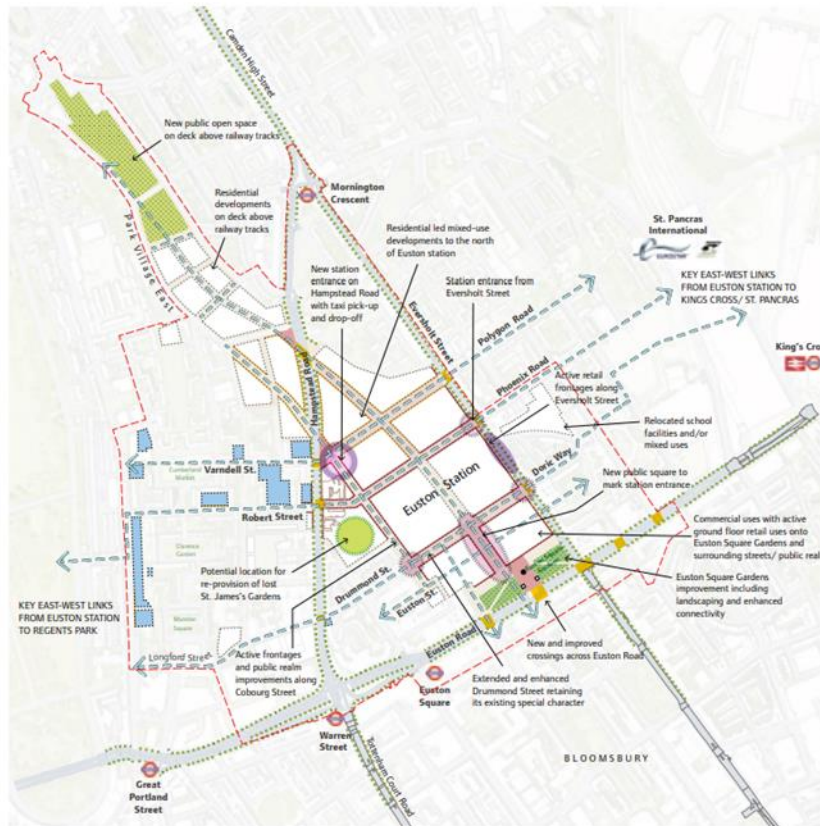
- ◀ Secure long term benefits from station redevelopment for existing neighbouring communities and helping to mitigate the shorter term impacts of HS2.
- ◀ Focus growth and development at;
  - ◀ Euston Station, where significant new mixed use development will establish the Station and Tracks site as a major destination in its own right.
  - ◀ Regent's Park Estate, with regeneration and infill delivering new housing including affordable housing.
- ◀ Enhancing Euston's role and image in the central London and national economy through world class station development and capitalising on the cluster of science and knowledge institutions already in the area.
- ◀ Improving connectivity, particularly east-west pedestrian links to draw neighbourhoods together to improve access between Regent's Park, Euston, St Pancras and Kings Cross stations;
- ◀ Enhancing links to the West End and reducing the barrier effect of Euston Road;
- ◀ Creating a network of new and improved open spaces, with a large new open space west of Euston Station;
- ◀ Seeking to ensure that growth and change can protect and enhance existing local centres, in particular Drummond Street and Eversholt Street;
- ◀ Taking opportunities to repair historic routes and frontages and to deliver improvements to the settings of heritage assets;
- ◀ Prioritising walking and cycling, and promoting enhanced interchange and public transport provision in a world class new Euston Station.



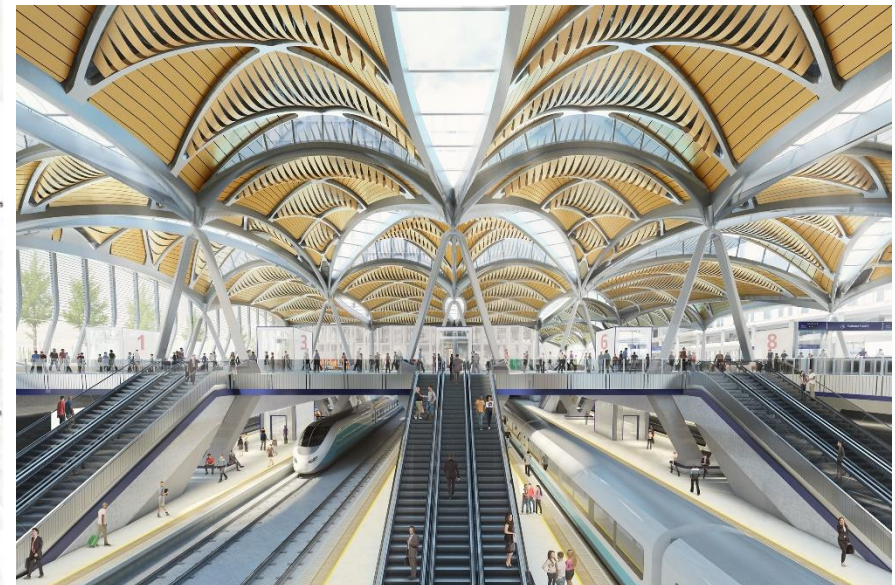
# Euston Area development plan



# What will the new station look like?



- Key east-west and north-south links
- Indicative development blocks
- Main retail frontages
- Commercial / other active frontages
- Station entrances
- Potential taxi drop-off/pick up locations
- New / improved pedestrian / cycle crossings
- Replacement housing infill sites



Concept image of Euston station redevelopment



# Camden area profile

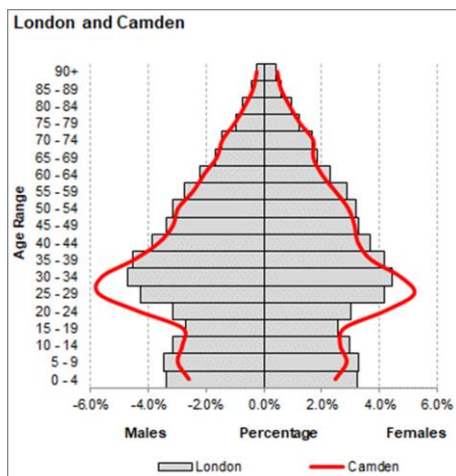


## Population

The total population of Camden is 279,516 (ONS 2020 Mid Year Estimate) of which 142,915 are male and 136,601 are female.

## Ethnicity

Camden has a culturally diverse population. According to the 2011 Census of population, the largest proportion (66.3%) of the local population classified their ethnicity as White; the next largest population group (by self classification) is Asian, at 16.1% followed by Black at 8.2%, Mixed with 5.6% and Other 3.8%.



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

# Camden area profile

## ***Income and benefits dependency*** (Data source: nomis 2021)

The median figure for full-time earnings (2021) in Camden is £40,856; the comparative rate for London is £37,877 (-7.3%) and for Great Britain is £31,881 (-22%)

In November 2021 there were 8,770 people in Camden claiming out of work benefits; this represents a significant increase of 103.2% when compared to March 2020 (4,315). This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

## ***Deprivation*** (Data source: 2019 indices of deprivation, MHCLG)

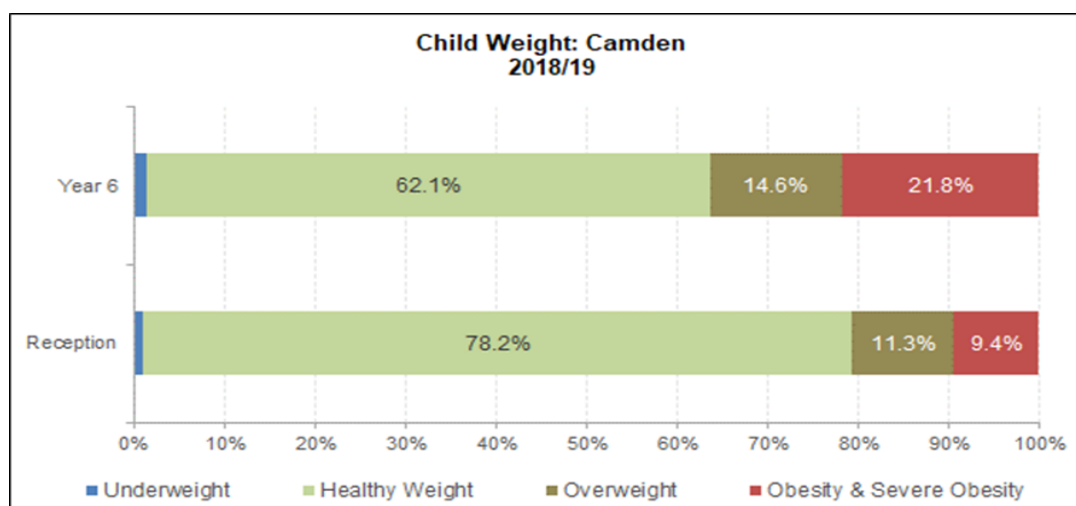
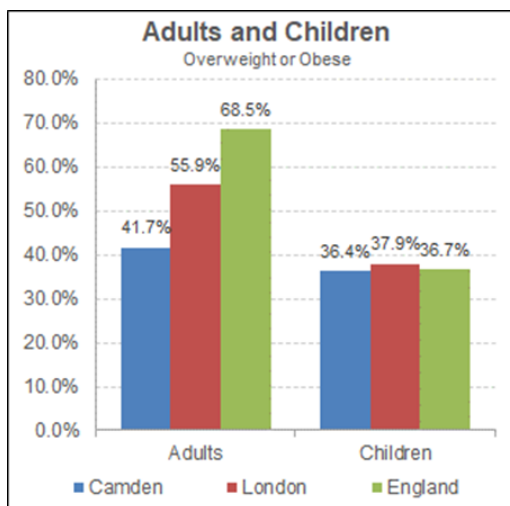
Relative to other parts of the country Camden experiences similar levels of deprivation; under 3 in 10 of the Borough's population (27.7%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 23.6% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A different pattern, to that seen for multiple-deprivation, is seen in relation to health. A tenth of Camden's population (10%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 47% live in the three least deprived groupings compared to a 'norm' of c.30%.

## ***Weight and obesity*** (Data sources: NCMP and NOO)

Adult obesity rates in Camden are below the national and regional averages. Furthermore, child rates for obesity are also lower.

# Camden area profile

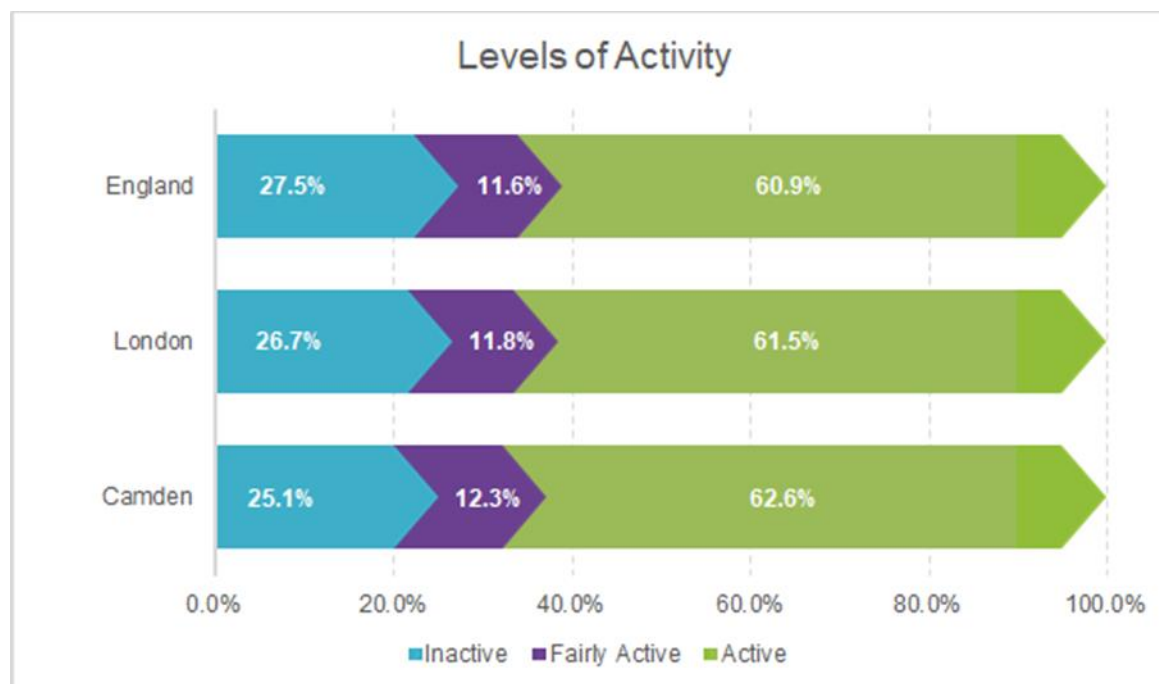


As with many other areas, obesity rates increase significantly between the ages of 4 and 11.. 1 in 10 (9.4%) in Camden are obese in their Reception Year at school and 11.3% are overweight. By Year 6 these figures have risen to 1 in 5 (21.8%) being obese and 14.6% being overweight. In total by Year 6 over a third (36.4%) are either overweight or obese.

# Active Lives –Sport England survey



Sport England recently produced its Active Lives Survey May 2020/21, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified, a slightly lower percentage of the Camden population is inactive compared to England and London and a slightly higher percentage is considered to be active.





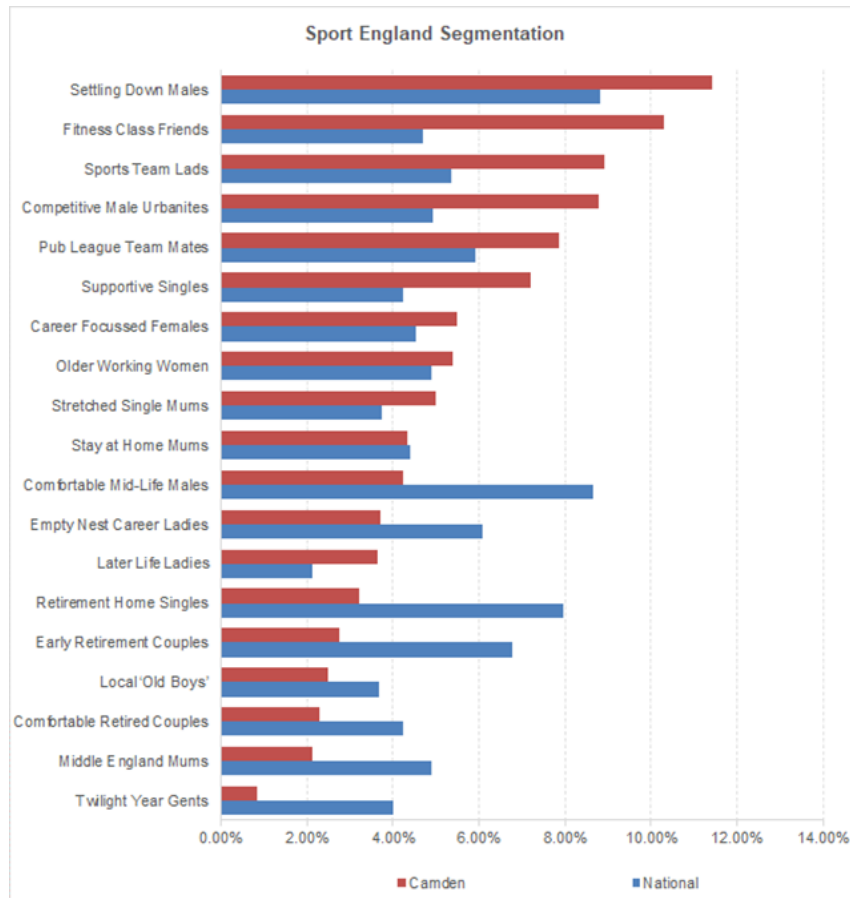
# Active Lives –Sport England survey



A further aspect of the Active Lives Survey is that it makes it possible to identify the top five sports within Camden. As with many other areas, fitness and athletics are among the most popular activities and are known to cut across age groups and gender; in Camden around 4 in 10 adults do fitness activities, on average, at least twice a month. The next most popular activity is athletics which 20.4% of adults do on a relatively regular basis.

Sport	Camden		London		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Fitness	90,500	40.6%	2,308,500	32.4%	12,930,400	28.4%
Athletics	45,400	20.4%	1,314,100	18.5%	6,668,800	14.7%
Cycling	41,700	18.7%	1,284,900	18.0%	7,424,800	16.3%
Swimming	28,600	12.8%	734,400	10.3%	4,221,300	9.3%
Football	8,200	3.7%	347,200	4.9%	2,019,800	4.4%

# Sporting segmentation



Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc.

The segmentation profile for Camden indicates 'Settling Down Males' to be the largest segment of the adult population at 11.43% (20,909) compared to a national average of 8.83%. This is closely followed by 'Fitness Class Friends' (10.32%) and 'Sports Team Lads' (8.92%).

At the other end of the spectrum, there are fewest 'Twilight Year Gents with only 0.85%, 'Middle England Mums' (2.12%) and 'Comfortable Retired Couples' (2.30%).

