

# Brent

Local area profile

The logo for London Sport is a white shield-shaped emblem with a dark blue outline. It is positioned on the right side of the page, partially overlapping a dark blue abstract graphic element that resembles a stylized line or path. The text "LONDON SPORT" is written in a bold, red, sans-serif font across the center of the shield.

**LONDON  
SPORT**



# About Us

**Physical inactivity is responsible for 1 in 6 premature deaths.**

That's why London Sport wants every Londoner to live longer, healthier and happier lives through being active.

Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.

Collaborating with those that share our vision, we can help every community in London find their way to move more.

# Purpose of profile



# Local Area Profile: Brent

## Introduction

The purpose of this profile is to bring together a variety of key datasets, as well as London Sport knowledge of an area, to provide an overview of the population and understand the demographic, social, and economic characteristics of the area.

Physical activity and sport has the ability to change lives. The simple act of being active for 30 minutes a day has proven physical and mental health benefits and contributes to every stage of our development, both as individuals and as a society. These include:



### Individual development

Boosts academic achievement and school behaviour



### Economic development

The annual value of health benefits that sport participation bring is worth c. £1.7 billion



### Physical wellbeing

Helps maintain healthy weight and reduces obesity



### Social integration

Helps socially excluded people feel part of a community and increases their belonging



### Mental wellbeing

Reduces anxiety, stress and depression

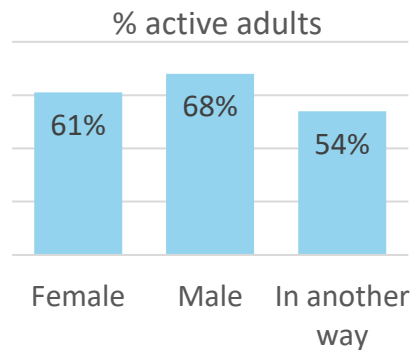
# Local Area Profile

## Understanding those less likely to be active

From the latest Active Lives data, in London we know that certain demographic characteristics are less likely to be active (completing the recommended Chief Medical Officer guidelines of at least 150 minutes a week):

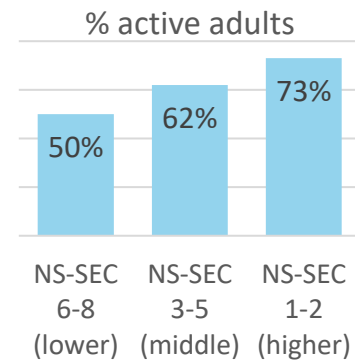
### Gender

Females are less likely to be active compared to males



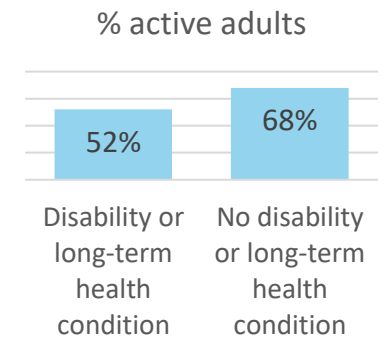
### Socio-economic groups

Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked (NS-SEC 6-8) are less likely to be active



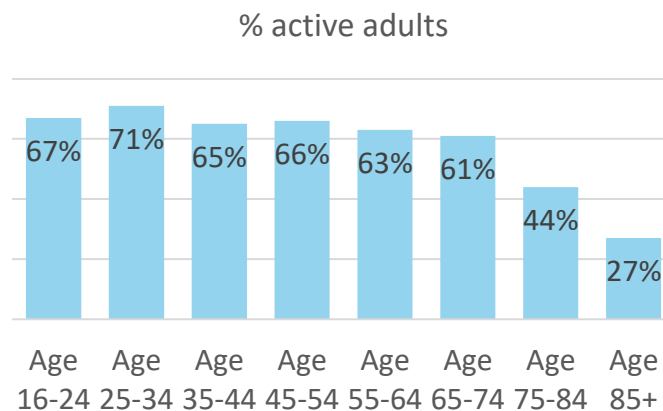
### Disability and long-term health conditions

Disabled people or those with a long-term health condition are less likely to be active



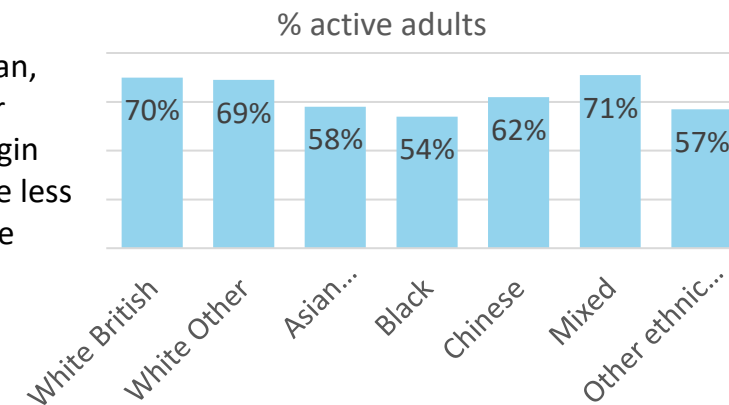
### Age

Activity levels decrease with age, more so for those in the 75+ age category



### Ethnicity

Black, Asian, and Other ethnic origin groups are less likely to be active



# How London Sport are working in Brent

## Priority places

London Sport is focusing resources in identified local places in London where there is the greatest need but also the greatest opportunity to improve people's lives through physical activity and sport.

Brent has been identified as one of these places.

From looking at data and consultation with local partners in Brent, London Sport have decided to prioritise the following wards:

- Harlesden & Kensal Green
- Roundwood
- Stonebridge

This place has been identified as an area where there is the potential to work collaboratively with partners and communities, focusing our collective resources, knowledge, and expertise to establish sustainable change in supporting Londoners to become more active.

The information in this rest of the profile will contain data about the borough as a whole and, where possible, data on this specific place.

# Local Area Profile: Brent

## Contents

Physical Activity levels	Demographic characteristics	Opportunities to increase physical activity	Further resources
<a href="#">Physical activity: adult data</a>	<a href="#">Population and demographics</a>	<a href="#">Environment: Facilities</a>	<a href="#">Politics</a>
<a href="#">Physical activity: children and young people data</a>	<a href="#">Indices of Multiple Deprivation</a>	<a href="#">Environment: Spaces</a>	<a href="#">Environment: Air quality</a>
<a href="#">Physical activity: small area estimates</a>	<a href="#">Physical health</a>	<a href="#">Environment: Schools</a>	<a href="#">Crime</a>
<a href="#">Social return on investment</a>	<a href="#">Mental health</a>	<a href="#">Environment: Housing</a>	<a href="#">Employment</a>
	<a href="#">Children and Young People</a>	<a href="#">Children and Young People: Youth Clubs</a>	<a href="#">Key contacts: Active Environments</a>
		<a href="#">Health: Facilities</a>	<a href="#">Key contacts: Children and Young People</a>
		<a href="#">Community Sport: Partner organisation's</a>	<a href="#">Key contacts: Community Sport</a>
		<a href="#">London Sport projects</a>	<a href="#">Key contacts: Health</a>
		<a href="#">Physical activity: less active segmentation</a>	

# Summary of key findings





# About Brent

## Geography

Brent is an outer borough situated in north-west London.

It is made up of 22 wards (shown on the map).



Location of Brent in London



Wards in Brent

# Summary of key findings

- Brent is an outer borough situated in north-west London. It is made up of 22 wards.
- Of the 317 Local Authorities in England, Brent is ranked 49<sup>th</sup> most deprived.
- The predominant ethnicities are White (35%) and Asian, Asian British or Asian Welsh (33%). The median age of the population in Brent is 35 years old.
- Brent's adult (16+) residents are less active than the London average. Rates of active travel activities have increased whereas fitness activities have decreased.
- The rates of overweight and obese adults in Brent (59%) is higher than the London average (56%). The rates of overweight children in Year 6 in Brent (40%) is higher than the London average (39%).
- Across Harlesden & Kensal Green, Roundwood, and Stonebridge there are there are:
  - 22 schools
  - 4 community centres
  - 0 libraries
  - 2 swimming pools
  - 5 artificial grass pitches
  - 10 sports halls
  - 4 health and fitness gyms
  - 4 studios
  - 4 tennis courts