# Mosaic *Data source: 2021 Mosaic analysis, Experian*

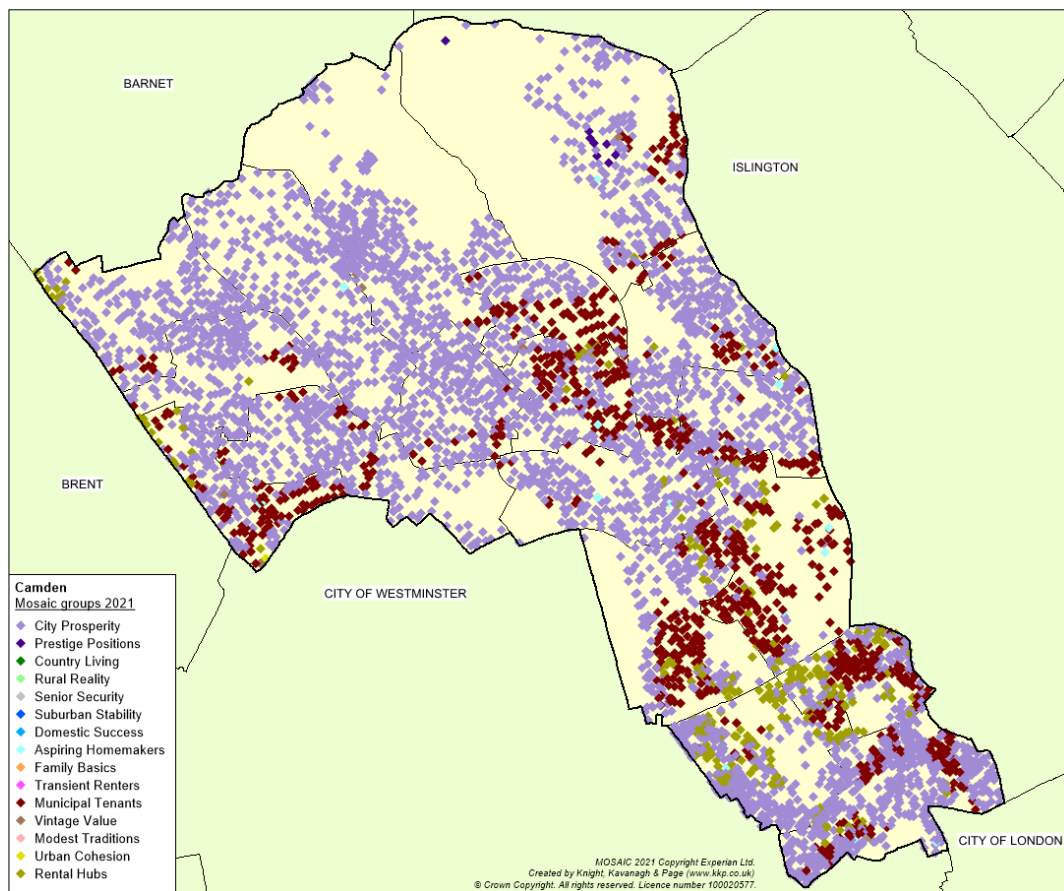


Mosaic 2021 is a similar consumer segmentation product and classifies all 28.5 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities.

The following table shows the top five mosaic classifications in Camden compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent nearly all (99.9%) of the population compared to a national equivalent rate of just over a third (34.5%).

Mosaic group description	Camden		National %
	#	%	
1 - City Prosperity	168,866	64.1%	4.4%
2 - Municipal Tenants	70,341	26.7%	6.0%
3 - Rental Hubs	22,564	8.6%	8.6%
4 - Aspiring Homemakers	623	0.2%	10.4%
5 - Vintage Value	554	0.2%	5.1%

# Mosaic



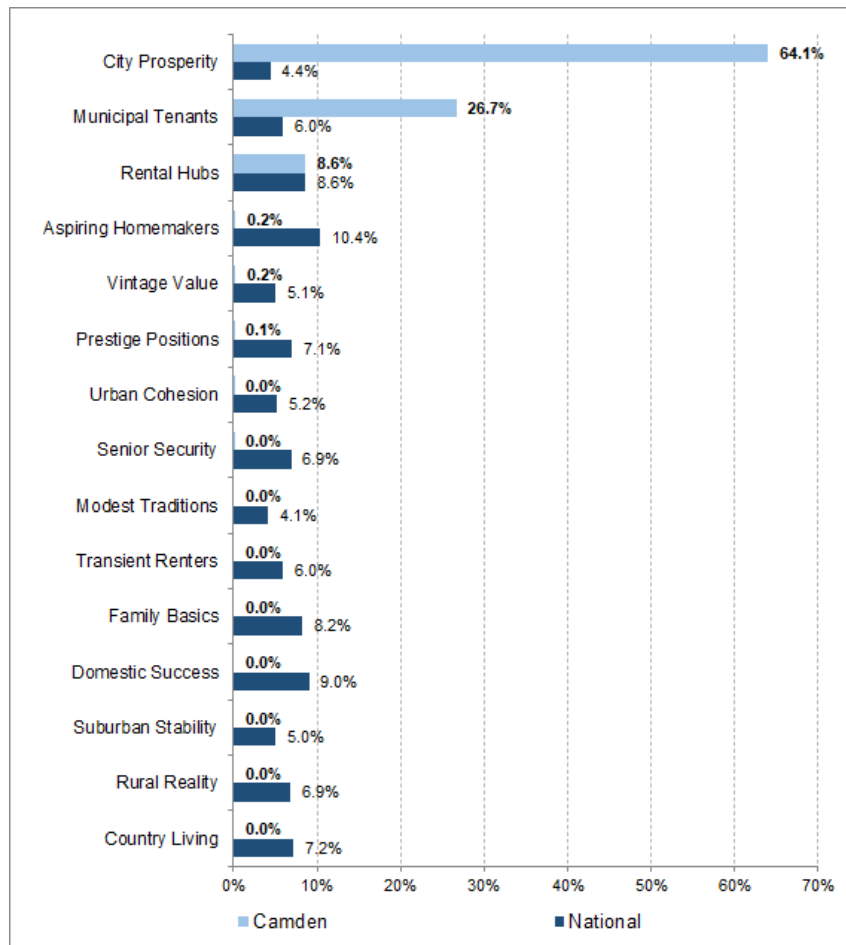
<b>City Prosperity</b>	Work in high status positions. Commanding substantial salaries, they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.
<b>Municipal Tenants</b>	Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.
<b>Rental Hubs</b>	Predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers or pursuing studies.



# Mosaic



KNIGHT, KAVANAGH & PAGE



Camden is a borough of extremes. It has areas of great wealth alongside areas of extreme poverty. It also has very little in between, which can make the differences in communities more acute.

In many circumstances these residents live in adjoining streets, and it is easy to move from areas of wealth into areas of hardship by turning a corner.

This presents a key challenge for service providers in ensuring that essential services reach the right people in order to address the right challenges within communities.

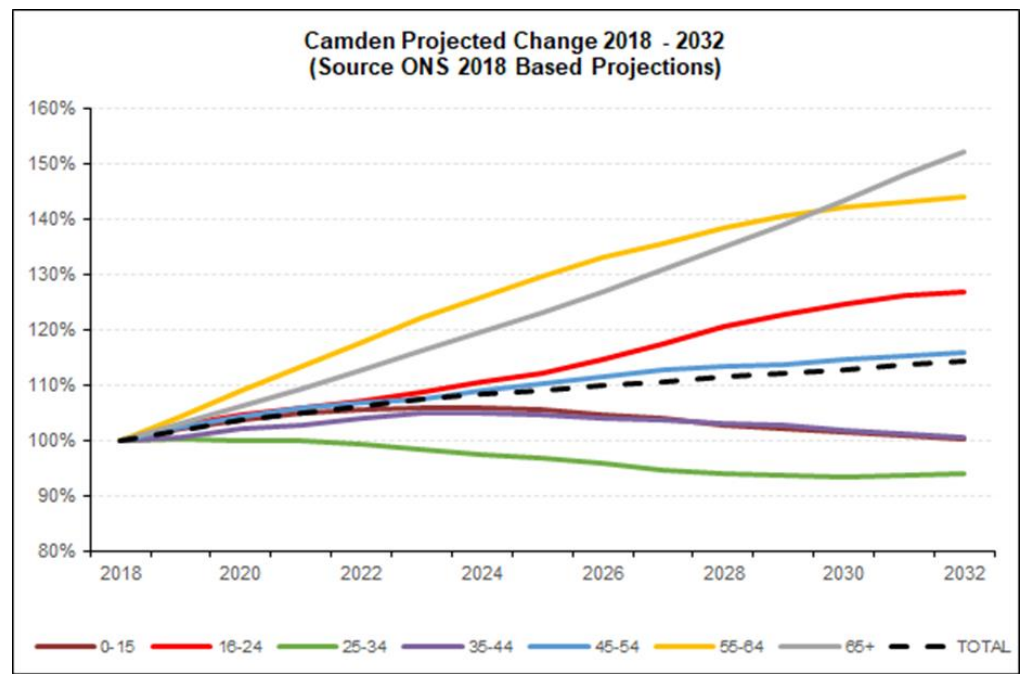
# Population projections



The most recent ONS projections indicate a rise of 14.4% in Camden's population (+37,665) over the 14 years from 2018 to 2032. Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups. Several key points for Camden are outlined below:

One of the most notable points is the progressive rise in the number of 55-64 year olds, rising by +6,755 (+29.8%) over the first half of the projection (to 2025).

There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +23.2% (+7,234) in the first period continuing to rise to +52.3% (+16,291) between 2018 and 2032. While the age group represented 11.9% of Camden's population in 2018 it is projected to be 15.8% of the total by 2032 - this is approaching 1 in 6 of the population.



# Housing growth plans

The Euston Area Plan projects a development between 2,800 and 3,800 additional homes along with the provision of appropriate replacement homes across the whole Euston plan area. This should be provided as a mix of unit sizes, whilst ensuring a high quality residential environment. A proportion of student housing may be appropriate as part of this additional housing provision, but the priority will be to maximise the provision of these units as permanent homes to meet local housing needs, therefore at least 75% of new housing should be provided as permanent self-contained homes (use class C3).

The Council will negotiate to seek the maximum reasonable amount of affordable housing and types of affordable housing and rents that are appropriate in the context of the high house prices and market rents in the Euston area, the incomes and size of households in need of affordable housing, particularly the need for affordable family housing and the demand for intermediate housing in the area.

The range of housing capable of delivery is dependent upon the footprint and design of Euston station, ability to overcome constraints associated with railway infrastructure, particularly the cost and viability of decking, and compatibility with wider plan objectives and policies. The highest number of homes could be delivered with a comprehensive station redevelopment.

In addition to this, opportunities will be taken to deliver the regeneration of existing housing estates through the provision of new and replacement housing as largely infill development where appropriate, in consultation with residents.

# SECTION 2: CONTEXT



# Camden 2025 and Our Camden Plan



Camden 2025 sets out a vision for the future of the borough in 2025, *a place where everyone contributes to achieving a safe, fair, creative and active community.*

It aims to make Camden a better borough – *a place where everyone has a chance to succeed and where nobody gets left behind. Together, we will create a place that works for everyone, and where everybody has a voice.*

Our Camden Plan is the Council's response to the Camden 2025 vision. It is the plan for how the Council will play its part to achieve the ambitions set out in Camden 2025.

Focus for the Council over the next four years 2018 - 2022:

- ◀ We believe in public services and we are proud of the services that we provide.
- ◀ We will continue to deliver for our communities, never shying away from providing help to those who need it.
- ◀ If we are best placed to deliver services and lead work ourselves, we will.
- ◀ We know we need to work differently because the council can't do it all.
- ◀ We are predicting further cuts to our budget from central government as we face rising pressure on our services.
- ◀ We will continue to have an important leadership role, underpinned by the democratic mandate of our elected councillors. In the future, our efforts will more often be a shared endeavour involving local people.

# 2015 Leisure Facilities Strategy



## **Vision:**

*To create high quality, accessible and sustainable sport and leisure facilities, which offer vibrant and inclusive services for all; enabling more residents and visitors to participate in sport and physical activity, thus improving their long-term health, well-being and happiness.*

## **Report findings:**

Sports halls: The quality of the provision is good or above average. Talacre CSC and Swiss Cottage LC are the only sports halls accessible during the day outside the school holidays.

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

The shortfall in supply (estimated by the Sport England FPM is 21 badminton courts), is a constraint on demand because there is nowhere for the demand to express itself. Several sports clubs expressed demand for specialist indoor facilities; netball, martial arts, fencing, boxing, archery.

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

# Local Football Facility Plan



## Key findings

The key strengths of local football in Camden include recreational provision and it is recommended that this is sustained and also encouraged to grow further. However, it is difficult to accurately define the club offer given the lack of home ground facilities in the borough.

It is therefore recommended that future football development priorities for Camden are:

- ◀ Development of a better understanding of the breakdown of Camden clubs
- ◀ Growing Just Play in the area
- ◀ Increasing female affiliated football
- ◀ Developing clubs to reach Charter Standard

## 3G

Camden does not have a current PPS and, therefore, demand for 3G FTPs has been calculated using FA 3G demand modelling, which in Camden identifies that the demand for recreational football is higher than affiliated demand. There is a shortfall of ten full sized 3G FTPs (or equivalents) relative to assessed demand.



# Open Space Sport and Recreation Study



The 2014 Open Space, Sport and Recreation report is currently in the process of being updated as part of evidence base for current Local Plan.

At present the findings of the refreshed study are not available therefore we have reverted to using the findings of the 2014 study.

Sub area	Existing Deficiencies	Type of Issue	Description of Existing Deficiencies	Measures to Address Deficiencies
Regent's Park	Children's Play Provision	Access	Regent's Park does not have access deficiencies.	N/A
		Quantity	Regent's Park is above the standard.	
	Sports	Access	No deficiency in access to sports halls. Deficiency in access to swimming pools.	Increase the capacity of existing sports halls and swimming pools and / increase existing provision of sports halls and swimming pools.
		Quantity	Deficiency in supply of sports halls and swimming pools.	
	Natural Green Space	Access	No deficiency in access and quantity.	N/A
		Quantity		
	Allotment Provision	Access	Regent's Park is within the 800m catchment area	Strengthen the role of existing privately managed community gardens / allotments within the catchment area.
		Quantity	Regent's Park is below the 0.02 ha of allotment land per 1,000 / population.	
	Public Parks	Quality	Within this sub-area there is a park which fall short of the standard (7 out of 10 on the green flag assessment). These are 108 – St James' Garden and Site 38 – Euston Square Gardens. These scored 6 each.	Targeted minor improvements should be made to the quality of site.
		Quantity	Regent's Park ward does not have accessibility issues.	

From an open space perspective Regents Park provides access to multiple facilities. However, given its strategic significance and attraction for multiple communities and visitors it can struggle to connect with its local community. As such, residents can have a limited sense of ownership of what is a regionally significant facility, and it is a challenge for the Council to strike a balance in the level of provision.

# Open Spaces report



Play assessment report and Outdoor gym assessment report (2015).

There is a high degree of usage across all wards surveyed, with 'providing children with a means to play' being the main driver of visits.

Similarly, the wards achieved high satisfaction scores at overall level 0 although moving forwards there is room for residents moving from quite satisfied to ideally, extremely satisfied.

Camden Town with Primrose Hill, Kentish Town, King's Cross and Cantelowes wards underperform (relatively speaking) most often across various attributes suggesting that these may be wards to prioritise for investment.

## Key Messages

✗ = ranked as priorities for improvement across slides 64-86

Wards	The standard of cleanliness of the site	The standard of maintenance of the site	The signage to navigate you to the site	The toilet and changing facilities available at the site	The play opportunities for children in the site	The friendliness and helpfulness of any site staff	The management of the site for nature and for wildlife	Fencing around the play space
Belsize				✗				
Bloomsbury	✗	✗				✗	✗	
Camden Town with Primrose Hill	✗		✗	✗	✗	✗	✗	✗
Cantelowes			✗	✗	✗	✗	✗	✗
Fortune Green								
Frognaal and Fitzjohns								
Gospel Oak				✗		✗	✗	
Hampstead Town	✗	✗						
Haverstock							✗	
Highgate					✗			✗
Holborn and Covent Garden								
Kentish Town	✗	✗		✗	✗		✗	
Kilburn			✗	✗				✗
King's Cross	✗	✗	✗		✗			✗
Outside borough								
Regent's Park						✗		
St Pancras and Somers Town			✗			✗	✗	
Swiss Cottage				✗			✗	
West Hampstead								

# Other key strategies



*Camden Physical Activity, Health and Well-being Discovery Exercise* report principles to ensure future provision is corresponding to the values and needs of users. They are:

- Physical activity is local
- Physical activity is tailored to community needs
- Physical activity is welcoming
- Physical activity services reach those who need them most
- Physical activity includes opportunities to be social
- Accessing physical activity is simple
- Physical activity is well timed
- Physical activity service are sustainable and consistent





# Physical activity health and wellbeing strategy continued....



Strategic priorities to help inform Camden Council's wider physical activity health and well-being strategy going forwards are identified as:

Priority	Description
<b>Reach all citizens</b>	<p>Leisure centres perform well at providing a mainstream service that meets the needs of large numbers of people. However, they are buildings and therefore will always have limited reach due to their size, location and capacity. At the same time, there are many citizens who are not as physically active as they could be.</p> <p><b>Maximise the use of skilled practitioners and existing assets to increase the reach of physical activity offers across the borough.</b></p>
<b>Build supportive relationships</b>	<p>The importance of relationships was a key theme in the research, in some cases being cited as more important than facilities. This has multiple elements including the positive impact of the welcome and guidance received from a community programme co-ordinator, the lasting effect of a negative experience with leisure centre staff or the sense of belonging created between citizens as they participate in activities together.</p> <p><b>Facilitate strong, supportive relationships that foster motivation and confidence: between services and services, between services and citizens and between citizens themselves.</b></p>
<b>Define a whole council approach to physical activity</b>	<p>The recontracting of leisure centre services and emphasis of health well-being and physical activity in Camden 2025 represent a significant opportunity to define and communicate the role that physical activity can play in helping the council to achieve its most ambitious aims.</p> <p><b>Define boldly the position and importance of leisure centres and physical activity within the council and the role they have to play in meeting the Camden 2025 vision.</b></p>

# London Sport



**Mission:** *Make London the most active city in the world.*

**Goals:**

- ◀ Increase physical activity levels among less active adults, reducing inequalities and inactivity.
- ◀ Give all Londoners the best opportunity to form a positive physical activity habit for life.
- ◀ Improve policy, systems and investment to support active lives.
- ◀ Use tech, data and digital communications to support Londoners to get and stay active.
- ◀ Lead the way in bringing organisations together to create, develop, test, champion and scale innovative ways of supporting active lives.
- ◀ Ensure evidence, data and high quality insight inform the development of policy and practice of supporting active lives.



# Context summary



The key messages emerging from local policies primarily focus on improving the health and wellbeing of Camden's diverse population base. This will be achieved by strengthening communities, improving the environment, protecting vulnerable and increasing prosperity.

There is a particular need to focus on reducing gaps in health inequalities, sweating current assets and improving and increasing provision where possible to improve Camden residents' lives.

There is a strong emphasis on partnership working to achieve the goals of a safe, fair, creative and active community.

Previous reports suggest that demand far exceeds supply in terms of provision of indoor and outdoor sports facilities and open space. In summary, some areas are serviced better with the supply of facilities and more modern and attractive provision.

Camden's landscape itself also presents some challenges, especially in relation to the Euston Area Plan. Euston Road is identified as a key barrier to accessing key services. Similarly, Regents Park provides a key area of open space to the West of Euston with access to regionally significant facilities. However, this also creates a void in access to key indoor facilities as well as challenges in the adjacent local community having a sense of ownership of key open space facilities within the park.

# SECTION 3:

# ASSESSMENT OF NEED AND

# OPPORTUNITY

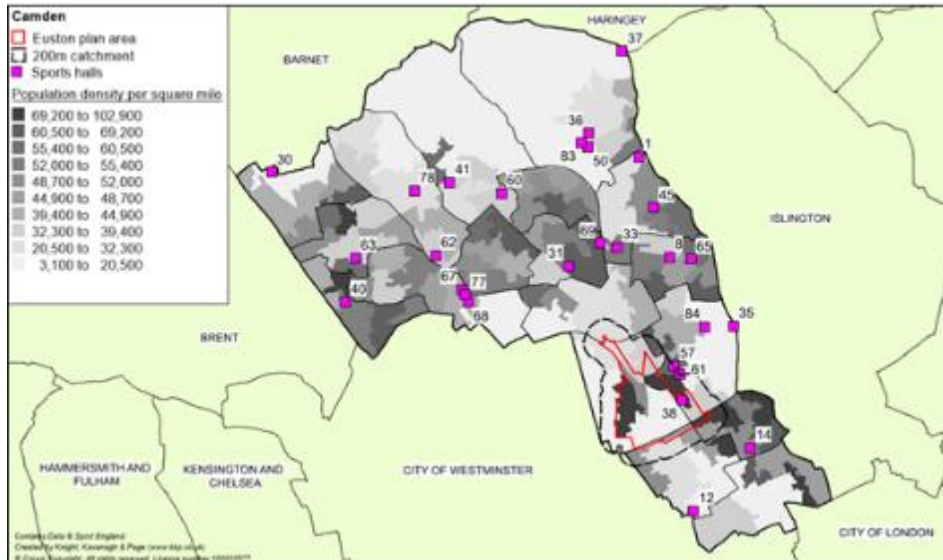
## 3.1 Sports halls

Sports halls are generally considered to be of greatest value if they are of at minimum of three badminton courts in size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a four (badminton) court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics thus offering greater sports development flexibility than its three-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in Camden. Halls that function as specialist venues, such as dance studios are excluded.



# Sports halls – All halls



There are:

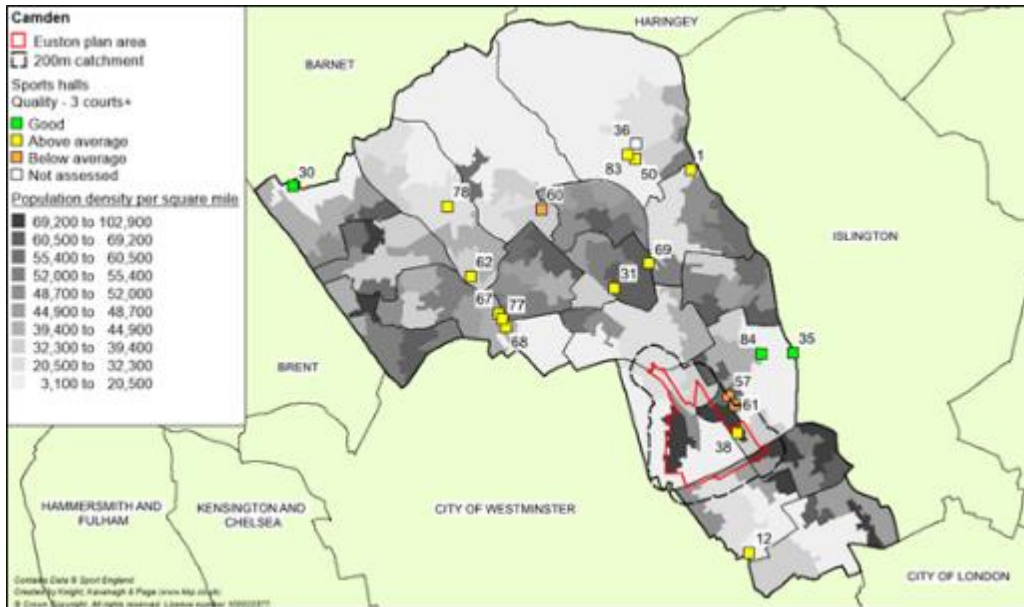
- ◀ Five sports halls with 0-courts
- ◀ Eight sports halls with 1-court
- ◀ Three sports halls with 2-courts
- ◀ Four sports halls with 3-courts
- ◀ 14 sports halls with 4-courts
- ◀ No sports halls with 5-courts
- ◀ One sports halls with 6-courts

There are 35 sports halls in Camden. They are primarily located in the north centre of the borough. There are fewer halls located to the south.

It appears that the Euston area specifically is less well served with sports hall provision. There are no halls within the development area and all local facilities are to the east of the station.



# Quality of sports halls



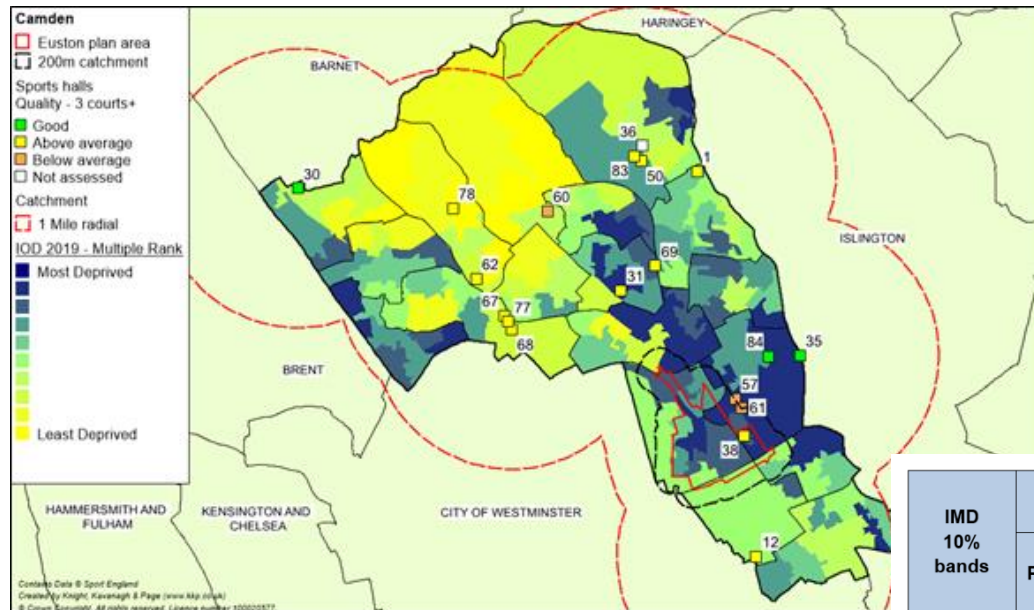
When considering the sports halls with 3+ courts, the audit identified the following:

- ◀ 3 good quality sports halls.
- ◀ 12 above average sports halls.
- ◀ 3 below average sports halls.
- ◀ 0 poor quality sports halls.
- ◀ 1 that remains unassessed.

Generally, sports halls in Camden are good and above average in quality.

It appears that residents in the Euston area specifically have access to sports hall provision that is of lesser quality than other areas in Camden. Both the sports halls at Regents High School and Somers Town Community Sports are rated below average. They are likely to be less attractive than more modern, better quality provision.

# Accessibility of sports halls



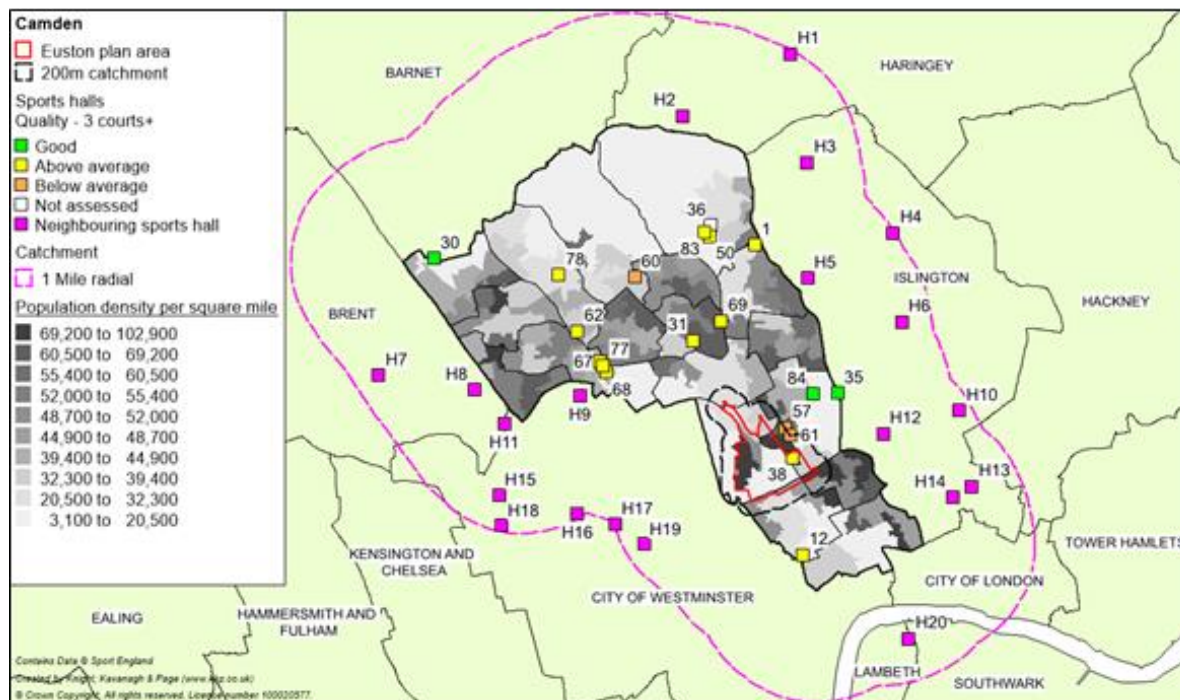
Virtually all (99.4%) of Camden's population live within 20 minutes walk (1 mile) of a sports hall.

All residents from the most deprived (0-30% bands) live within one mile of a sports hall.

Research identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. The reasons for this include, for example, cost and access. Having facilities within a suitable distance (20-minutes' walk time) is important to ensure that all residents have access.

IMD 10% bands	Camden		Sports halls minimum 3 courts+ catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	39,714	16.3%	39,714	16.3%	0	0.0%
20.1 - 30	27,885	11.4%	27,885	11.4%	0	0.0%
30.1 - 40	38,365	15.7%	38,365	15.7%	0	0.0%
40.1 - 50	24,266	10.0%	23,489	9.6%	777	0.3%
50.1 - 60	37,830	15.5%	37,830	15.5%	0	0.0%
60.1 - 70	18,295	7.5%	18,295	7.5%	0	0.0%
70.1 - 80	19,032	7.8%	18,720	7.7%	312	0.1%
80.1 - 90	24,222	9.9%	23,919	9.8%	303	0.1%
90.1 - 100	14,228	5.8%	14,228	5.8%	0	0.0%
<b>Total</b>	<b>243,837</b>	<b>100.0%</b>	<b>242,445</b>	<b>99.4%</b>	<b>1,392</b>	<b>0.6%</b>

# Sports halls within neighbouring authorities



There are no known new sports hall developments planned within Camden Borough and the neighbouring authority of Westminster.

There are no sports halls with 3+ courts located within neighbouring authorities that are in close proximity to the Euston area. This reinforces the fact that Regents Park to the west of the Euston development area is a barrier for local residents to access provision within Westminster.

# Availability of sports halls



All sports halls within the Borough of Camden are publicly available for community use.

Within close proximity of Euston Area, there are three sports halls, Maria Fidelis Catholic School (4 badminton courts), Regent High School (4 badminton courts) and Somers Town Community Sports Centre (6 badminton courts).

Somers Town Community Sports Centre appear to be available for community use, but further analysis identified this not to be the case given extensive daytime use by Regents High School and UCL use every evening 6pm-10pm. As such the community is limited to use at weekends and in school holidays.

Regent High School is temporarily not allowing community use of its sports hall due to the on-going Covid-19 Pandemic. This decision is under constant review.

## **Costs analysis**

Across Camden costs to hire sports halls vary significantly. Maria Fidelis Catholic School is currently charging £110 per hour commercial rate and £90 per hour to the community and in contrast, Handyside sports hall is available free of charge to the community. Somers Town Community Sports Centre is charging £150 per hour commercial rate and £90 community rate to hire all 6 badminton courts. The cost of Regent High School Sports hall is unknown due to it being unavailable.

# Other considerations

The audit found a number of sports halls in Camden with designs which may hinder some sports, in this sports hall (UCL Academy) the glazing at the top of the hall enables direct sunlight to shine through as shown on the picture below which can hinder the game some sports e.g. badminton.





# Other considerations

The audit found a number of sports halls in Camden painted white which is not conducive for all indoor sports



Handyside



Maria Fidelis Catholic School



Somers Town Community Sports Centre



Regent HS



Ackland Burghley School



Parliament Hill School



UCL Academy



# Demand

NGB	Feedback
Badminton England	<p>Only two of the five public leisure centres have badminton courts. (Swiss Cottage LC and Talacre Community Sports Centre).</p> <p>There are three main clubs operating in the area:</p> <ul style="list-style-type: none"> <li>• Central London Badminton Club</li> <li>• Crescent Badminton Club</li> <li>• United Sporting Club</li> </ul> <p>No clubs operate out of schools and generally struggle to access courts across Camden. Prices are typically very high and therefore, community clubs cannot afford access.</p> <p>Demand for badminton in the area is incredibly high, however, this demand cannot be catered for due to a lack of facilities/inaccessible facilities.</p>
Gymnastics	<p>Recent investment into gymnastics venues has really aided the sport to grow.</p> <p>There are four key clubs in the area:</p> <p>Holborn (x35 BG members)</p> <p>Club North (x236 BG members)</p> <p>Camden ( x481 BG members)</p> <p>Hampstead – Highgate (95 BG members)</p> <p>None of the clubs are reported to be at capacity and none have a waiting list.</p> <p>There is no requirement for additional gymnastics facilities at present.</p>

Further consultation with is required with users of sports halls (clubs and groups) to determine if there are additional sports needs.