Location of Brent in London



London Sport's priority place in Brent

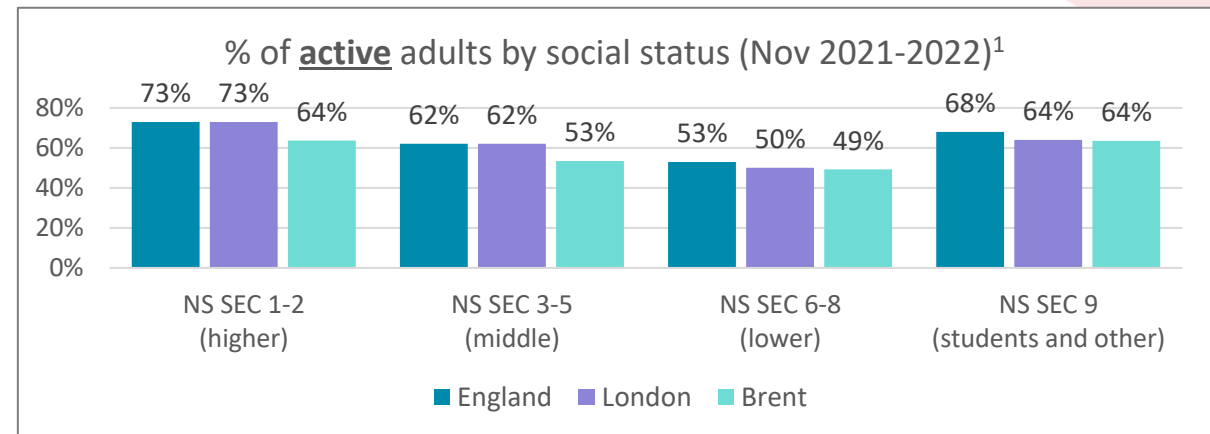
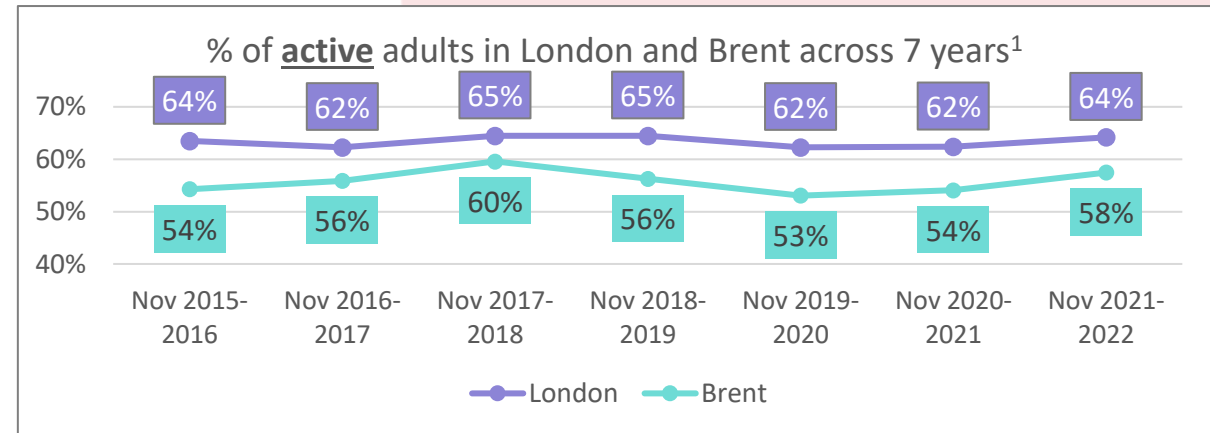
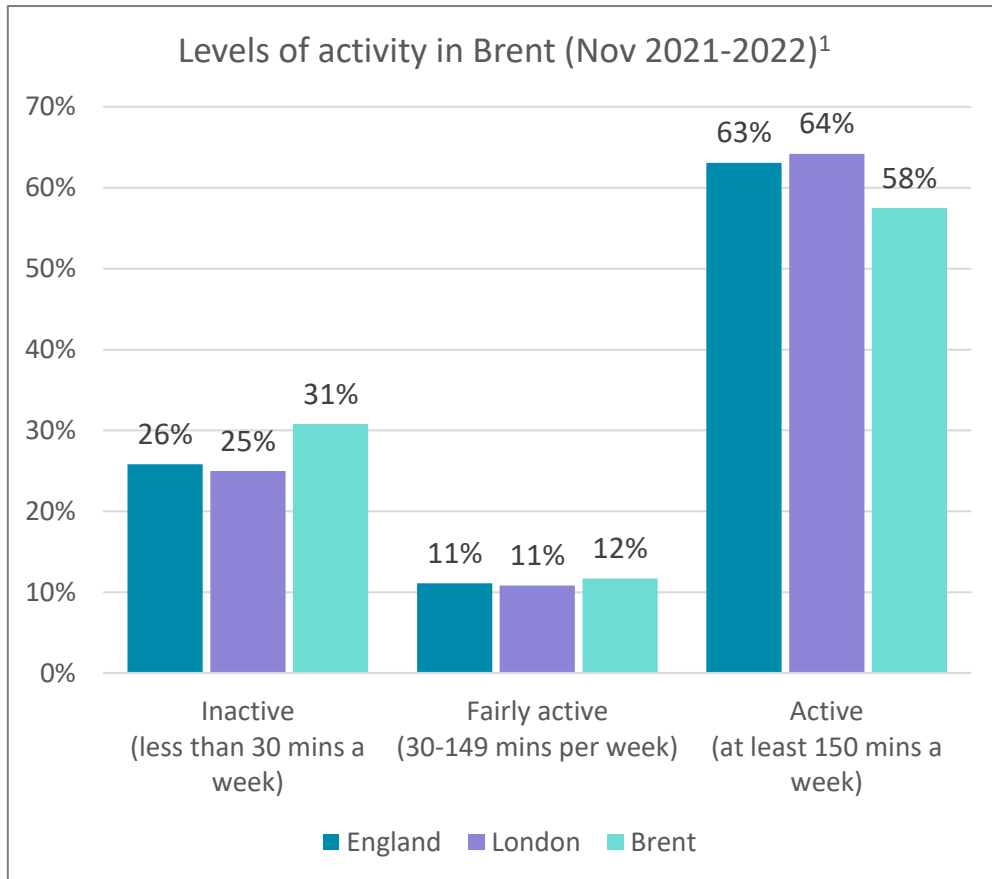
# Physical activity levels



# Physical Activity

## Adults

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity. Generally, physical activity levels for adults (16+) in Brent have been below the London average. This gap has narrowed slightly with the latest data.

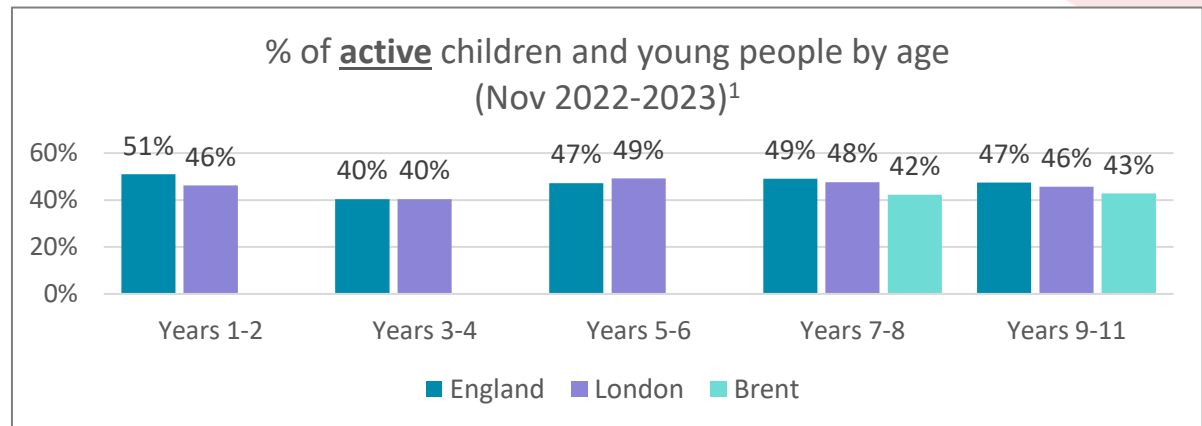
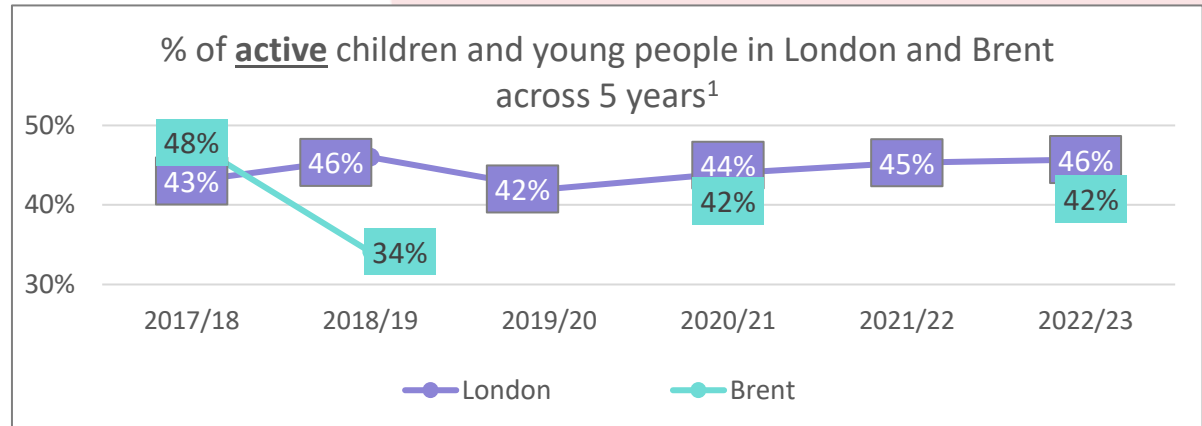
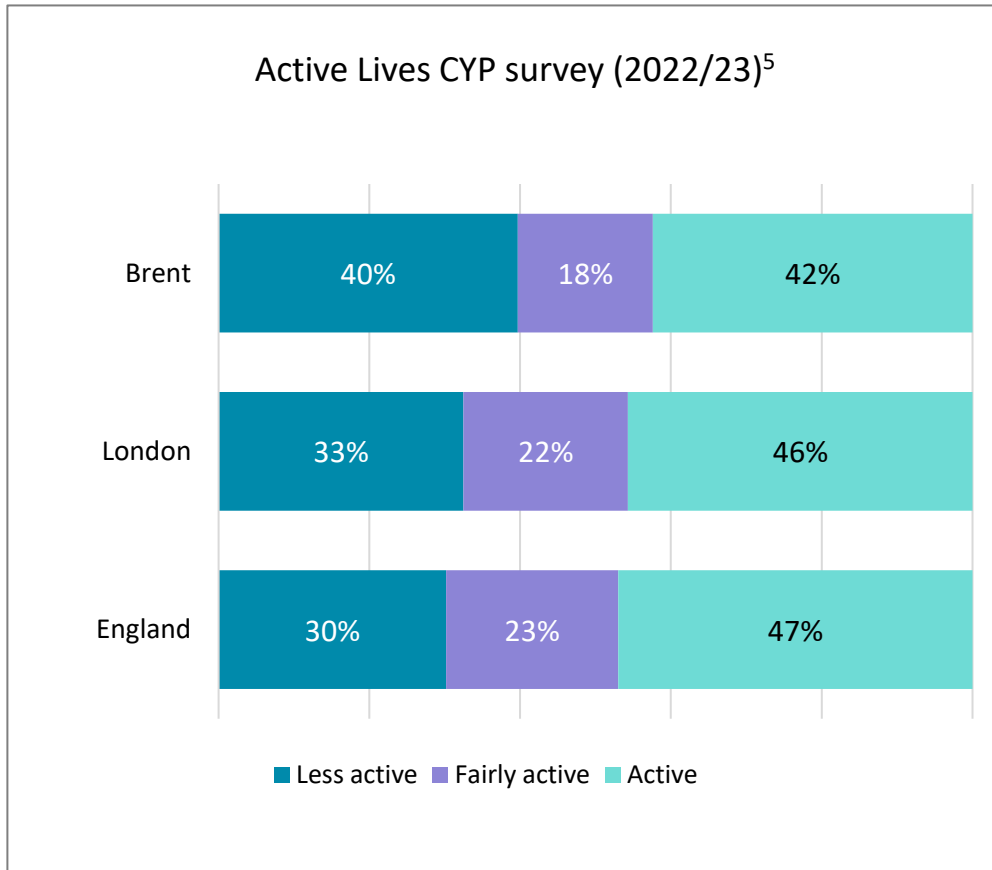


1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

# Physical Activity

## Children and Young People

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity. The rates of active children and young people in Brent (42%) is lower than the London average (46%).