# Sports hall summary



- ◀ There is less sports hall provision in the Euston area of Camden.
- ◀ There is a reported demand for additional sports hall provision in the Euston Area.
- ◀ There is a requirement to understand the how existing sports halls are currently being managed and operated and to understand if additional capacity could be found within existing stock e.g. if there is capacity at a site, what is preventing it being accessed e.g. cost of hire, times of availability etc.
- ◀ There are high level demands and sports halls hire costs are very high.
- ◀ Regents Park creates a barrier preventing cross border access to facilities to both Camden's and Westminster's residents.
- ◀ During the audit it was noted that a number of sports halls are painted white/off white in colour or have glazing which is not conducive for many indoor sports e.g. badminton and table tennis. There is a need to understand from clubs and groups if this is a reason for excess demand at some of the facilities and not others.
- ◀ Residents who reside in the most deprived areas live within one mile of a sports hall.
- ◀ There is a need to ensure that future developments consider the needs of sports and make choices in design that maximise opportunity for as many sports and activities as possible.
- ◀ Further consultation with sports hall users is required to determine what needs of other sports that use sports halls.

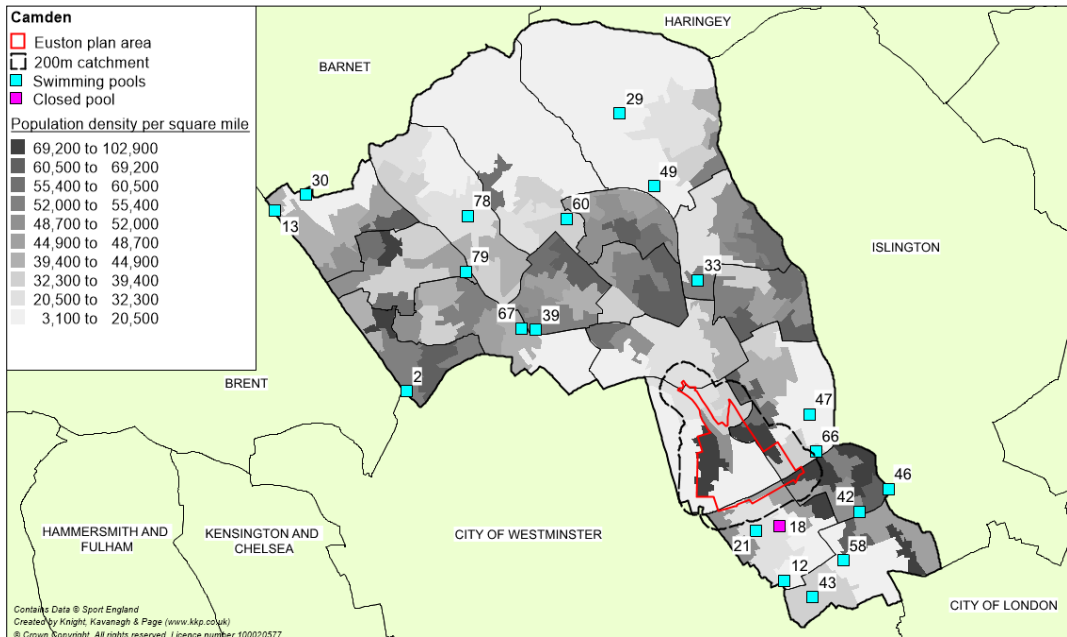
## 3.2 Swimming pools

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water-based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and do not necessarily need to strictly reflect NGB guidelines. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.



# Swimming Pools



There are 27 swimming pools across 19 sites in Camden:

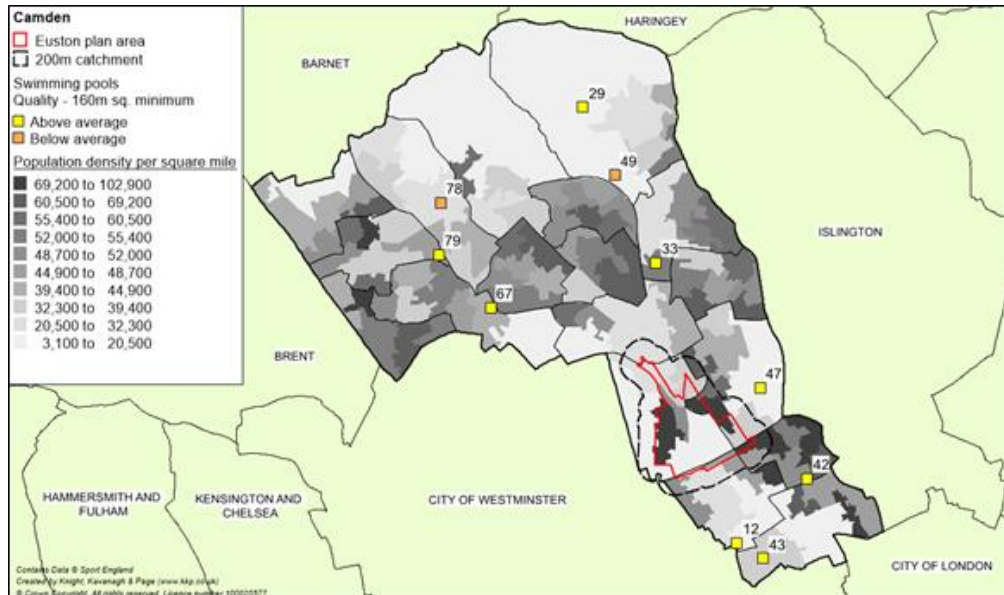
- ◀ Five swimming pools are lidos
- ◀ Thirteen are main/general pools
- ◀ Eight are learner/teaching pools
- ◀ One leisure pool

One facility, Energybase (Map Id 18) recently closed and its future is yet to be determined.

Swimming pools are primarily located in the north and south of the borough. There are fewer pools located in the centre of the borough.

It appears that the Euston area specifically is less well served with swimming pools, however, there are two swimming pools within close proximity. There is a leisure pool at St. Pancras Renaissance London Hotel and a small learner/teaching pool at Fitness First. There are no swimming pools to the west of the Euston area.

# Quality of swimming pools



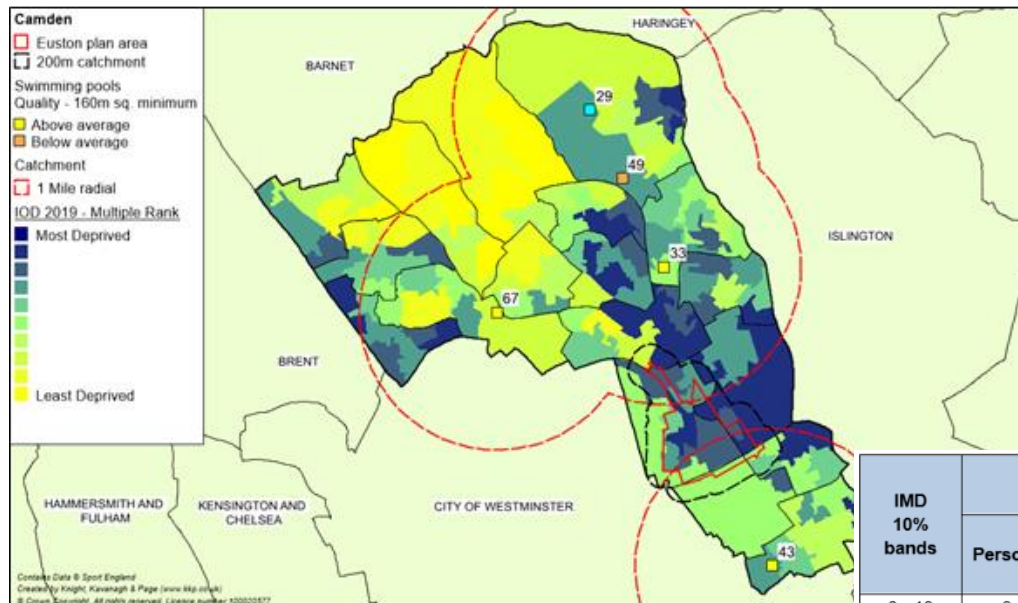
There are 15 swimming pools across 10 sites that are 160m<sup>2</sup> (equivalent of 4 lanes x20m) or larger.

The quality rating of the 15 swimming pools is as follows:

- ◀ None are good quality
- ◀ 12 are above average
- ◀ Two are below average (Parliament Hill Lido and UCS Active)
- ◀ None are poor
- ◀ One pool is unrated as it is temporarily closed.

It appears that the Euston area specifically is less well served with swimming pools. The nearest swimming pool is the public leisure centre, Pancras Square Leisure (Map Id 47). It has a 5 lane 25m swimming pool and a learner/teaching pool which was built in 2014.

# Accessibility of swimming pools



Virtually all (98.3%) of Camden's population live within 20 minutes walk (1 mile) of a swimming pool.  
All residents from the most deprived (0-30% bands) live within one mile of a swimming pool.

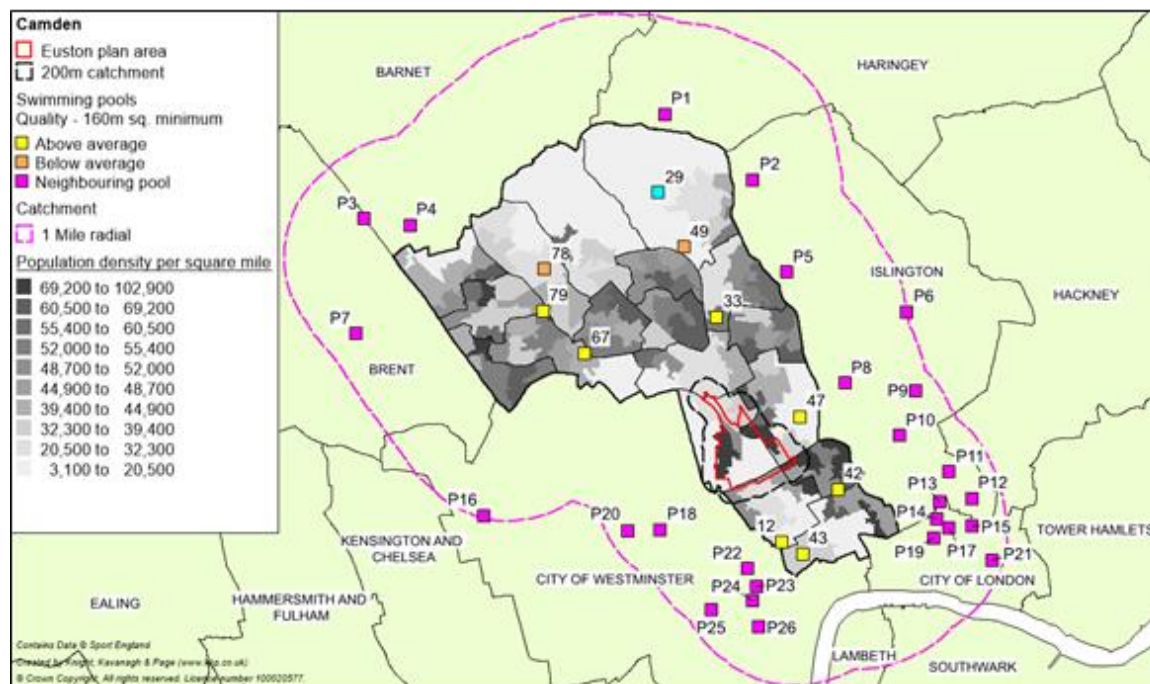
There is a gap across the Euston area where residents do not fall within the catchments of existing pools.

IMD 10% bands	Camden		Swimming pools minimum area 160 m <sup>2</sup> catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	39,714	16.3%	39,714	16.3%	0	0.0%
20.1 - 30	27,885	11.4%	27,863	11.4%	22	0.0%
30.1 - 40	38,365	15.7%	35,262	14.5%	3,103	1.3%
40.1 - 50	24,266	10.0%	24,266	10.0%	0	0.0%
50.1 - 60	37,830	15.5%	37,689	15.5%	141	0.1%
60.1 - 70	18,295	7.5%	17,626	7.2%	669	0.3%
70.1 - 80	19,032	7.8%	19,032	7.8%	0	0.0%
80.1 - 90	24,222	9.9%	24,124	9.9%	98	0.0%
90.1 - 100	14,228	5.8%	14,228	5.8%	0	0.0%
<b>Total</b>	<b>243,837</b>	<b>100.0%</b>	<b>239,804</b>	<b>98.3%</b>	<b>4,033</b>	<b>1.7%</b>

Research identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. The reasons for this include, for example, cost and access. Having facilities within a suitable distance (20-minutes' walk time) is important to ensure that all residents have access.



# Swimming pools within neighbouring authorities



There are no known new swimming pool developments planned within Camden borough.

Planned swimming pool developments in Westminster are for the south (Victoria) area. Residents of the Euston area are not within the catchment area of the proposed pools.

There are no swimming pools to west of the Euston development area.

There are no swimming pools 160m<sup>2</sup>+ located within neighbouring authorities that are in close proximity to the Euston area.

# Availability of swimming pools



Site name	Facility type	Access type
Central YMCA Club	Main/General	Registered membership
Hampstead Bathing Pond	Lido	Pay & Play
Kentish Town Sports Centre	Main/General	Pay & Play
Nuffield Health	Main/General	Registered membership
Oasis Sports Centre	Main/General + Lido	Pay & Play
Pancras Square Leisure	Main/General	Registered membership
Parliament Hill Lido	Lido	Pay & Play
Swiss Cottage LC	Main/General	Pay & Play
UCS Active	Main/General	Registered membership
Virgin Active	Main/General	Registered membership

There are no private use swimming pools in Camden.

Five sites are available for pay and play access. The remainder all require a membership to access the facilities.

Three of the pay and play sites have lidos. Some of the lidos are not heated and therefore are only available seasonally or via a sports club/association.

# Demand of swimming pools



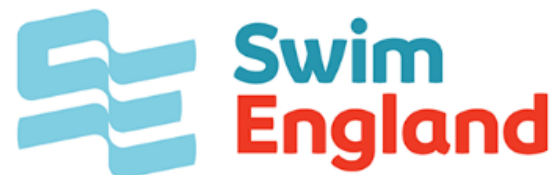
Swim England (SE) consultation identified the following:

SE does not consider there are any specific gaps in swimming facility provision in the Borough, its key priority is to see the current level and quality of provision maintained.

The main aquatic facilities which are available for pay as you go access are Kentish Town Sports Centre, Swiss Cottage LC and Oasis Sports Centre. It should be noted that whilst improvements and additional developments were made to Kentish Town Sports Centre in 2010, the long-term sustainability Oasis Sports Centre is considered a risk by SE. The facility was built in 1955 and needs investment to address key access and layout challenges. The Council had aspirations to replace the facility within the context of a new office block development, but this may need to be reviewed in light of Covid-19 and the demand for office accommodation in central London.

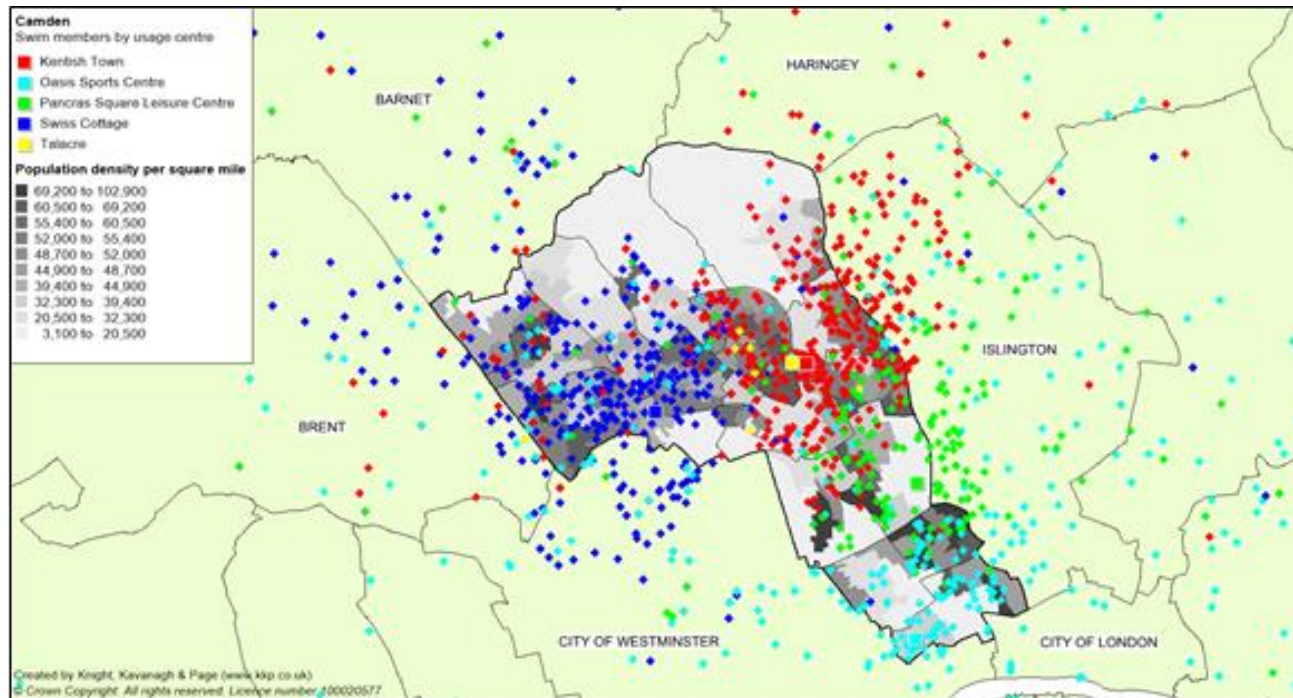
SE considers Camden to be well served for swimming pools, however with a large proportion of the facilities being membership access, the accessibility for the community is dependent on membership pricing.

SE also identified that the uncertainty about the future of Energybase and the potential impact the loss of water space has on casual and club swimming also need be considered.



# Memberships – GLL - Swim

GLL provided the postcode details of its current swimming members. The geographic spread of members and the site they are a member of is as follows:





# Swim membership - GLL



The current swim membership provided by GLL shows the following:

Within the Euston plan area, residents to the south are seemingly members of Pancras Square Leisure Centre and those in the north are members at Kentish Town Sports Centre.

Beyond the 200m boundary in the south, residents are typically members of Oasis Sports Centre.

As such, residents within the Euston plan area are on the outer catchment of three of the Council's swimming pools. This should be a key consideration, especially in relation to the development of family homes in the area and the desire for parents to ensure their children learn to swim.

# Swimming pool summary

- ◀ There is less swimming provision in the Euston area of Camden.
- ◀ There is no reported demand for additional swimming pool provision in Camden or specifically within the Euston Area.
- ◀ Swim England highlighted a need to maintain and invest in the older pools in the area.
- ◀ There is a need to consider the impact to the community of the potential closure of Energybase.
- ◀ Residents who reside in the most deprived areas live within one mile of a swimming pool.
- ◀ Some swimming pools are lidos and have seasonal access.
- ◀ There are no known new swimming pool developments planned within Camden Borough. Planned swimming pool developments in Westminster are for the south (Victoria) area. Residents of the Euston area are not within the catchment area of the proposed pools.
- ◀ GLL swim membership shows that residents in the Euston Plan area are within the outer catchment of three of the Council's swimming pools - Kentish Town, Pancras Square and Oasis. This is key, especially in relation to the potential development of family housing and parents accessing swimming lessons for their children.



## 3.3 Health and fitness

For the purposes of assessment, health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers. Key providers are; private sector operators (ranging from low-cost operators to the high-end market) and the operators of public sector facilities. The publicly owned facilities can be managed by companies and/or Trusts (such as GLL and Everyone Active, for example) on behalf of the local authority or are managed inhouse, by the local authority itself. Other providers include schools, trusts and/or charities.

Prior to the Coronavirus pandemic, the UK health and fitness industry was enjoying a strong period of growth. It had more gyms, more members and a greater market value than ever before. Data up to the 12 month period ending March 2019, demonstrated an estimated increase of 4.7% in the number of members, 2.9% in the number of facilities and 4.2% in market value. Pure Gym and GLL remained the UK's leading operators (by number of gyms and members).

# Health and fitness

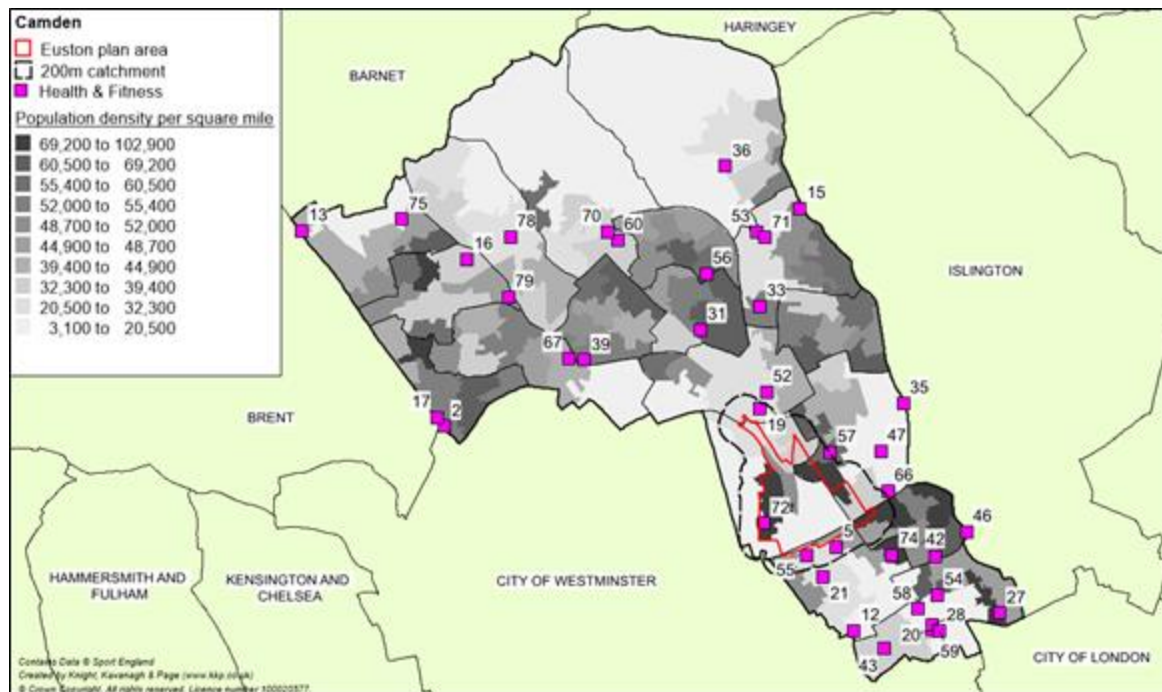


According to the State of the UK Fitness Industry Report (2019) there were 7,239 fitness facilities in the UK, up from 7,038 in 2018. Total industry membership was up 5.0% to 10.4 million which means that one in seven people in the UK is a member of a gym. The total market value is estimated at £5.1 billion, up 4.1% on 2018. The UK penetration rate is at 15.6%, which is an increase of 0.7% from the previous year. The 2019 report is the latest report available.

During 2020, and in the midst of social distancing restrictions (following an average 4-5 month period of enforced closure), many health and fitness providers were achieving a maximum figure of 40-50% of normal attendance. In the case of local authority contracted facilities, remobilisation following the relaxation of restrictions is likely to require a negotiated package of financial support from the Local Authority. At the time of writing the average return rate across the local authority sector is circa 72% of pre-Covid levels (Moving Communities), although this varies across the country.

The impact of the Coronavirus pandemic on the sector is continuing into 2022 in terms of residual social distancing impacts, use of masks in indoor spaces and a continued sense of uncertainty among members. Many providers have responded by designing a variety of on-line classes as a means of retaining member loyalty and engagement. Nevertheless, estimating when a full return to pre-pandemic membership levels will be achieved is problematic, and it is likely that a level of uncertainty will remain for the first part of 2022.

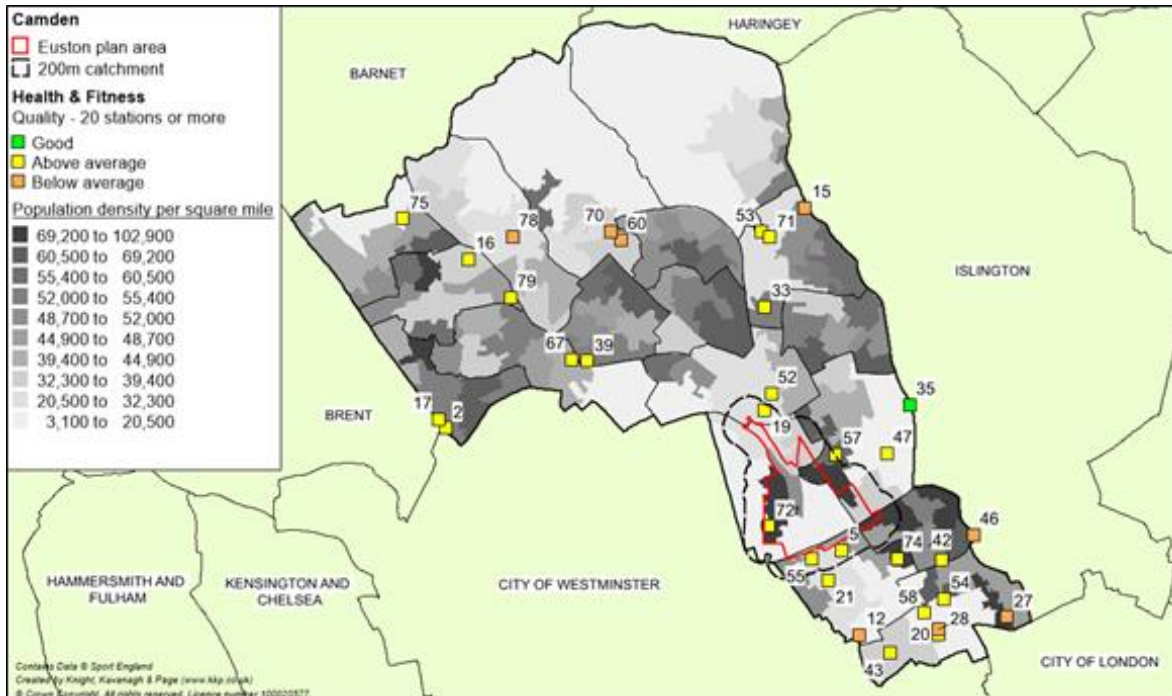
# All health and fitness gyms



There are 39 health and fitness gyms in Camden with 3,160 stations.

Generally, facilities are located in more densely populated areas. Spatially there is a good even spread of facilities across the borough, although the Euston plan area are serviced by fewer facilities than the other areas. There is a notable concentration in the south of the Borough, which is not aligned to the resident population, but with central London offices and employment areas.

# Quality of health and fitness



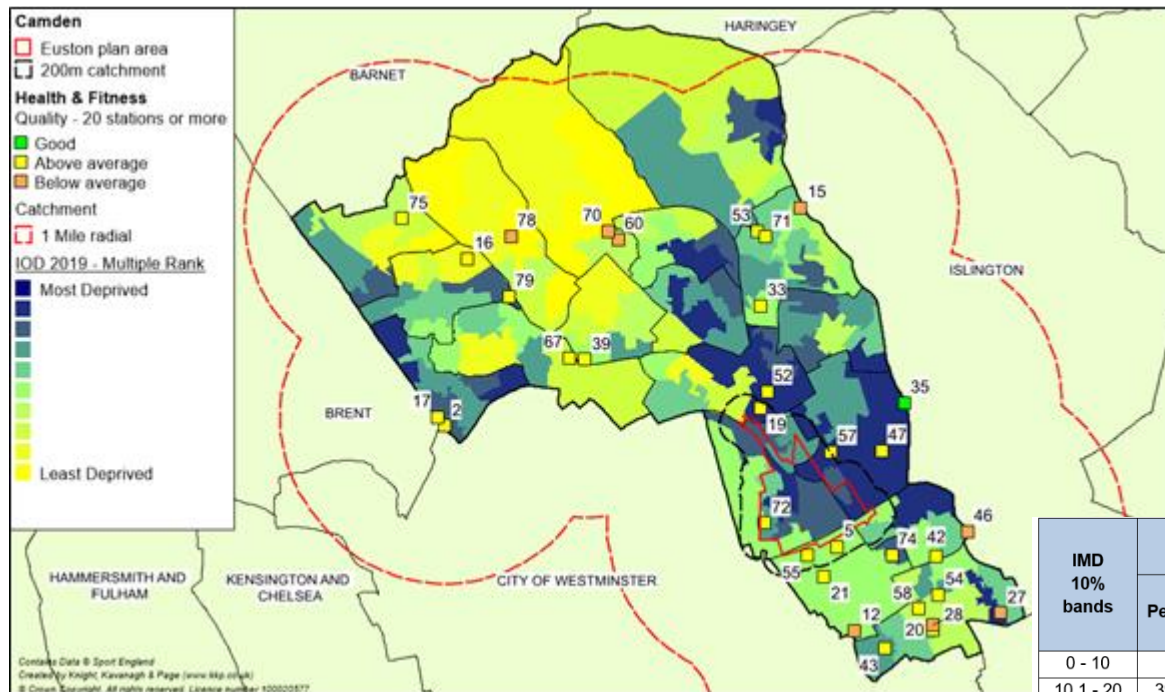
There are 33 health and fitness gyms with 20+ stations and 3,087 stations.

The quality rating of the 33 gyms is as follows:

- ◀ One is rated good quality
- ◀ 24 are above average
- ◀ Eight are below average
- ◀ None are poor quality.

It appears that the Euston area is not directly well served with health and fitness provision. There is one facility, The Engine Room and it has 25 stations, although there are a number of facilities close to the Euston plan area, especially to the south.

# Accessibility of health and fitness



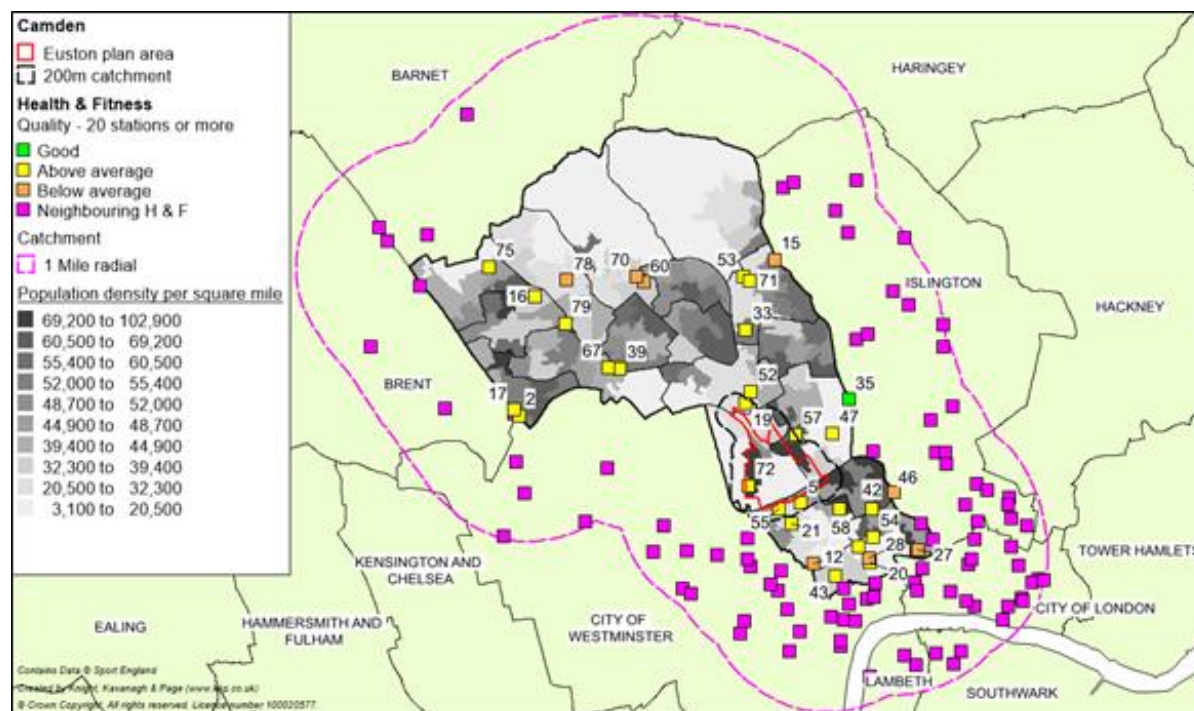
Virtually all (99.5%) of Camden's population live within 20 minutes walk (1 mile) of a health and fitness gym.

All residents from the most deprived (0-30% bands) live within one mile of a health and fitness gym.

IMD 10% bands	Camden		Health & Fitness (20 stations or more) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	39,714	16.3%	39,714	16.3%	0	0.0%
20.1 - 30	27,885	11.4%	27,885	11.4%	0	0.0%
30.1 - 40	38,365	15.7%	38,365	15.7%	0	0.0%
40.1 - 50	24,266	10.0%	24,266	10.0%	0	0.0%
50.1 - 60	37,830	15.5%	37,830	15.5%	0	0.0%
60.1 - 70	18,295	7.5%	18,295	7.5%	0	0.0%
70.1 - 80	19,032	7.8%	18,088	7.4%	944	0.4%
80.1 - 90	24,222	9.9%	23,936	9.8%	286	0.1%
90.1 - 100	14,228	5.8%	14,228	5.8%	0	0.0%
<b>Total</b>	<b>243,837</b>	<b>100.0%</b>	<b>242,607</b>	<b>99.5%</b>	<b>1,230</b>	<b>0.5%</b>



# Health and fitness within neighbouring authorities



There are no known new health and fitness developments planned within Camden borough.

There are no health and fitness gyms with 20+ stations located within neighbouring authorities that are in close proximity to the Euston development area. As with other facilities, Regents Park is a key barrier for services to the west of the Euston plan area.