1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

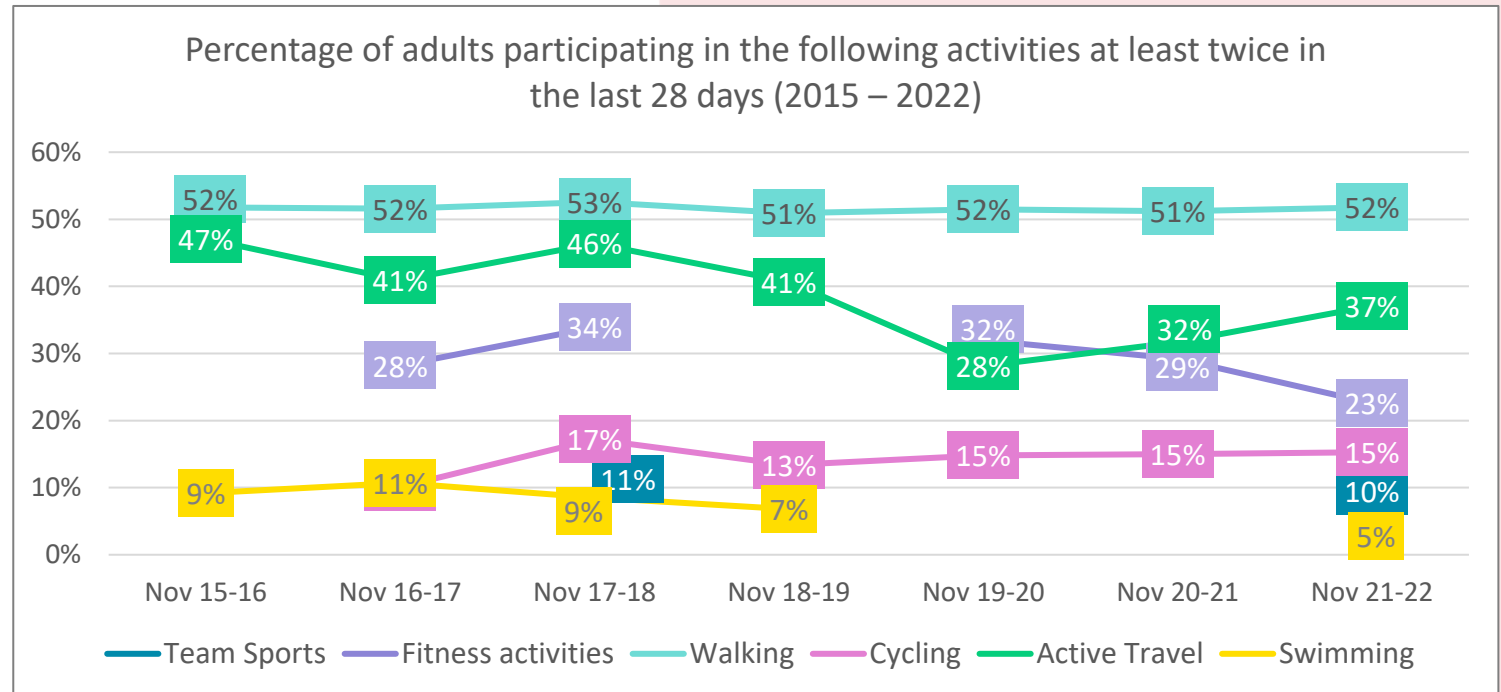
# Physical Activity

**Rates of active travel activities have increased whereas fitness activities have decreased**

Sport England's Active Lives survey measures the number of people taking part in sport and physical activity.

For adults, rates of active travel activities have increased whereas fitness activities have decreased.

Rates of cycling, active travel, swimming, and fitness activities are lower than the London average.



Percentage of adults participating in the following activities at least twice in the last 28 days (Nov 2021-2022)

10% Team sports London av. 8%	23% Fitness activities London av. 31%	52% Walking London av. 59%		15% Cycling London av. 20%		37% Active Travel London av. 44%	5% Swimming London av. 9%
		34% Walking for leisure London av. 41%	33% Walking for travel London av. 39%	12% Cycling for leisure and sport London av. 15%	8% Cycling for travel London av. 11%		

\* Indicates insufficient data

1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

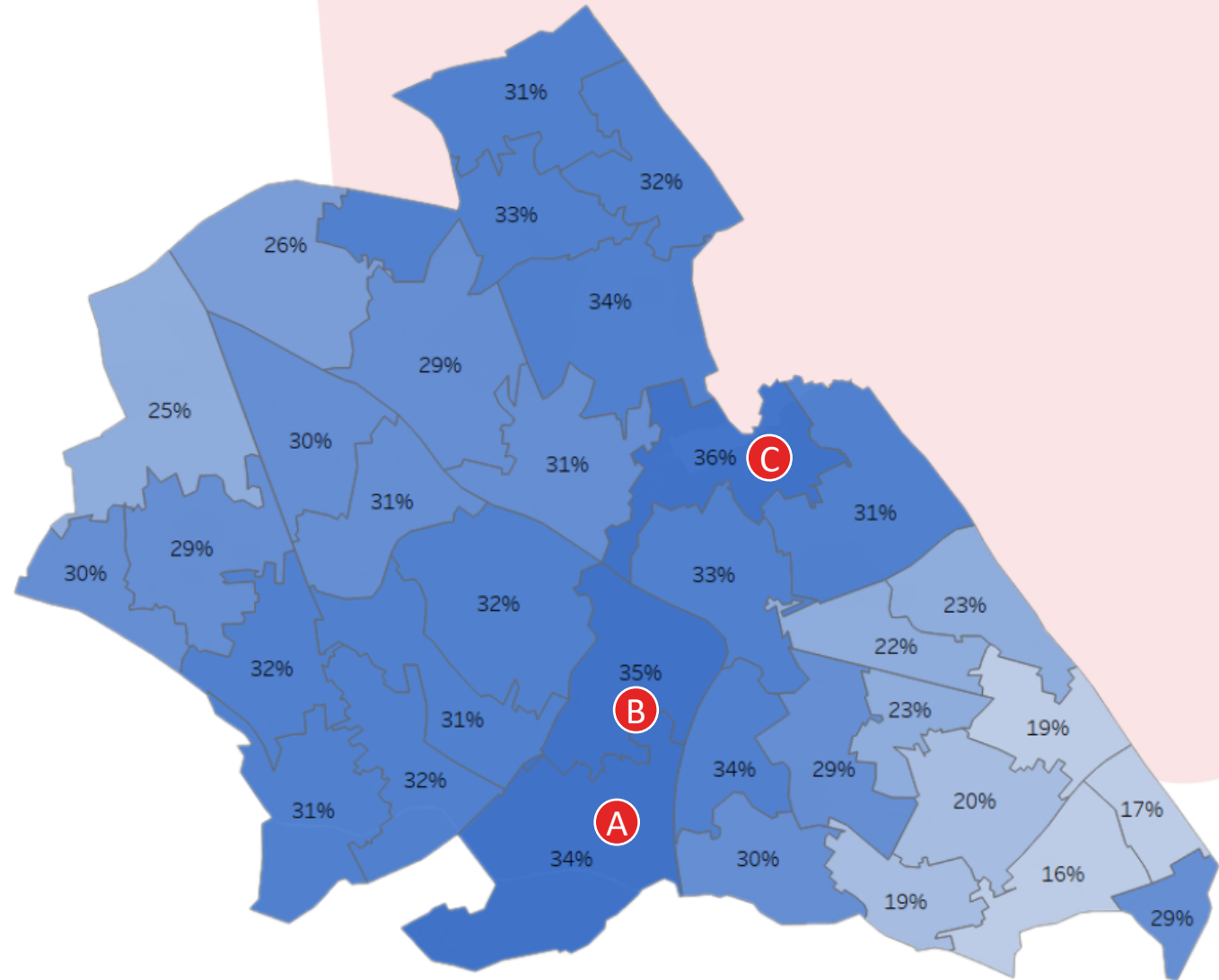
# Physical Activity

## Small area estimates

If we zoom in, to take a more localised view using Sport England Small Area Estimates (last updated 2018), we begin to see a variation in physical activity levels.

The following areas have a higher percentage of adults who are described as inactive (completing less than 30 minutes of physical activity a week):

- A. Stonebridge (34%)
- B. Stonebridge (35%)
- C. North-west area of Dollis Hill and north-east Welsh Harp (36%)



# Physical activity

## Social return on investment

The benefits of physical activity can create tangible monetary impact. In 2017/18, Sport England commissioned research to understand the social impact of sport and physical activity<sup>1</sup>.

Nationally, for every **£1.00** invested in community sport and physical activity, a return on investment of **£3.91** of social value is generated across health and wellbeing, stronger communities, and the economy.

For Local Authorities, Sport England calculated the social value of community sport and physical activity by multiplying the rates of active adults (those completing at least 150 minutes of physical activity a week) by the value per person for all health outcomes (excluding breast cancer and hip fractures).

Across Brent....

The combined social value of taking part in community sport and physical activity in 2017/2018 was:

**£327.0 million**

Barnet: £471.4 million

Harrow: £283.5 million

Ealing: £361.4 million

This can be broken down into the following three categories:



**£49.5 million**

worth of value generated from

### Physical and Mental Health

*(Being active reduces the risk of: Coronary heart disease and stroke, Type 2 Diabetes, Breast Cancer, Colon Cancer, Dementia, Depression. Improves good health, reduces hip fractures, improves back pain, and increases sports injuries)*



**£188.5 million**

worth of value generated from

### Mental Wellbeing

*(Being active improves subjective wellbeing/life satisfaction of participants and volunteers)*



**£88.9 million**

worth of value generated from

### Social and Community Development

*(Being active reduces criminal incidences, enhances social capital and the non-market benefits acquired by organisations utilising sports volunteers. Improves educational attainment and enhances human capital)*

1: [Measuring impact | Sport England](#)



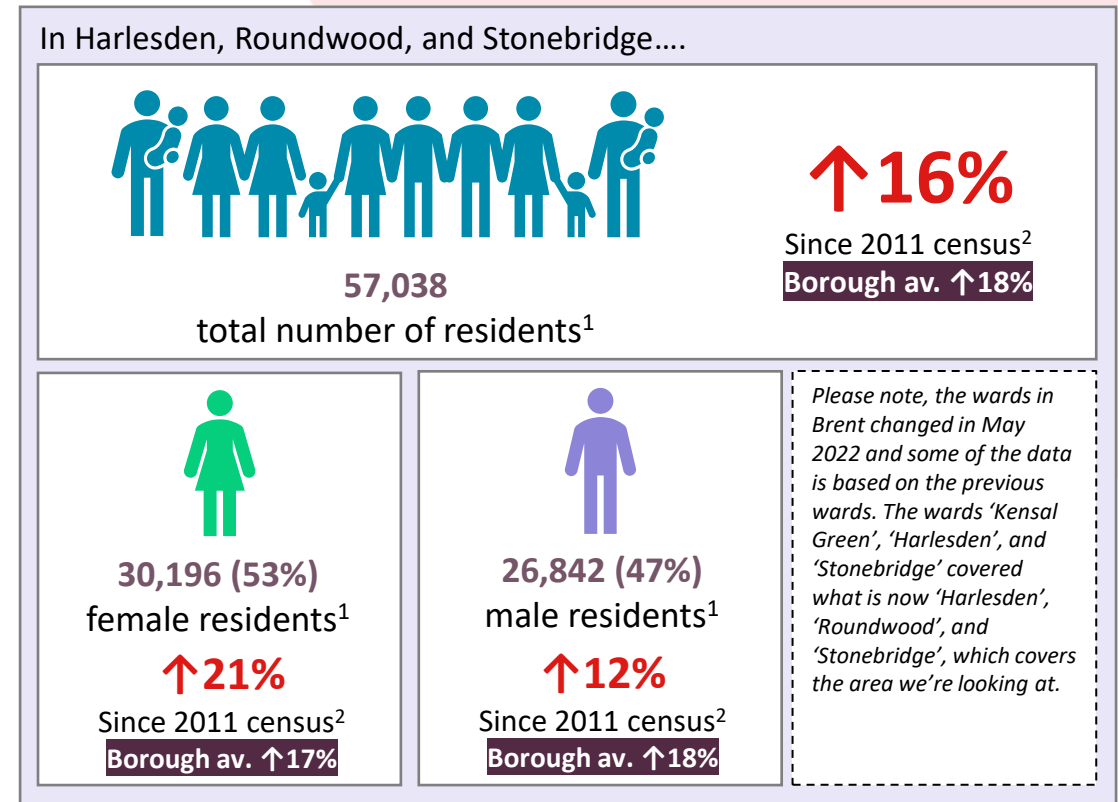
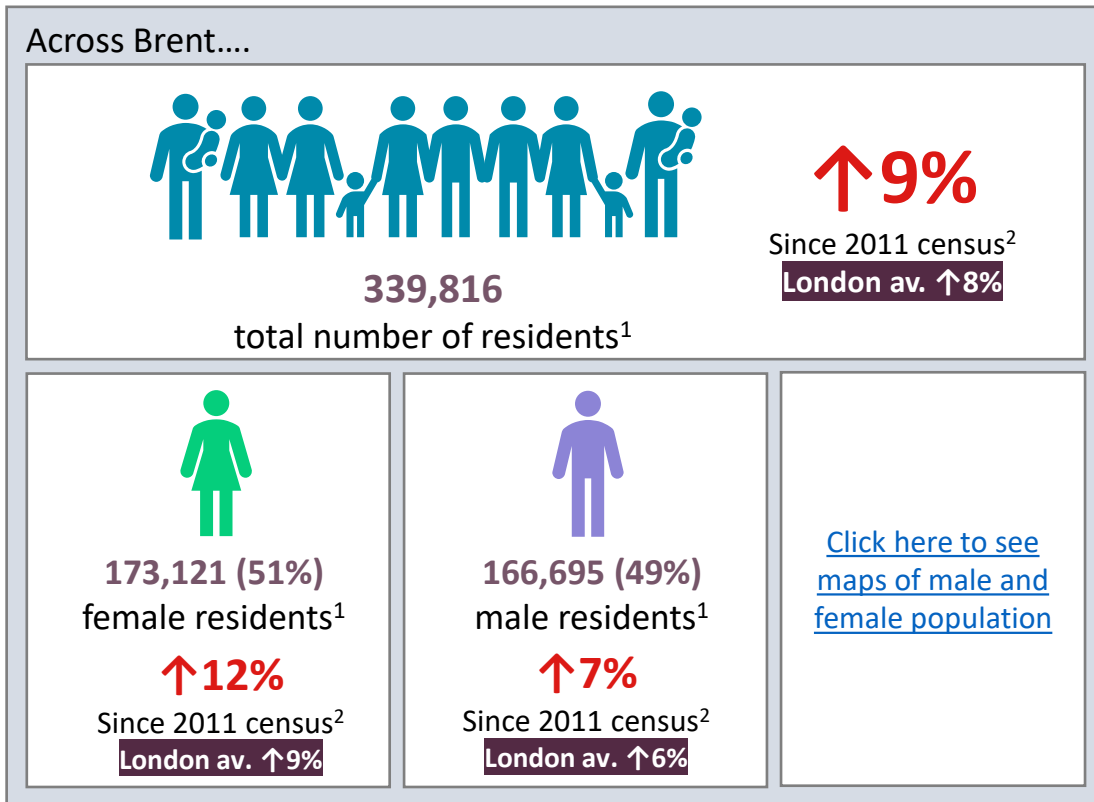
# Demographic and place characteristics



# Demographics

## Gender

Since the 2011 Census, Brent has seen a population increase of 9%; this is 10% higher than the London average across the same time period. As mentioned, across London, females are less likely to be active compared to males. In London Sport's identified place, there is a higher proportion of males compared to females than compared with the borough as a whole.



1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicssummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011)

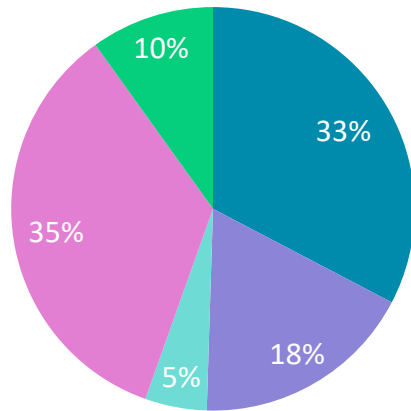
# Demographics

## Ethnicity

The predominant ethnicities are White (35%) and Asian, Asian British or Asian Welsh (33%). Since the 2011 Census, the proportion of people from Other ethnic groups in Brent has increased by 4%. As mentioned, across London, Black, Asian, and Other ethnic origin groups are less likely to be active.

### Across Brent....

Ethnicity<sup>1</sup>



- Asian, Asian British or Asian Welsh
- Black, Black British, Black Welsh, Caribbean or African
- Mixed or Multiple ethnic groups
- White
- Other ethnic group

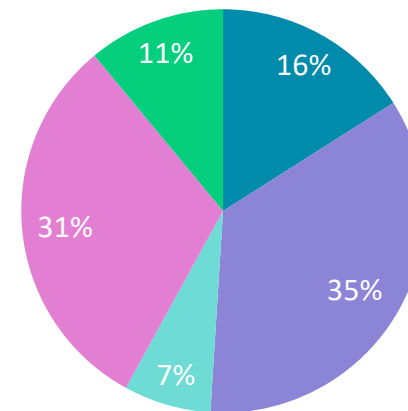
#### Since 2011 census<sup>2</sup>

Asian, Asian British or Asian Welsh	↓1%
Black, Black British, Black Welsh, Caribbean or African	↓1%
Mixed or Multiple ethnic groups	-
White	↓1%
Other ethnic group	↑4%

[Click here to see maps of various ethnic groups](#)

### In Harlesden, Roundwood, and Stonebridge....

Ethnicity<sup>1</sup>



- Asian, Asian British or Asian Welsh
- Black, Black British, Black Welsh, Caribbean or African
- Mixed or Multiple ethnic groups
- White
- Other ethnic group

#### Since 2011 census<sup>2</sup>

Asian, Asian British or Asian Welsh	↑1%
Black, Black British, Black Welsh, Caribbean or African	↓3%
Mixed or Multiple ethnic groups	-
White	↓3%
Other ethnic group	↑6%

*Please note, the wards in Brent changed in May 2022 and some of the data is based on the previous wards. The wards 'Kensal Green', 'Harlesden', and 'Stonebridge' covered what is now 'Harlesden', 'Roundwood', and 'Stonebridge', which covers the area we're looking at.*

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicssummaries>

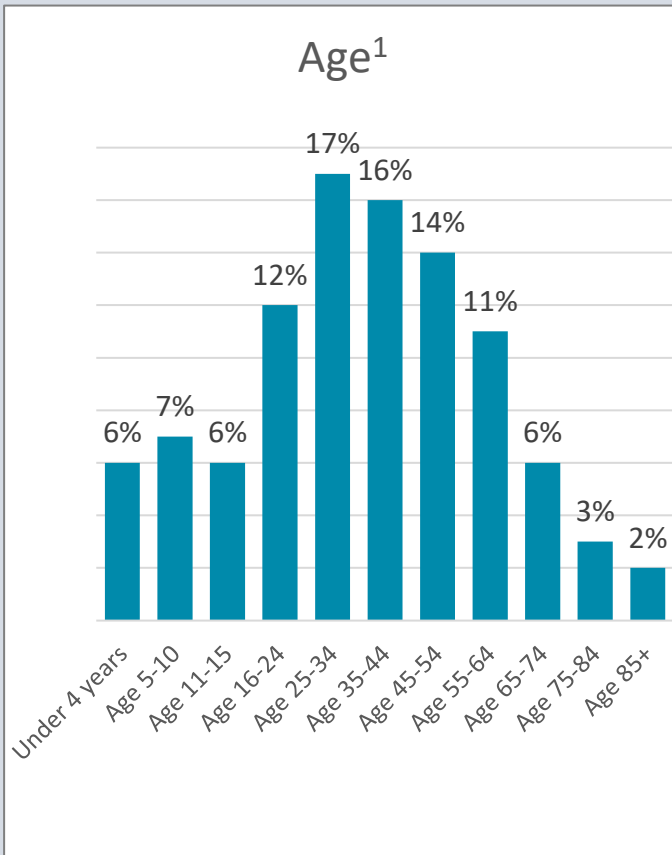
2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011/censusofpopulation)

# Demographics

## Age

As mentioned, across London, activity levels decrease with age, more so for those in the 75+ age category. The median age of the population in Brent is 35 years old.

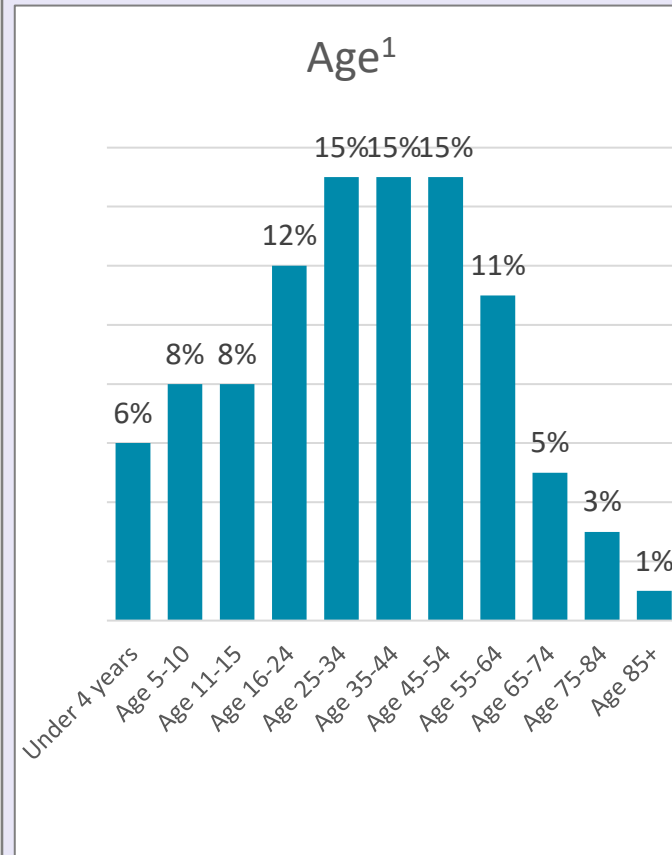
### Across Brent....