# Availability of health and fitness

Map ID	Site name	Stations	Access type
2	Bannatyne Health Club (Maida Vale)	40	Registered Membership
5	Bloomsbury Fitness Centre	90	Pay and Play
12	Central YMCA Club	146	Registered Membership
15	Crossfit Tufnell Park	85	Registered Membership
16	Cumberland Lawn Tennis Club & Hampstead Cricket Club	25	Registered Membership
17	Energie Fitness	49	Registered Membership
19	Fitness First (Camden)	50	Registered Membership
20	Fitness First (High Holborn)	55	Registered Membership
21	Fitness First (Tottenham Court Road)	70	Registered Membership
27	Gymbox (Farringdon)	100	Registered Membership
28	Gymbox (Holborn)	104	Registered Membership
33	Kentish Town Sports Centre	125	Pay and Play
35	Kings Cross Sports Hall	40	Pay and Play
39	Marriott Leisure Club (Regents Park)	27	Registered Membership
42	Nuffield Health (Bloomsbury)	81	Registered Membership
43	Oasis Sports Centre	150	Pay and Play
46	Ozone Leisure Club	22	Registered Membership
47	Pancras Square Leisure	130	Pay and Play
52	Pure Gym (Camden)	73	Registered Membership
53	Pure Gym (Highgate)	220	Registered Membership
54	Pure Gym (Holborn)	220	Registered Membership
55	Pure Gym (Tottenham Court Road)	220	Registered Membership
57	Regent High School	20	Private Use
58	Rena Health & Leisure	20	Registered Membership
60	Royal Free Hospital Recreation Club	30	Sports Club / CA
67	Swiss Cottage Leisure Centre	216	Pay and Play
70	The Armoury (Hampstead)	111	Registered Membership
71	The Basement LDN	40	Registered Membership
72	The Engine Room	25	Registered Membership
74	The Gym (Bloomsbury)	170	Registered Membership
75	The Gym (West Hampstead)	111	Registered Membership
78	UCS Active	36	Registered Membership
79	Virgin Active (Swiss Cottage)	186	Registered Membership

There is one private use health and fitness gym in Camden.

Six sites are available for pay and play access. The remainder all require a membership to access the facilities.

One facility is accessed via a sports club/community association.

For the Euston plan area, the nearest pay and play facilities are Bloomsbury Fitness Centre (90 stations) and Pancras Square Leisure (130 stations).

# Health and fitness demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Based upon UK penetration rates there is a current need for 1,515 stations. This will grow to 2,230 by 2031; taking account of a comfort factor (particularly at peak times).

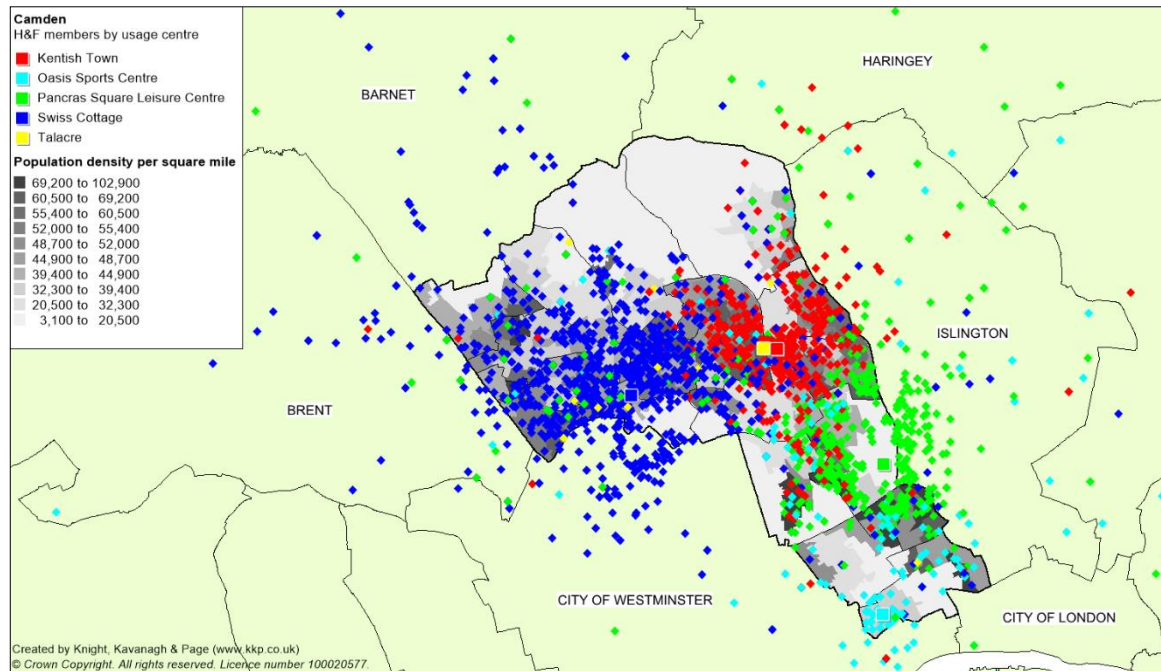
When comparing the number of community available stations currently available (3,087) there is a positive supply/demand balance. Although this looks significant, 1,572 stations at present and 715 by 2031 it does not take into consideration imported use from neighbouring authorities. In Camden, imported use is significant, especially aligned to those people who commute into the area for employment. It is likely that this imported demand will continue, although the full extent of the shift to hybrid/remote working as a result of Covid-19 is yet to be fully understood.

It is not uncommon for the private sector to identify niche markets and fill them with stations which make the market appear congested. The key issue is that while some of these are budget operators this does not necessarily make them available to harder to engage groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage). Especially those that require transport to access such facilities.

	Curent (2018)	Future (2032)
Adult population (16+ years)	216,444	299,891
UK penetration rate	16.0%	17.0%
Number of potential members	34,631	50,981
Number of visits per week (1.75/member)	60,604	89,218
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	1,010	1,487
<b>Number of stations (with comfort factor applied)</b>	<b>1,515</b>	<b>2,230</b>

# Memberships – GLL H&F

GLL provided the postcode details of its current health and fitness members. The geographic spread of members and the site they are a member of is as follows:



# Membership mapping - GLL



The current health and fitness membership provided by GLL shows the following:

Within the Euston plan area, resident memberships are split between Pancras Square, Oasis and Kentish Town facilities.

Beyond the 200m boundary in the east, residents are typically members of Pancras Square Leisure Centre.

It is clear that the Euston Plan area sits within the outer catchment of the three facilities and that the density of membership is less than in those areas closer to the facilities.

# Health and fitness summary

- ◀ There is less health and fitness provision in the Euston area of Camden.
- ◀ Residents who reside in the most deprived areas live within one mile of a health and fitness gym.
- ◀ Six facilities offer Pay and Play access, the others require a membership or access via a sports club/association. There is one facility (Regent High School) that is not available and used privately by the school only.
- ◀ There is significant demand in the area for health and fitness provision.
- ◀ There is a clear over provision of health and fitness facilities in the area when we just consider the resident population; however, this does not account for the significant importing of members who travel into the area for employment.
- ◀ Within the Euston plan area, residents are typically members of Pancras Square, Oasis and Kentish Town facilities.
- ◀ Membership levels are less dense given the area is served by the outer catchment of the three facilities. This may suggest the need for more localised provision

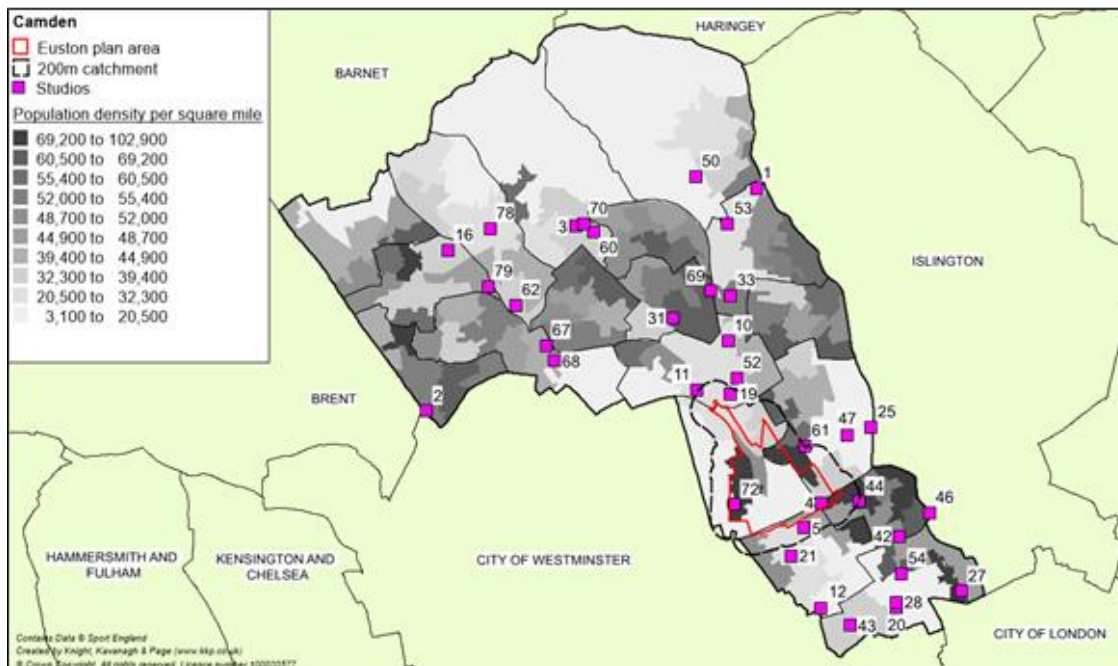




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## 3.4 Studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity types offered also vary from low impact classes such as Pilates and yoga to dance, step, boxercise and Zumba. It is worth noting that dance classes/clubs are key users of studio spaces throughout the country.



There are 64 studios in Camden.

The quality ratings for the studios is as follows:

- Two are rated good quality
- 29 are above average
- 32 are below average
- One is poor quality.

Generally, they are located in more densely populated areas. Spatially there is a good even spread of facilities across the borough.

There are two studios located within the Euston development area, Barry's Bootcamp and The Engine Room.



# Availability of studios

Site name	Access Policy
Acland Burghley School	Sports Club/Community Association use
Bannatyne Health Club (Maida Vale)	Registered Membership use
Barrecore Hampstead	Registered Membership use
Barrys Bootcamp (London Central)	Registered Membership use
Bloomsbury Fitness Centre	Pay and Play
Castlehaven Campus Pitches	Pay and Play
Cecil Sharp House	Sports Club/Community Association use
Central YMCA Club	Registered Membership use
Cumberland Lawn Tennis Club & Hampstead Cricket Club	Sports Club/Community Association use
Fitness First (London Camden)	Registered Membership use
Fitness First (London High Holborn)	Registered Membership use
Fitness First (London Tottenham Court Road)	Registered Membership use
Frame (Kings Cross)	Registered Membership use
Gymbox (Farringdon)	Private Use
Gymbox (Holborn)	Registered Membership use
Kajima Community at Haverstock School	Sports Club/Community Association use
Kentish Town Sports Centre	Pay and Play
Nuffield Health (Bloomsbury)	Registered Membership use
Oasis Sports Centre	Pay and Play
One KX	Sports Club/Community Association use
Ozone Leisure Club	Registered Membership use
Pancras Square Leisure	Registered Membership use
Parliament Hill School	Private Use
Pure Gym (London Camden)	Registered Membership use
Pure Gym (London Highgate)	Registered Membership use
Pure Gym (London Holborn)	Registered Membership use
Royal Free Hospital Recreation Club	Sports Club/Community Association use
Somers Town Community Sports Centre	Pay and Play
South Hampstead High School	Private Use
Swiss Cottage Leisure Centre	Pay and Play
Swiss Cottage School	Private Use
Talacre Community Sports Centre	Pay and Play
The Armoury (Hampstead)	Registered Membership use
The Engine Room	Registered Membership use
UCS Active	Registered Membership use
Virgin Active (Swiss Cottage)	Registered Membership use

The access policy of the studios in Camden is as follows:

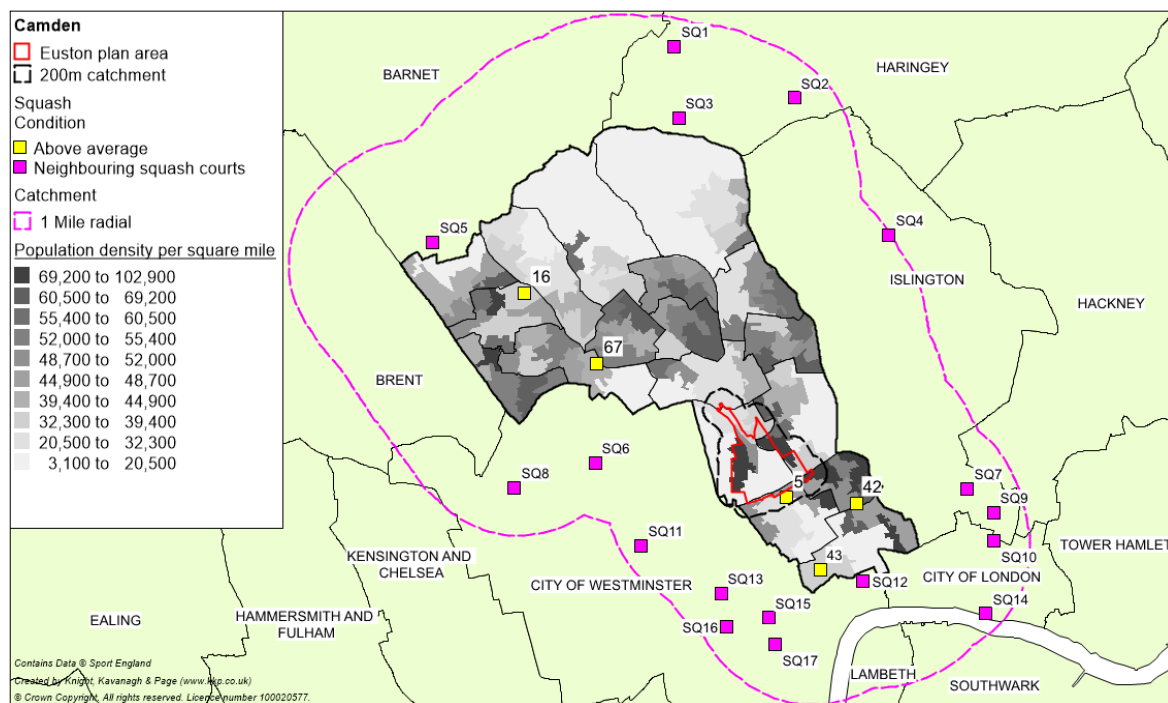
- Seven are available for pay and play
- 19 are for registered membership use
- Six are available via a sports club/community association
- Four are not available and used privately.

# Studios summary



- ◀ There are 64 studios in Camden. Generally, they are located in more densely populated areas. Spatially there is a good even spread of facilities across the borough.
- ◀ Almost half (31) studios are in good and above average condition, 33 are below average and one is poor quality.
- ◀ Seven sites are available for pay and play access, the majority (25) require either a membership or access via a sports club/community association and four are private use only and are not available for the community to use.
- ◀ There are two studios located within the Euston development area, Barry's Bootcamp and The Engine Room.

# 3.5 Squash



There are 16 squash courts in Camden, of which, six are glass backed.

All the courts are rated as above average in quality.

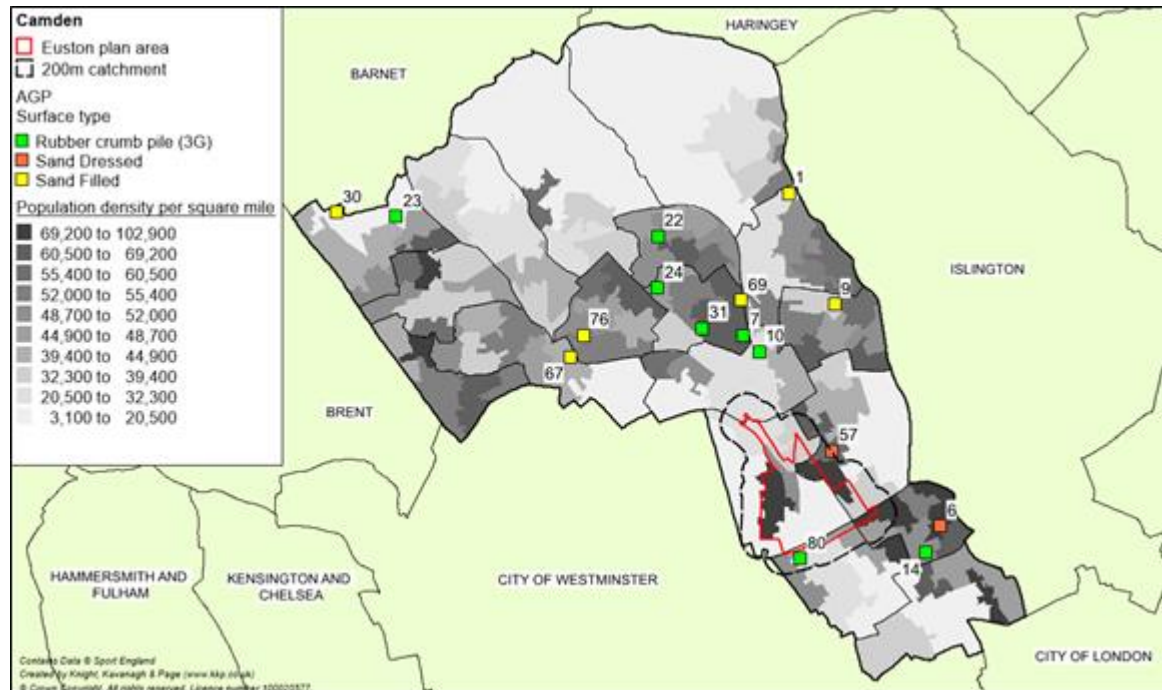
Two courts at Cumberland Lawn Tennis Club & Hampstead Cricket Club are show courts and have tiered seating that can accommodate up to 100 spectators.