Since 2011 census <sup>3</sup>	
Under 4 years	↓1%
Age 5-10	-
Age 11-15	-
Age 16-24	↓1%
Age 25-34	↓4%
Age 35-44	↑1%
Age 45-54	↑1%
Age 55-64	↑2%
Age 65-74	-
Age 75-84	↓1%
Age 85+	↑1%

[Click here to see maps of age groups](#)

### In Harlesden, Roundwood, and Stonebridge....



Since 2011 census <sup>3</sup>	
Under 4 years	↓3%
Age 5-10	↓1%
Age 11-15	↑1%
Age 16-24	↓1%
Age 25-34	↓2%
Age 35-44	↓1%
Age 45-54	↑2%
Age 55-64	↑4%
Age 65-74	-
Age 75-84	-
Age 85+	-

Please note, the wards in Brent changed in May 2022 and some of the data is based on the previous wards. The wards 'Kensal Green', 'Harlesden', and 'Stonebridge' covered what is now 'Harlesden', 'Roundwood', and 'Stonebridge', which covers the area we're looking at.

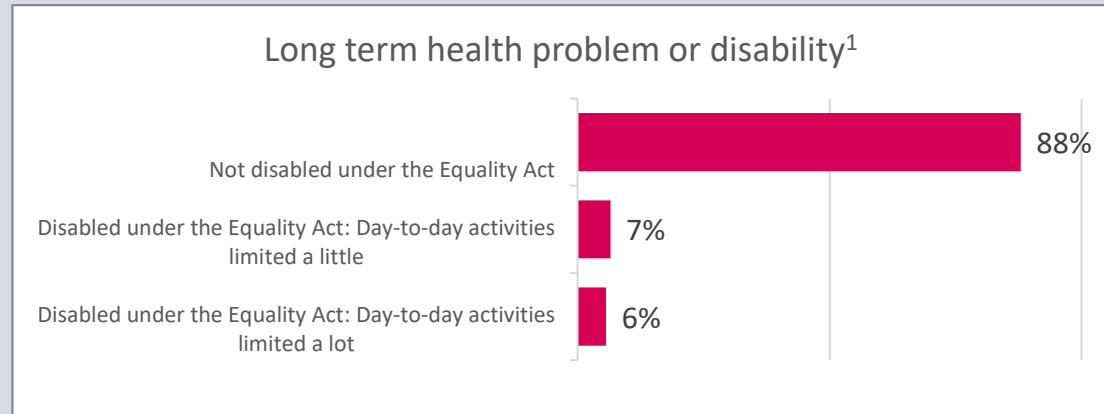
1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicssummaries>

# Demographics

## Long term health problem or disability

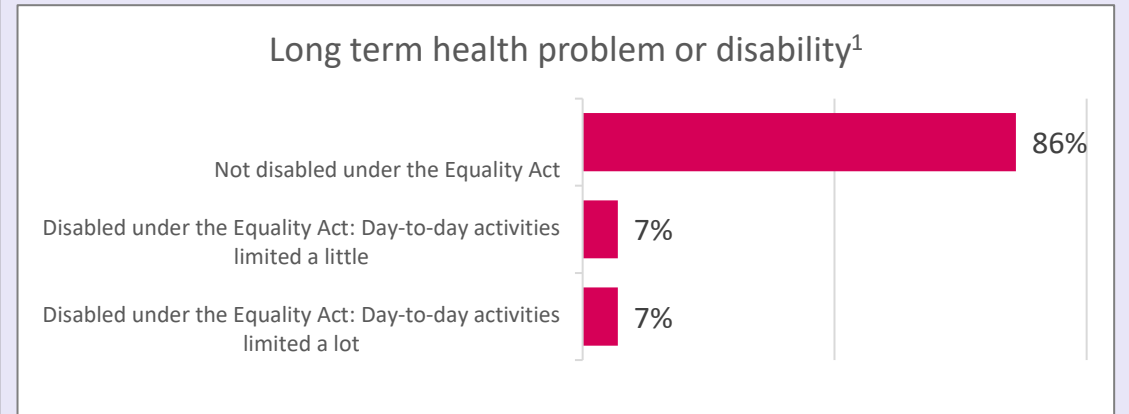
The majority of the population in Brent have no long term physical or mental health conditions (88%). As mentioned, across London, disabled people or those with a long-term health condition are less likely to be active.

### Across Brent....



Since 2011 census <sup>2</sup>		<a href="#">Click here for maps of disabled and non-disabled people</a>
Disabled under the Equality Act: Day-to-day activities limited a lot	↓1%	
Disabled under the Equality Act: Day-to-day activities limited a little	-	
Not disabled under the Equality Act	↑2%	

### In Harlesden, Roundwood, and Stonebridge....



Since 2011 census <sup>2</sup>		<i>Please note, the wards in Brent changed in May 2022 and some of the data is based on the previous wards. The wards 'Kensal Green', 'Harlesden', and 'Stonebridge' covered what is now 'Harlesden', 'Roundwood', and 'Stonebridge', which covers the area we're looking at.</i>
Disabled under the Equality Act: Day-to-day activities limited a lot	↓1%	
Disabled under the Equality Act: Day-to-day activities limited a little	↓1%	
Not disabled under the Equality Act	↓1%	

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicssummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011)

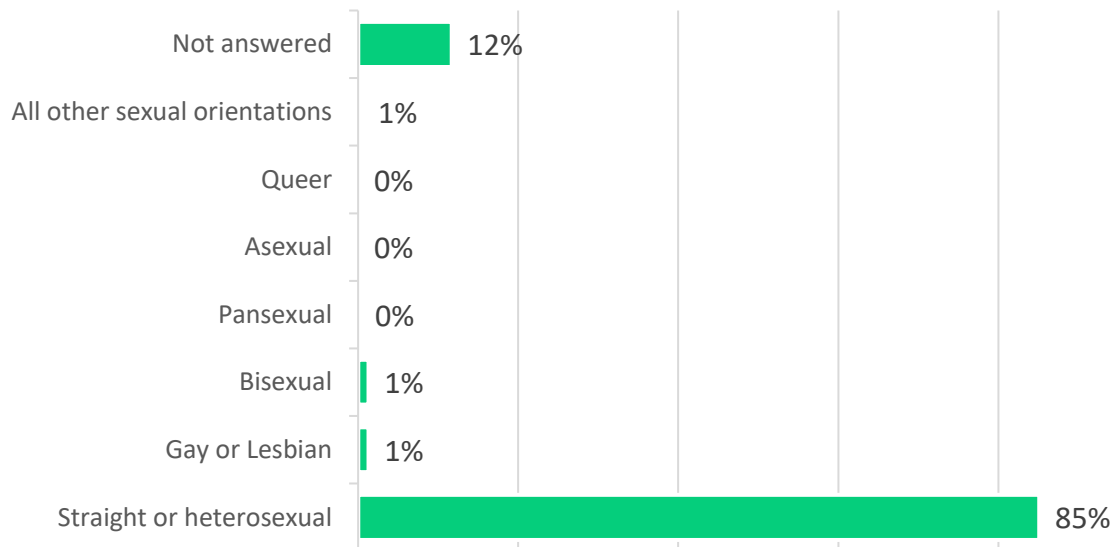
# Demographics

## Sexual orientation

The majority of the population in Brent are heterosexual (85%).

Across Brent....

Sexual orientation<sup>1</sup>



*Please note:*

- *This variable was new for Census 2021 census and therefore is no comparability with the 2011 Census*
- *This variable is not available at ward level*

[Click here to see maps of LGBTQ+ population](#)

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [2011 Census - Census of Population - Data Sources - home - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011/censusofpopulation)

# Demographics

## Deprivation

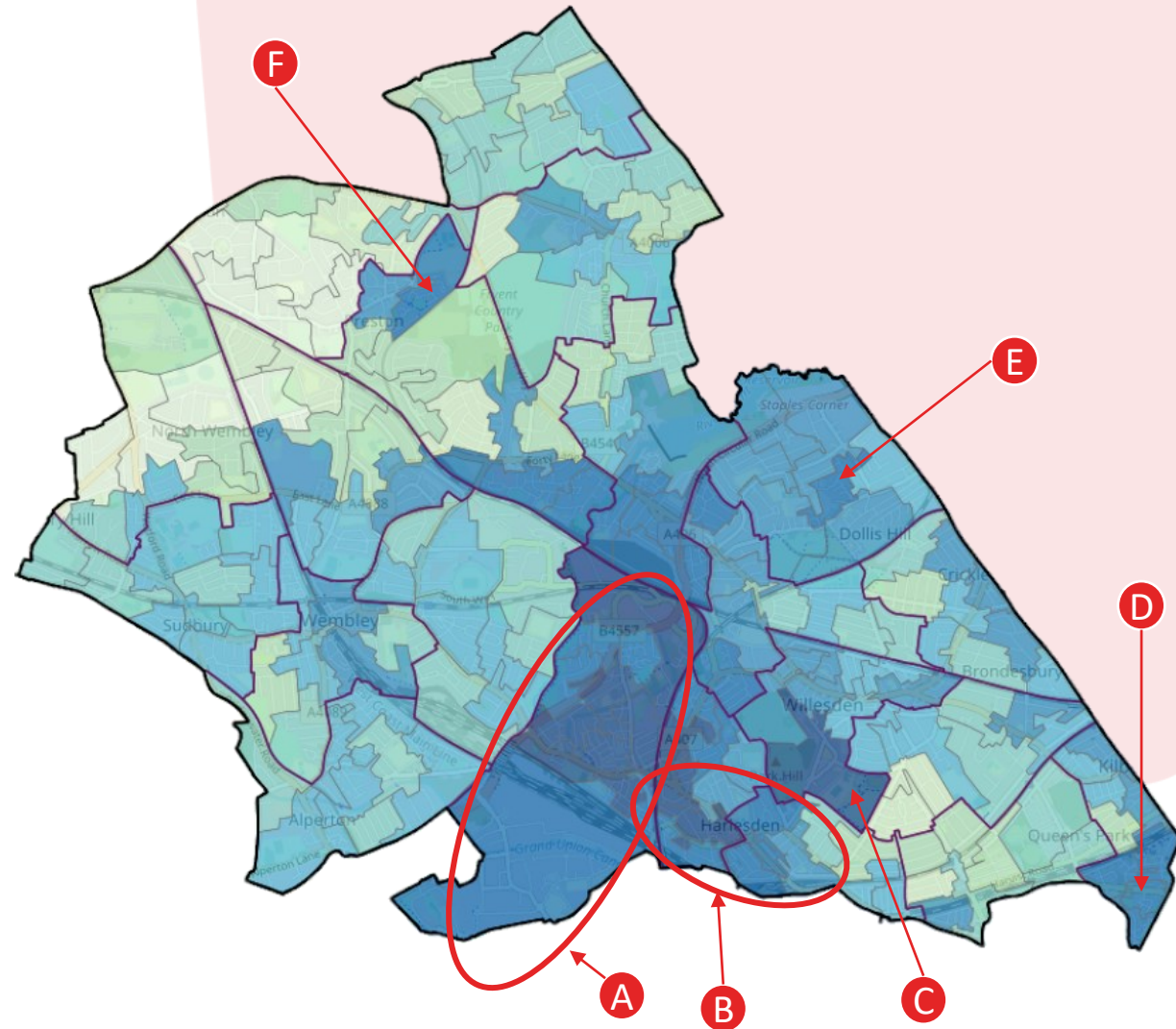
The Indices of Multiple Deprivation<sup>1</sup> are a measure of relative deprivation in England that consider a wide range of indicators (including income, employment, health deprivation and disability, education, crime, barriers to housing and services, and living environment) that affect an individual's living conditions. These indicators are combined and weighted to form the deprivation score.

Of the 317 Local Authorities in England, Brent is ranked 49th most deprived<sup>2</sup>.

Every neighbourhood in England is then ranked based on their level of deprivation relative to other areas. The scores are completed at Lower Super Output Area (LSOA). A score of 1-2 indicates an LSOA in the 20% most deprived areas in England, while a rank of 9-10 indicates an LSOA in the 20% least deprived areas in England. The map to the right shows the Indices of Multiple Deprivation in Brent.

The more deprived areas in Brent are in:

- South
  - A. Across Stonebridge
  - B. West of Harlesden & Kensal Green
  - C. The southern part of Roundwood,
  - D. The southern part of Kilburn
- East
  - E. Across Dollis Hill
- North
  - F. South-east of Kenton



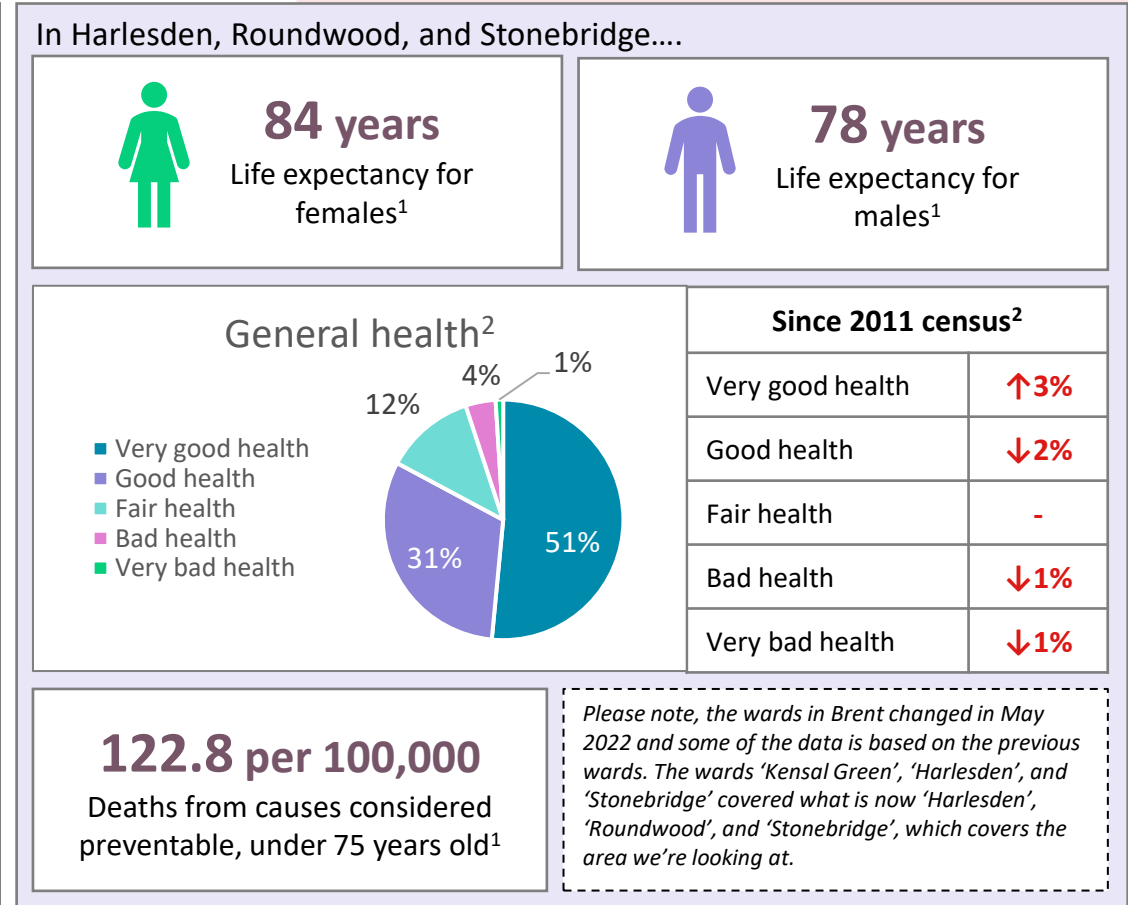
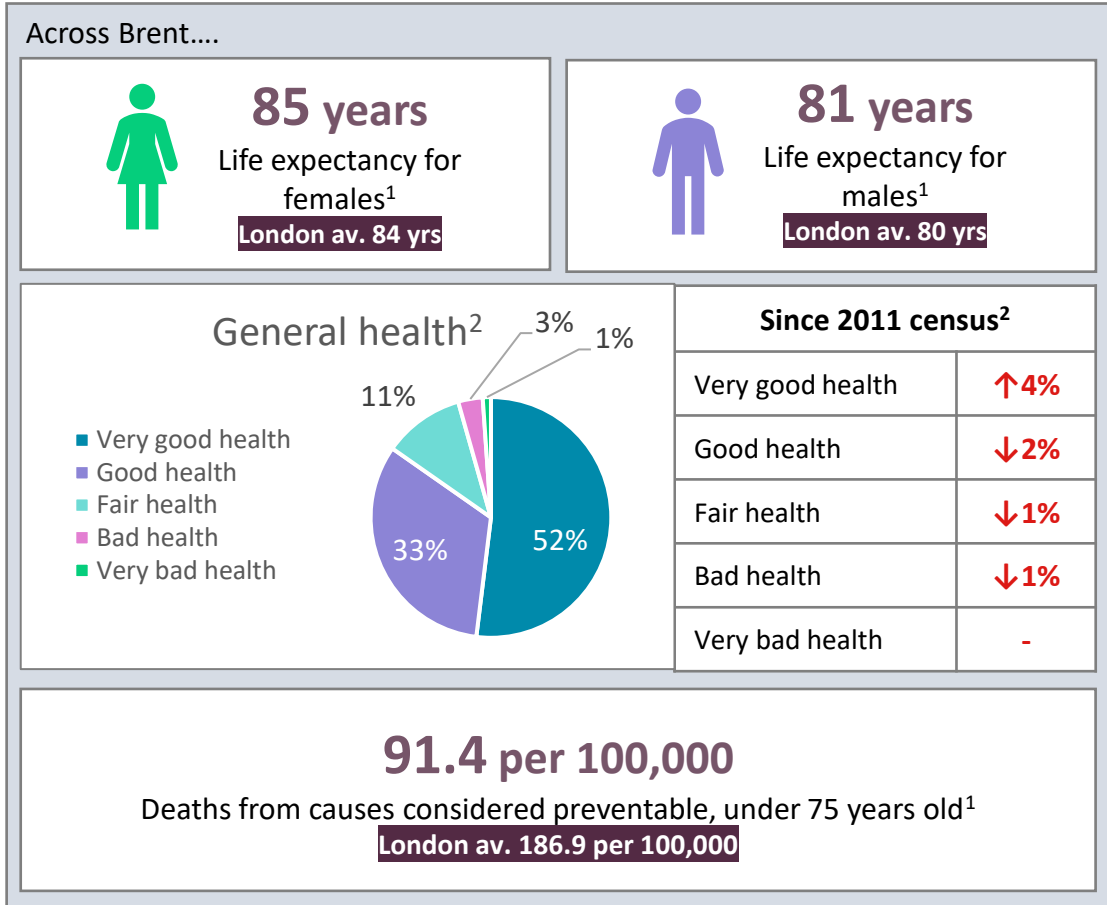
1) [Indices of Deprivation - London Datastore](#)

2) [Microsoft Power BI](#)

# Demographics

## Physical health - adults

The percentage of those with good and very good health is lower in Harlesden, Roundwood, and Stonebridge (82%) compared to the whole of the borough (85%).



1) [Local Health - Small Area Public Health Data - Data - OHID \(phe.org.uk\)](#)  
 2) [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](#)