Three sites (8 courts) are available for pay and play access at Bloomsbury Fitness Centre, Oasis Sports Centre and Swiss Cottage Leisure Centre. The others require a membership to access.

## 3.6 Other sports facilities-AGP's



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Map ID	Site name
1	Acland Burghley School
6	Calthorpe Community Garden
7	Camden Centre For Learning
9	Cantelowes Gardens Sports Pitch
10	Castlehaven Campus Pitches
14	Corams Fields
22	Fleet Primary School
23	Fortune Green Play Centre
24	Fountain Mews
30	Hampstead School
31	Kajima Community at Haverstock School
57	Regent High School
67	Swiss Cottage Leisure Centre
69	Talacre Community SC
76	Trevor Roberts School
80	Warren Sports Pitch

Sport England's Active Places database identifies 16 AGPs in Camden, six are sand filled pitches, one is a sand dressed pitch (Calthorpe Community Garden) and the remainder are 3G rubber crumb.

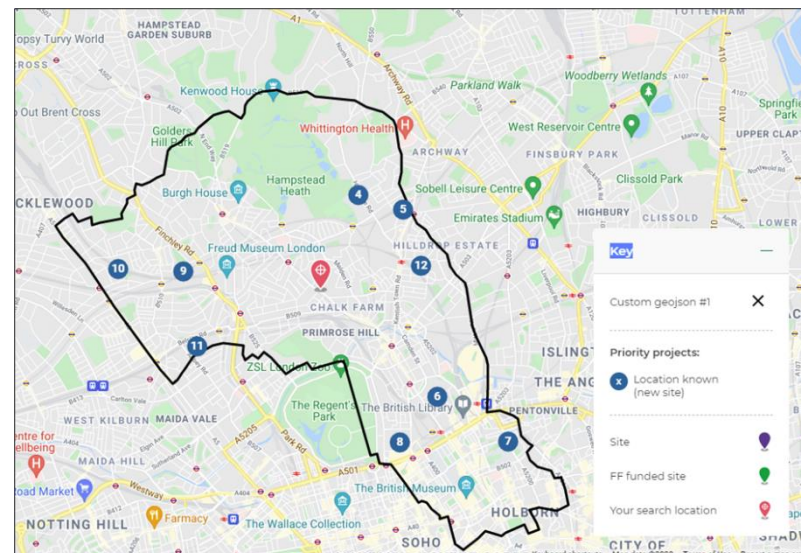
There are no pitches within the Euston development area, there is one pitch (Warren Sports Pitch) within the 200m catchment. It was built in 2016 and is reported to be very well used.

## 3.7 Football



As identified in the Football Foundation Local Football Facility Plan (LFFP), the following priority projects are identified within the small sided facilities section, they are within close proximity to the Euston Development Zone.

Site No.	Site name	Type	Notes
6	Regent High School	Small sided informal (MUGA)	<p>Existing facilities: there is a large MUGA (76x36m) located at the school. The MUGA is split into x3 5v5 pitches. Current surface is approaching the end of its lifespan and needs replacing. There is also a community sports centre located on site. Any potential development would be subject to full feasibility and would need to retain multi-sport usage.</p> <p>Current users: MUGA is used for curriculum use and also doubles up as the schools playground. The pitch is also booked for recreational pay &amp; play sessions.</p> <p>Rationale:</p> <ul style="list-style-type: none"> <li>Heavy informal/recreational use at site.</li> <li>Used for disability football.</li> <li>Key site in area for wider community use.</li> <li>Identified through stakeholder consultation.</li> </ul>
7	Calthorpe Project (Outdoor or Futsal Project)	Small sided informal (MUGA)	<p>Existing facilities: 5v5 outdoor sand based AGP which is primarily used for futsal. Current surface has been in place for seven years.</p> <p>Current users: AGP is primarily used for futsal. There is also recreational pay and play sessions and a weekday lunchtime league which is for local companies, organisations and teams located in the Kings Cross/Saint Pancras area. Walking football sessions are also hosted on the AGP.</p> <p>Rationale:</p> <ul style="list-style-type: none"> <li>Heavy informal/recreational use at site.</li> <li>Key Central London site for futsal.</li> <li>Key site in area for wider community use.</li> <li>Identified through stakeholder consultation.</li> </ul>
8	Samuel Lithgow Youth Centre	Small sided informal (MUGA)	<p>Existing facilities: MUGA. Surface in poor condition and backs onto the Samuel Lithgow Centre. Site is located in Regents Park ward and serves the West Euston area. Any potential development would be subject to full feasibility and would need to retain multisport usage.</p> <p>Current users: informal/recreational football use. Walking football sessions also take place on the MUGA.</p> <p>Rationale:</p> <ul style="list-style-type: none"> <li>Heavy informal/recreational use at site.</li> <li>Identified through stakeholder consultation.</li> </ul>



# Summary of squash, football and AGP's



## Squash

- ◀ There are 16 squash courts, six of which are glass backed and two are show courts with spectator seating.
- ◀ Within the Euston development area, Bloomsbury Fitness Centre has squash courts available to the community.

## Other sports facilities – AGP's

- ◀ 16 AGPs in Camden, six are sand filled pitches, one is a sand dressed pitch (Calthorpe Community Garden) and the remainder are 3G rubber crumb.
- ◀ There are no pitches within the Euston development area, there is one pitch (Warren Sports Pitch) within the 200m catchment. It was built in 2016 and is reported to be very well used.

## Football

- ◀ The Football Foundation LFFP for Camden identified three priority projects within close proximity to the Euston development area due to high demand, they are:
  - ◀ Regent High School
  - ◀ Calthorpe Project
  - ◀ Samuel Lithgow Youth Centre



# Consultation GLL



GLL is the current operator of Camden Council's public leisure centres. They include:

Kentish Town Sports Centre	Oasis Sports Centre
Pancras Square Leisure	Swiss Cottager
Talacre Community Sports Centre	Kings Cross (new centre opening summer 2022)



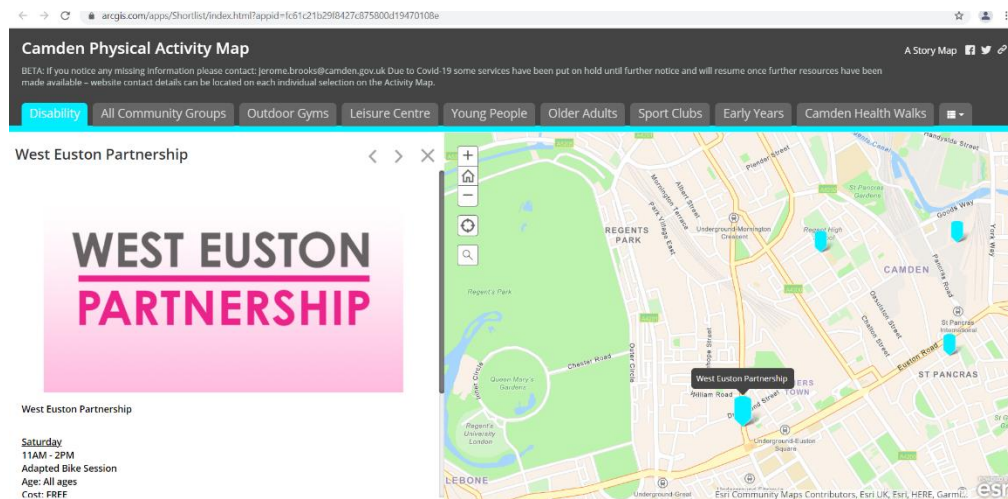
GLL had a 15 year contract that ended 31<sup>st</sup> March 2020. GLL won the re-tendering process and were awarded a 10 year contract; however, the Covid-19 Pandemic halted the process and the contract was unsigned.

It is understood that discussions have been taking place regarding the future and the new contract is anticipated awaiting approval for the start of the Council's financial year in early 2022.

GLL reports that following a challenging time with the pandemic usage is back to 75% compared to pre-Covid levels globally. It reports that Pancras Square and Oasis centres attract predominantly commuters and are only back to 45-50% pre-Covid usage. Kentish Town on the other hand is at 115% pre-Covid levels, with swimming the most popular activity and health and fitness at 75-80% pre-Covid levels.

GLL reports that there is a need for additional indoor sports provision, particularly badminton courts, and has demand for Parkour facilities.

# Consultation – Disability provision



Consultation indicated that there is a lack of disability provision in the Euston development plan area.

Camden Council has a Physical Activity Map on its website to direct users to provision in the area. At present this maps current provision but does not capture levels of demand. Further work is being undertaken concurrently to understand the disability population and the demands there are for provision in the area.

As a priority group, further consultation is required to understand the needs of the disabled community, what demand there is, and the challenges and barriers there are to participation across existing provision and for new provision.

# Consultation – UCL Students Union



University College London (UCL) has 50,000 students and 10,000 staff and is attracting more students every year. It reports 6,500 students involved in its competitive sports programme with over 75 sports teams across 40 sports. Additionally, it has a recreational participation programme and has its own fitness facility. Bloomsbury Sports and Fitness is operated by the UCL Students Union and is available to the local community.

The University also owns sports facilities in Shenley (St Albans) and funded the Somers Town Sports Centre building along with funding from Sport England. The land which the facility sits on was gifted by Camden Council. The University has a user agreement and has secured access to facilities every weekday evening 5pm-10pm.

The University reports huge demand for sports facilities and at present struggles to book facilities to meet the demand. An impact of this is that some teams are required to travel out of the area to access facilities. In addition, it reports very high costs of hire due to such high demands for facilities.

UCL SU recently lost access to Energybase which has had a big impact on its ability to accommodate demand. (see next page for more details). It reports a need for sports hall, studios, health and fitness, swimming (if Energybase is lost), netball, football and hockey pitches.

UCL SU has funding to contribute to sports facility provision. Sports facility investment is included in the 5 year masterplan for 2022-2027 and it is very keen to be kept informed of any potential discussion around the increase of sports facilities in the area. This may align to the provision of any student accommodation within the Euston development plan area.

# Energybase



Energy base was a sports centre owned by University of London until it closed in April 2021 as a result of the Covid-19 pandemic.

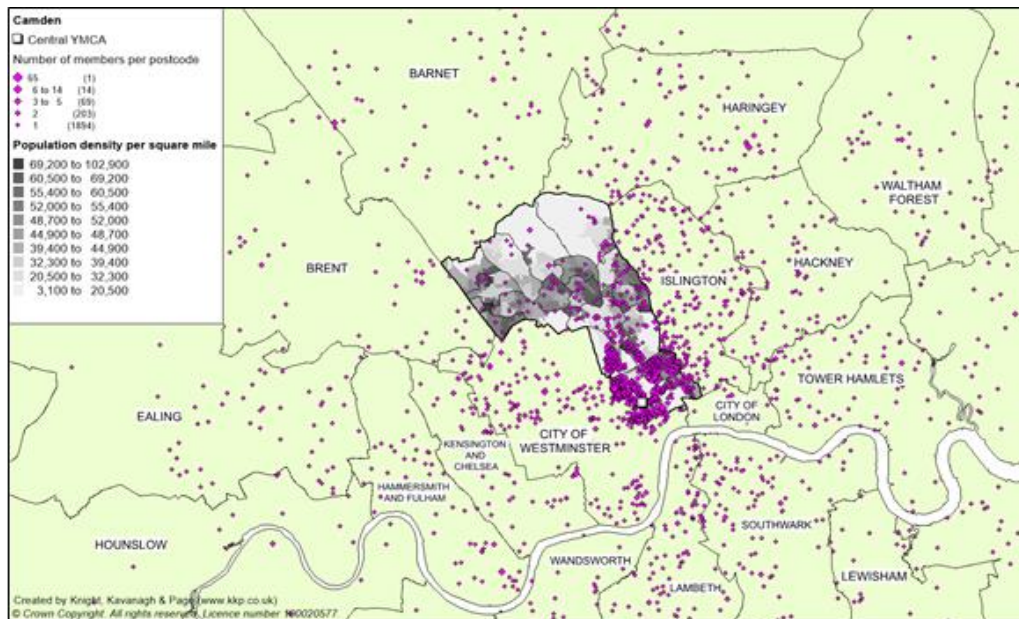
The facility had a 33m x 4 lane swimming pool, a 70 station health and fitness gym, a one badminton court sports hall and a studio.

The University decided that the most appropriate use would be to lease the property to a Member Institution where more value can be created for teaching, learning and research. Birkbeck University was named as the preferred partner for acquiring the lease on the whole Student Central building and on 26 July 2021 the lease was transferred to Birkbeck as the winning bidder.

It is understood that the facility will be used to provide high quality teaching space together with social and communal space to enable students to connect, engage and participate inside and outside of the classroom.

Consultation with UCL Student Union reported that this is a key facility for both itself and the community. It bid for the lease but was unsuccessful and is challenging the change of use of the building. It has an active campaign to fight the decision. It is also understood that an application has been made to Heritage England to List the building to preserve its use for sport and leisure. An outcome is expected at the end of January 2022.

# Consultation - YMCA

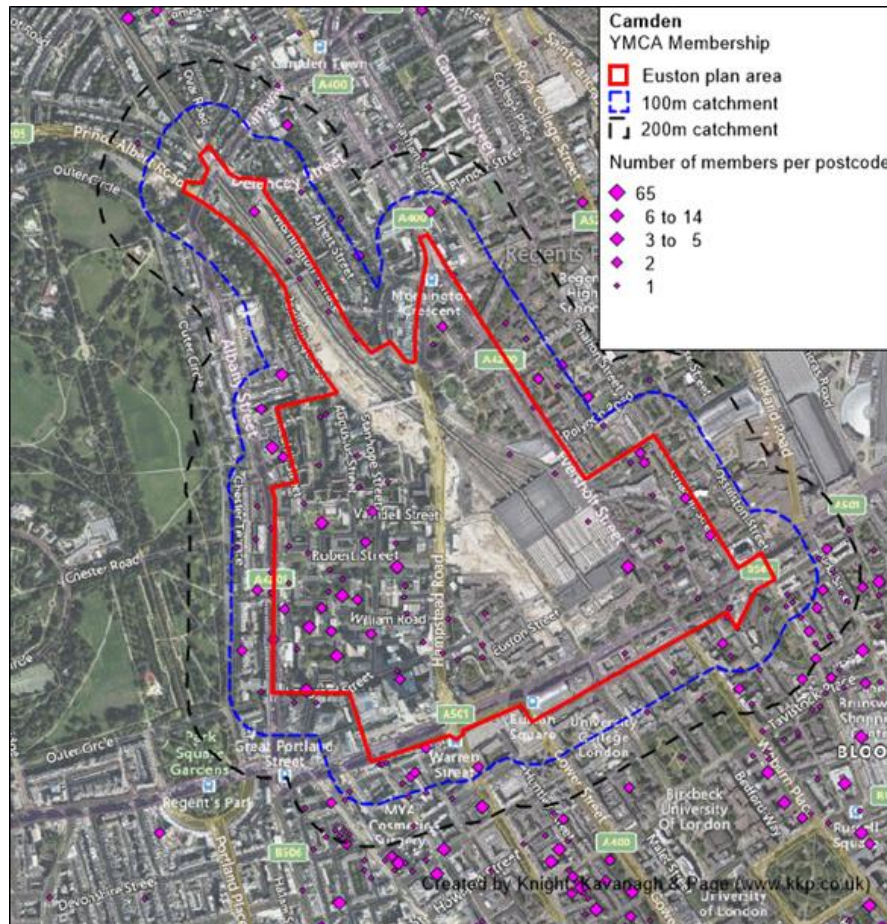


YMCA provided postcodes of its active membership. The geographic spread of these are illustrated.

Consultation with YMCA indicated that existing facilities require investment to modernise and make accessible for all. Its facilities do not have good street presence (i.e. visibility) which is important for footfall. Partnership approach and co-location and clustering of services is important to maximise the potential of facilities. The organisation identified that there is a lack of youth provision in the area, and funding is required to sustain services for young people. More outdoor provision is required, dedicated to physical activity and health and wellbeing.