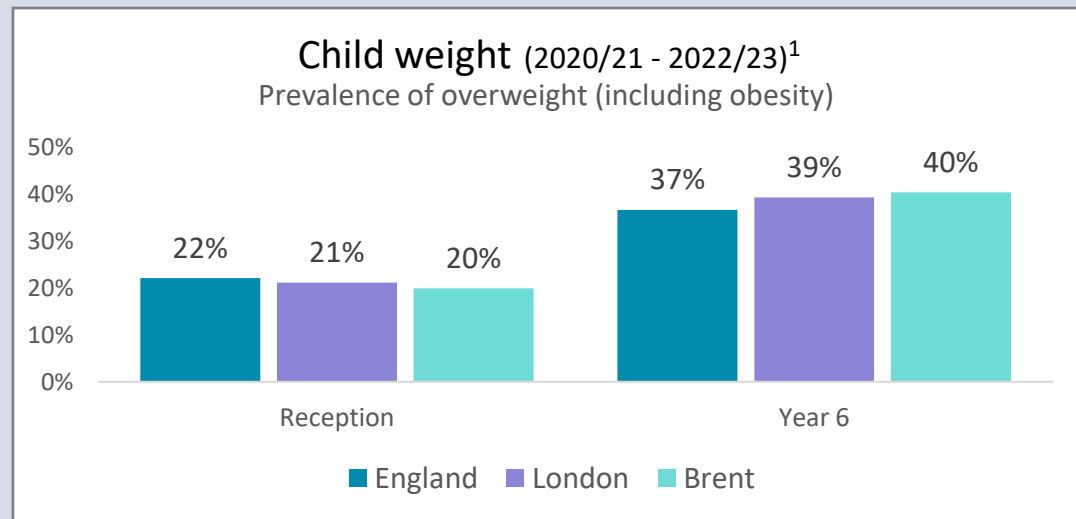
# Demographics

## Physical health – obesity

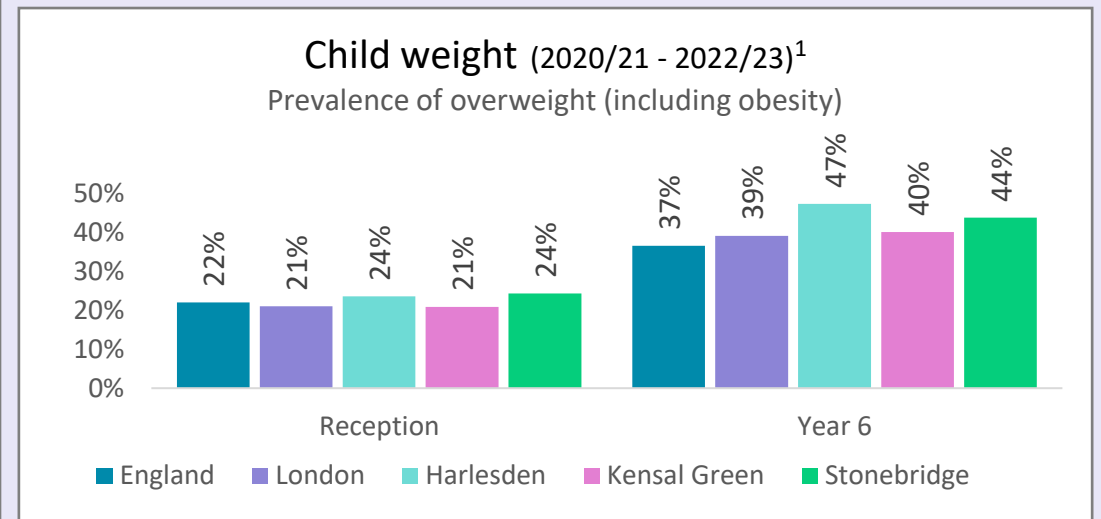
The rates of overweight and obese adults in Brent (59%) is higher than the London average (56%).

The rates of overweight children in Year 6 in Brent (40%) is higher than the London average (39%).

Across Brent....



In Harlesden, Roundwood, and Stonebridge....



Please note, the wards in Brent changed in May 2022 and some of the data is based on the previous wards. The wards 'Kensal Green', 'Harlesden', and 'Stonebridge' covered what is now 'Harlesden', 'Roundwood', and 'Stonebridge', which covers the area we're looking at.

1) [Local Health. Public Health Data for small geographic areas - Data - OHID \(phe.org.uk\)](https://phe.org.uk/data/local-health/public-health-data-for-small-geographic-areas)

2) [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](https://nomisweb.co.uk/)

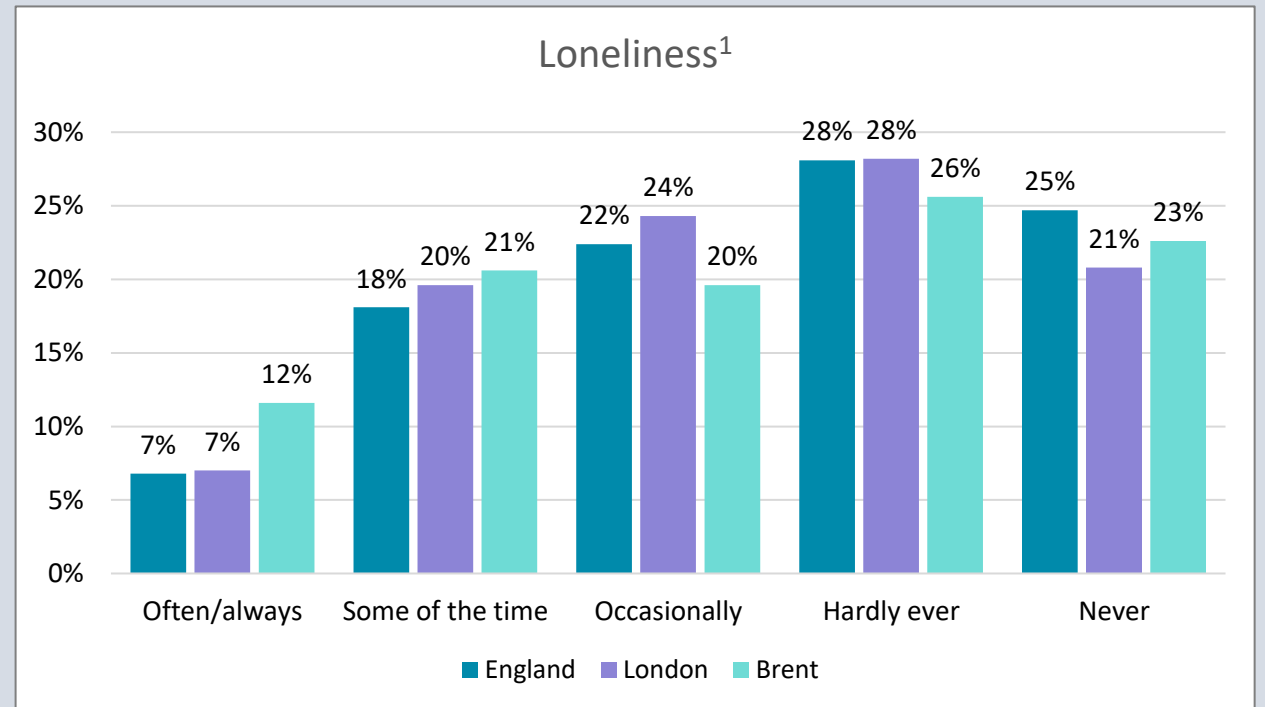
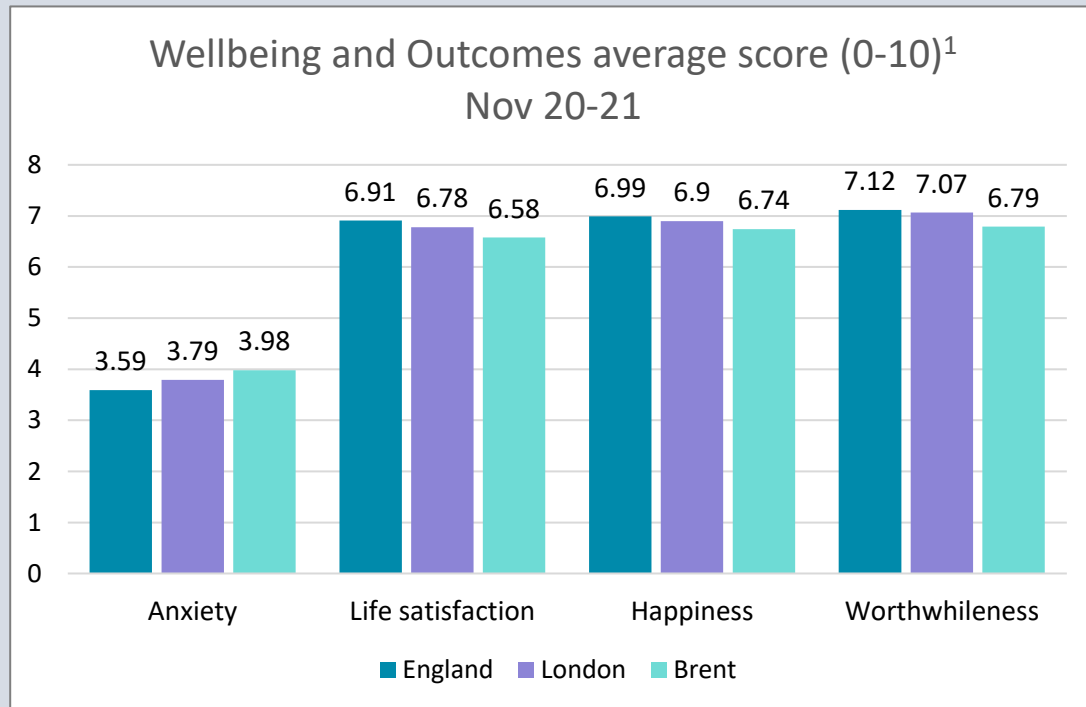
3) [Obesity Profile - Data - OHID \(phe.org.uk\)](https://phe.org.uk/data/obesity-profile)

# Demographics

## Mental health - adults

Levels of life satisfaction, happiness, and worthwhileness in Brent are slightly lower than the London averages. 32% of people in Brent report feeling lonely 'often/always' or 'some of the time' (compared to 27% across London).

Across Brent....