# YMCA membership

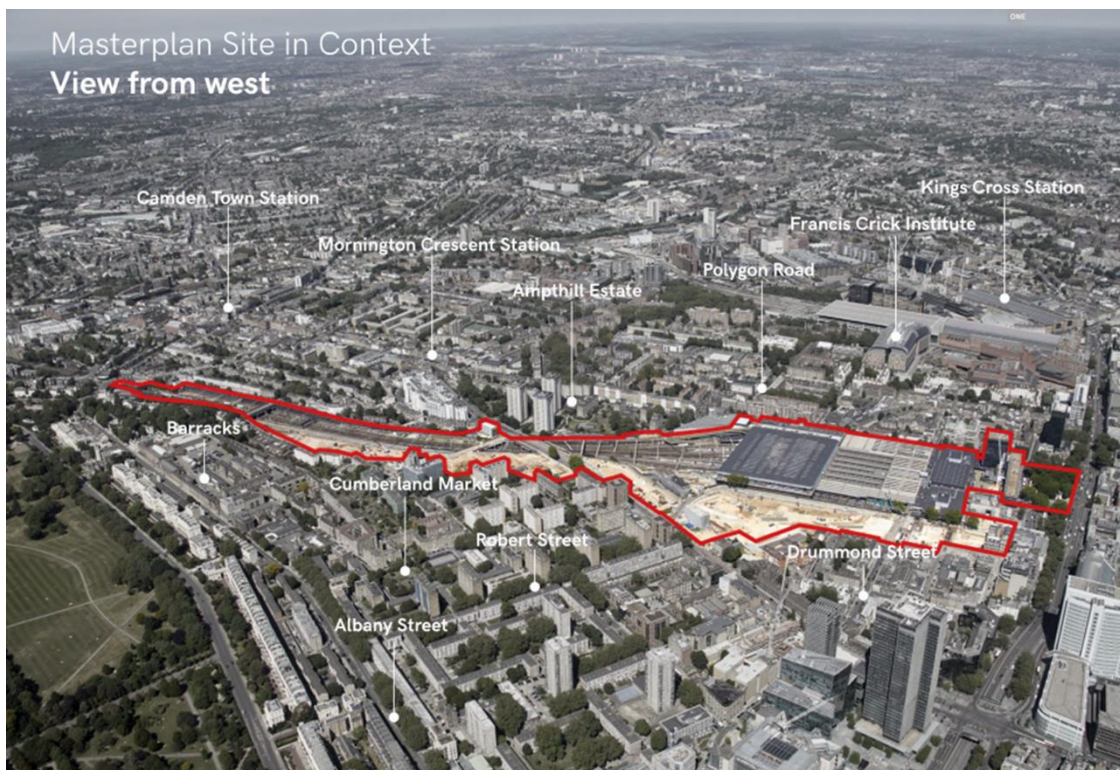


YMCA current membership includes all if its services delivered across London (support and facilities). It shows that within the west of the Euston development area the YMCA is connecting with residents in a way that GLL centres are not. The challenge is to understand the reason for this and if the YMCA's success is down to their levels of community engagement and connectivity with key agencies. This may be something that needs to be considered in relation to GLL's approach to managing community leisure facilities in Camden.



# SECTION 4: OPPORTUNITIES FOR CO-LOCATION

# Euston area - opportunities



In addition to the above, the consultation process and experience of other studies also identified the need to check and challenge the opportunities for co-location of other services or to expand the mix within the proposed development area. This is with a view to developing a cluster of community services within a central location or to increase the income potential of the new development, thus delivering improved financial sustainability. In this context we have consulted with the following services and key community stakeholders.

# Other consultation -feedback

## **Pro Active Camden**

Main challenges are the lack of indoor sports facilities particularly sports halls.

There is also a need for additional 3G pitches.

There is a large diverse community and women's only provision should be considered.

There may be scope to increase the availability of school provision for the community.

Young people lack safe, free of charge places to go.

## **London Sport**

Main challenges are the perceived displacement and disruption to social networks.

There is a need to re-locate green spaces.

There is a large diverse community.

Barriers (invisible and visible) such as Euston Road – people don't cross.

There is a need to make the most of informal activity spaces.

Understanding what is a realistic expectation for residents to travel is important.

Good signage is required.

There is a need to ensure facilities are inclusive and do not become dominated by a particular sport/group (e.g.

MUGAs can become football and male dominated).

## **Greenspaces – Camden Council**

It is recognised there is low provision for teenagers and young people.

Demand for a BMX track, outdoor gym and table tennis facilities.

Need to be creative with phases of construction – e.g. swimming pool in the spoil.

Schools need to be more accessible to the community.

# Other consultation -feedback



## **Community Partnerships**

Covid-19 has exposed inequalities and exacerbated and increased the need for outdoor spaces, particularly where houses are overcrowded (where there is often young families and language barriers).

HS2 families are being re-located outside of the borough which is breaking down social networks.

Youth violence is of particular concern, as there are not enough safe spaces.

There is insufficient daytime activities for those not working or working shifts.

Connectivity of spaces (i.e. walking and cycling routes) is very important with public transport access.

Need for intergenerational spaces and intercultural activities.

Social prescribers and care navigators are really important resources.

# Prior community/stakeholder engagement



Prior to this study taking place it is reported that a great deal of community engagement has been taking place at Euston for many years and is ongoing with a cohort of residents and business interests, with a view to establishing priorities and key issues.

In this regards the following key priorities have been identified through the Residents Advisory Group:

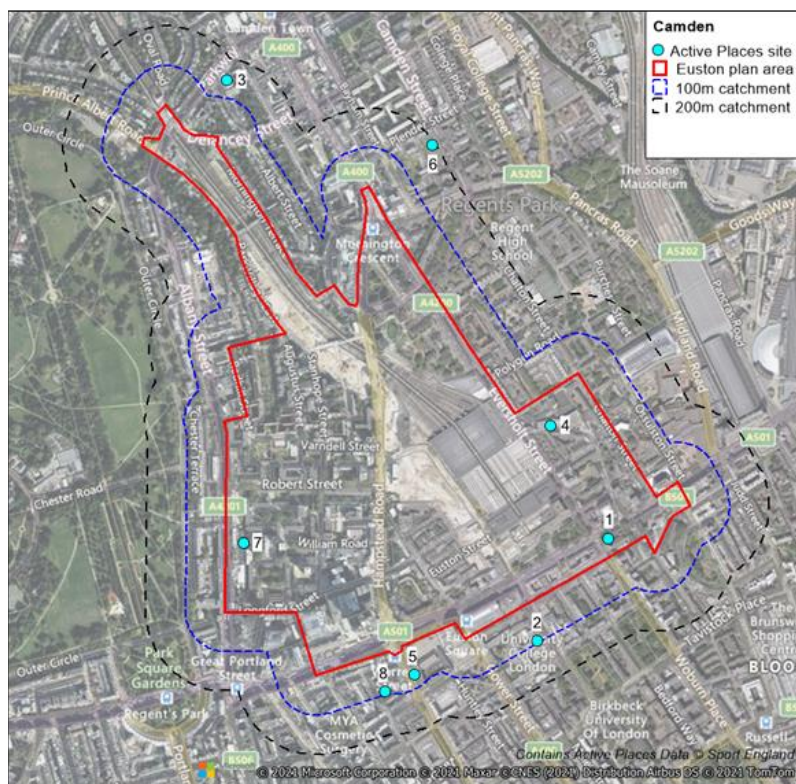
- ◀ 'Social sustainability': the 'right' kind of change, at the right pace, ensuring that existing communities are not displaced or alienated, or fail to benefit from development.
- ◀ Accessibility and inclusion: ensuring everyone in Euston can easily and fully access all spaces and facilities, and not feel excluded from them, including while development is underway.
- ◀ Euston remaining a 'place' while development is underway: Euston's communities need to be able to carry on a good 'normal life' over the decades of development.
- ◀ Availability of genuinely affordable good-quality housing. The affordable housing crisis is a paramount issue in central London.

It is important that these priorities are also considered moving forwards.



# Euston area zone

Existing provision as identified by Active places database



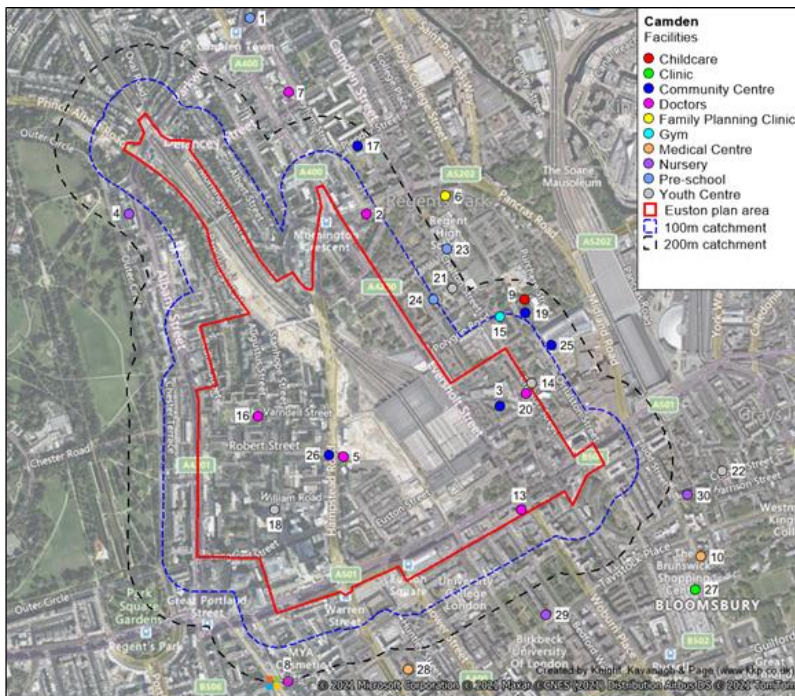
Map ID	Site	Facility
1	Barry's Bootcamp	Studio
2	Bloomsbury Fitness Centre	H&F, studios, squash
3	Fitness First	H&F, studios
4	Maria Fidelis CS FCJ	Sports hall
5	Pure Gym	H&F
6	St Pancras C. Assoc	Outdoor tennis courts
7	The Engine Room	H&F, studio
8	Warren Sports Pitch	Artificial grass pitch (long pile carpet)



# Community facilities in the zone



## Other community facilities within the area



Map ID	Site	Facility
1	Alpha Beta Nursery	Pre-school
2	Ampthill Practice	Doctors
3	Basil Jellicoe Hall	Community Centre
4	Bright Horizons Regents Park Day Nursery	Nursery
5	Camden Health Improvement Practice	Doctors
6	Crowndale Health Centre	Family Planning Clinic
7	DocTap Private GP	Doctors
8	Fitzrovia Medical Centre	Doctors
9	Hampden Childrens Centre	Childcare
10	Hunter Street Health Centre	Medical Centre
13	My Doctor London	Doctors
14	New Horizon Youth Centre	Youth Centre
15	Polygon Road Outdoor Gym	Gym
16	Regents Park Practice	Doctors
17	Saint Pancras Community Association	Community Centre
18	Slyc	Youth Centre
19	Somers Town Community Centre	Community Centre
20	Somers Town Medical Centre	Doctors
21	Somers Town Youth Centre	Youth Centre
22	South Camden Youth Access Point	Youth Centre
23	St Aloysius Nursery	Pre-school
24	St Christophers Community Nursery	Pre-school
25	St Pancras & Somers Town Living Centre	Community Centre
26	Surma Community Centre	Community Centre
27	The Medical Centre	Clinic
28	The Mortimer Market Centre	Medical Centre
29	UCL Day Nursery	Nursery
30	WonderHedge - Semeramis	Nursery

# Additional consultation



There is a need to understand the status of the above facilities, especially those in the west of the development zone.

- ◁ Bright Horizons Regents Park Day Nursery
  - ◁ Camden Health Improvement Practice
  - ◁ Regents Park Practice
  - ◁ SLYC
  - ◁ Surma Community Centre
- 
- ◀ Could any of these be co-located within a new development
  - ◀ Are any of them surplus to requirements?
  - ◀ Could any of them be expanded to accommodate additional provision?
  - ◀ How does the location of these fit within the context of new developments in the area?

# Conclusions



The following key conclusions can be drawn from the study:

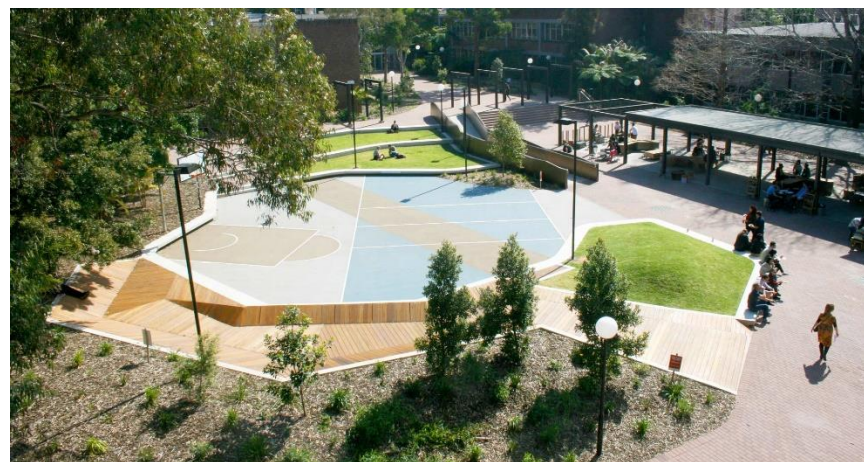
- ◀ Within the context of the Euston development plan area there is a need for provision to be located to the west of Euston station. Ideally this should also be at a location which serves both existing and new residential areas (e.g. a bridging point between residential areas).
- ◀ There is need for additional indoor activity space which can accommodate a range of formal and informal sport and physical activity uses.
- ◀ There is a need for multi purpose fitness space to serve the locality and to address key health inequalities within the local area.
- ◀ There is a need for multi purpose activity space to accommodate a wide range of movement activity.
- ◀ Ideally the above facilities should be considered as part of a co-located facility with other non-sporting activities (e.g. day nursery, GP/Health practice, youth centre, community centre).
- ◀ There is a need for outdoor activity spaces which offer a combination of free to use and paid for activity spaces. This could include facilities such as covered activity spaces (e.g. 3g pitch, informal youth spaces, MUGA), children's play area and cycling skills area/BMX track.
- ◀ There is also a need for outdoor social spaces aligned to sensory garden/planting area.
- ◀ All indoor activity spaces need to be accessible for disabled users and programmed to meet the needs of residents (e.g. women only at key times).
- ◀ All outdoor spaces need to be well lit and promote inclusive activity.
- ◀ Ideally spaces need to be well managed and animated/programmed to meet the needs of local residents and help to address health inequalities within the local area.



# Images



Example images of open spaces with physical activity for consideration



# Images





# Images





# Images



# Images



# Images



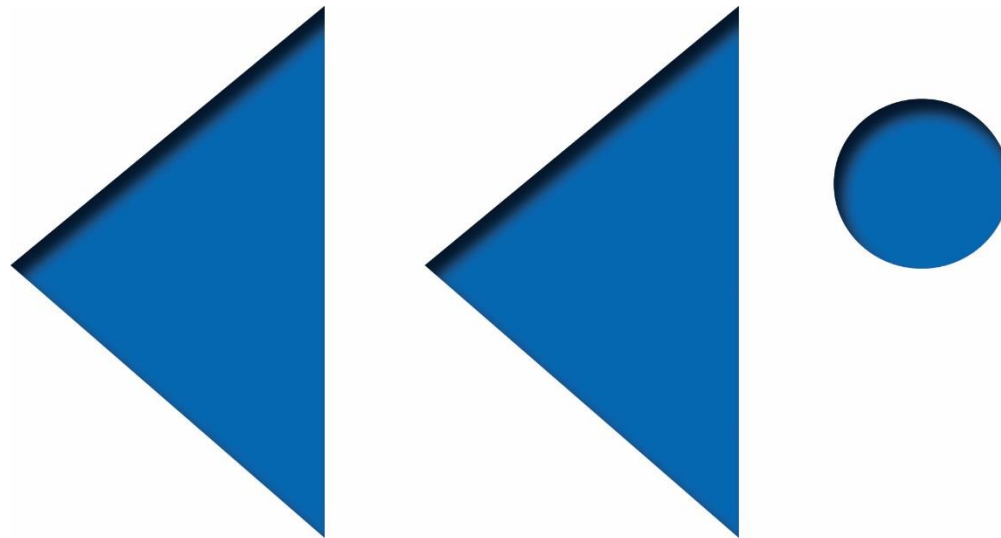


# APPENDIX 1:

## NEED TO ADD ALL TABLES FOR ALL THE MAPS

### Sports halls within neighbouring authorities (3+ courts)

Map ID	Site name	Courts	Access type	Local authority
H1	Highgate Wood School	4	Sports Club / CA	Haringey
H2	Highgate School	4	Registered Membership	Haringey
H3	City Of London Academy	3	Sports Club / CA	Islington
H4	Sobell Leisure Centre (Holloway)	8	Pay and Play	Islington
H5	Beacon High School	4	Sports Club / CA	Islington
H6	St Mary Magdalene Academy	4	Sports Club / CA	Islington
H7	Queens Park Community School	4	Sports Club / CA	Brent
H8	Charteris Sports Centre	3	Sports Club / CA	Brent
H9	Harris Academy St John's Wood	3	Sports Club / CA	Westminster
H10	City Of London Academy	4	Sports Club / CA	Islington
H11	St Augustine's Sports Centre	4	Pay and Play	Westminster
H12	Elizabeth Garrett Anderson School	4	Sports Club / CA	Islington
H13	Finsbury Leisure Centre	6	Pay and Play	Islington
H14	Citysport	6	Registered Membership	Islington
H15	Paddington Academy	4	Sports Club / CA	Westminster
H16	Little Venice Sports Centre	4	Registered Membership	Westminster
H17	King Solomon Academy	3	Sports Club / CA	Westminster
H18	Academy Sport	4	Pay and Play	Westminster
H19	Seymour Leisure Centre	5	Pay and Play	Westminster
H20	London Nautical School	4	Sports Club / CA	Lambeth



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