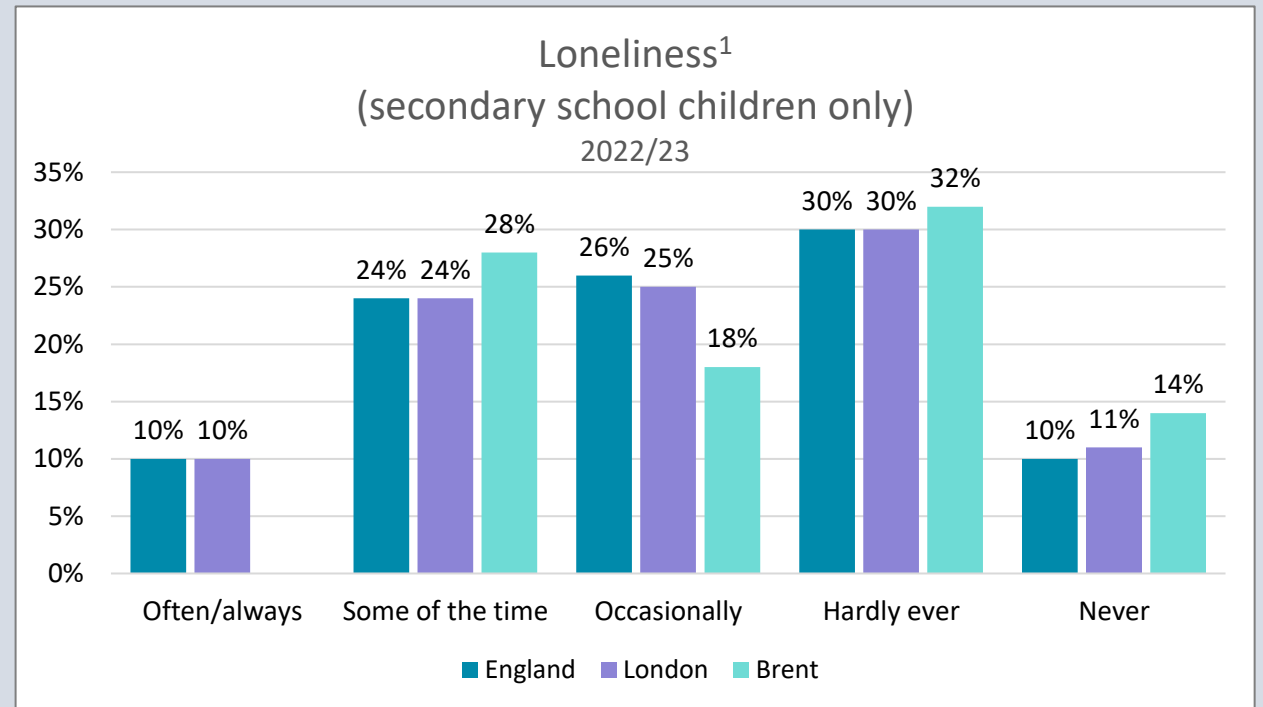
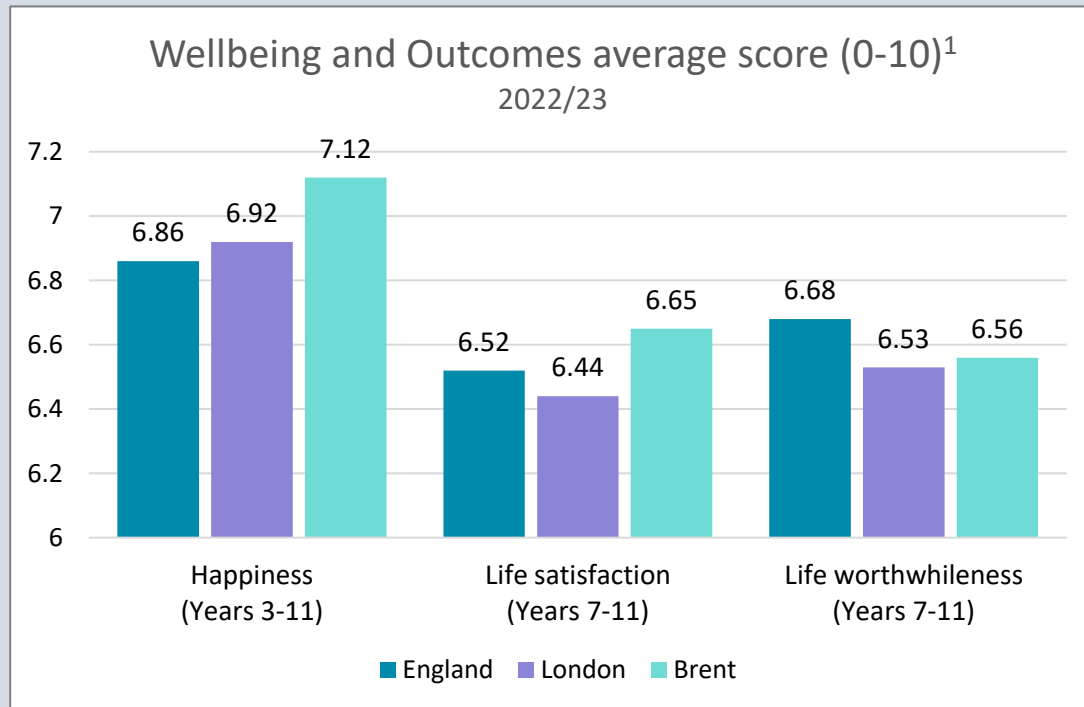
1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives/home)

# Demographics

## Mental health – children and young people

Levels of happiness and life satisfaction of CYP in Brent are slightly higher than the London and national average. 46% of CYP in Brent report feeling lonely 'hardly ever' or 'never' (compared to 41% across London).

Across Brent....



1) [Active Lives | Home \(sportengland.org\)](https://www.sportengland.org/active-lives)

# Demographics

## Children and Young People

There is a higher percentage of children and young people in Harlesden, Roundwood, and Stonebridge than compared to the London average. Just under a third of young people in Harlesden, Roundwood, and Stonebridge are eligible for free school meals.

### Across Brent....

**19%**

of the population are aged 0-15<sup>1</sup>

**London av. 19%**

↓ **1%** since 2011 Census<sup>1</sup>

**20%**

of children eligible for free school meals<sup>2</sup>

**London av. 26%**

- since previous academic year<sup>2</sup>

**66%**

of children achieve a good level of development at early years<sup>3</sup>

**London av. 89%**

↓ **6%** since 2018/19<sup>3</sup>

**319**

children in looked after care in 2023<sup>5</sup>

**Compared to 9,710 across London**

↓ **22** compared to 2022<sup>4</sup>

### In Harlesden, Roundwood, and Stonebridge....

**22%**

of the population are aged 0-15<sup>1</sup>

↓ **3%** since 2011 Census<sup>1</sup>

**27%**

of children eligible for free school meals<sup>2</sup>

- since previous academic year<sup>2</sup>

#### Please note:

- Please note, the wards in Brent changed in May 2022 and some of the data is based on the previous wards. The wards 'Kensal Green', 'Harlesden', and 'Stonebridge' covered what is now 'Harlesden', 'Roundwood', and 'Stonebridge', which covers the area we're looking at.
- Datasets for early years development and number of children in looked after care are not available at ward level

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

2) [Schools, pupils and their characteristics, Academic year 2021/22 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-academic-year-2021-22)

3) [Statistics: early years foundation stage profile - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/early-years-foundation-stage-profile)

4) [Children looked after in England including adoptions, Reporting year 2022 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](https://www.gov.uk/government/statistics/children-looked-after-in-england-including-adoptions-reporting-year-2022)

# Opportunities to increase physical activity



# Active Environments

## Facilities

One of London Sport's theme areas looks at Active Environments. This looks at how we can design activity into everyday life, whether this is:

- Green spaces – parks and open spaces, playing fields
- Grey spaces – buildings, public realm spaces, and unused spaces. For example, libraries, shopping centres, etc.
- Blue spaces – canals, tow paths, open water

The work will also look at:

- Connections to activity, creation of high-quality spaces and the ongoing activation and maintenance.
- Creating safe, accessible and inclusive spaces that are co-designed with the local communities to ensure local needs are met.

Across Harlesden & Kensal Green, Roundwood, and Stonebridge there are....

 <p><b>2</b> Swimming Pools</p>	 <p><b>5</b> Artificial grass pitches</p>	 <p><b>10</b> Sports halls</p>	 <p><b>4</b> Community centres</p>	 <p><b>0</b> Museums and public galleries</p>	 <p><b>0</b> Theatres</p>	 <p><b>22</b> Schools</p>
 <p><b>4</b> Health and fitness gyms</p>	 <p><b>4</b> Studios</p>	 <p><b>4</b> Tennis courts</p>	 <p><b>0</b> Libraries</p>	 <p><b>1</b> Skate park</p>	 <p><b>0</b> Music venues</p>	 <p><b>XX</b> Healthcare facilities</p>

Sports facilities: [Active Places Power](#)

Cultural venues: [Cultural Infrastructure Map - London Datastore](#)

Schools: [Get Information about Schools - GOV.UK \(get-information-schools.service.gov.uk\)](#)

Healthcare facilities:

# Active Environments

## Spaces

One of London Sport's theme areas looks at Active Environments. This looks at how we can design activity into everyday life, whether this is:

- Green spaces – parks and open spaces, playing fields
- Grey spaces – buildings, public realm spaces, and unused spaces. For example, libraries, shopping centres, etc.
- Blue spaces – canals, tow paths, open water

In Harlesden, Roundwood, and Stonebridge....

Spaces identified					
Name of site	Map link	Type of space	Condition	Is it well used?	How accessible is it – location, cost, ease of access?
Stonebridge Rec	Green space		Good	Yes	
Gibbons Rec	Green space				
Brentfield Open Space	Green space				
Roundwood Park	Green space				
King Edwards VII SG	Green space				
Neasden Lane Park	Green space				
Furness Road Pocket Park	Green space				
Elmwood Green	Green space				

# Active Environments

## Schools

Data from UKactive<sup>1</sup> shows that schools operate or host 39% of all of England's sports facilities. In addition, 71% of indoor sports halls are owned by educational establishments.

However, access to these facilities after school hours and at weekends for community use is often limited and ad-hoc.

London Sport, on behalf of the Department for Education, is distributing the Opening Schools Facilities (OSF) Fund across London. The fund is designed to help schools to open their existing sport facilities, including school swimming pools, for a broader range of young people and to the wider community by partnering with sporting organisations, who can help deliver activities in these settings.

Across Brent....		
<b>117</b> educational settings <sup>2</sup> in Brent, of which:		
<b>4</b> Nurseries	<b>60</b> Primary schools	<b>14</b> Secondary schools
<b>8</b> SEN schools	<b>2</b> Pupil referral units	<b>12</b> Independent schools

## In Harlesden, Roundwood, and Stonebridge....

Ward	School name	Phase of education	% children eligible for free school meals	Is the school receiving OSF funding?
Harlesden & Kensal Green	Harlesden Primary School	Primary	38.6	
	John Keble CofE Primary School	Primary	31.1	
	Newman Catholic College	Secondary	29.9	
	Maple Walk School	Not applicable	0	
	Saint Claudine's Catholic School for Girls	Secondary	32.8	
	Furness Primary School	Primary	29.4	
Roundwood	Curzon Nursery School & Family Wellbeing Centre	Nursery	0	
	Leopold Primary School	Primary	31.7	
	Donnington Primary School	Primary	33	
	Newfield Primary School	Primary	51.5	Yes
	St Mary's CofE Primary School	Primary	38.3	
	St Joseph's Roman Catholic Primary School	Primary	24.4	
	Harris Lowe Academy Willesden	Secondary	36.1	
	Roundwood School and Community Centre	Not applicable	52.9	
Stonebridge	Fawood Nursery School & Family Wellbeing Centre	Nursery	0	
	Brentfield Primary School	Primary	37.7	
	The Stonebridge School	Primary	40.6	
	Mitchell Brook Primary School	Primary	29.5	
	Our Lady of Lourdes Catholic Primary School	Primary	34.3	
	Phoenix Arch School	Not applicable	27.8	
	Advance Education	Not applicable	0	
	Edith Kay Independent School	Not applicable	0	

1) [www.ukactive.com/journal/opening-school-facilities-can-support-communities-facing-cost-of-living-crisis/](http://www.ukactive.com/journal/opening-school-facilities-can-support-communities-facing-cost-of-living-crisis/)

2) [Schools, pupils and their characteristics, Academic year 2021/22 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics)



# Children and Young People

## Organisations that engage with young people

Within London Sport's Children and Young People theme, we are focused on creating the conditions that enable more young Londoners to enjoy being physically active so that they can establish healthy habits for life. One of the ways we do this is by amplifying youth voice so that they can get active in ways and places that suit them. Outside of schools and other educational settings, these are some of the organisations that we know children and young people engage with.

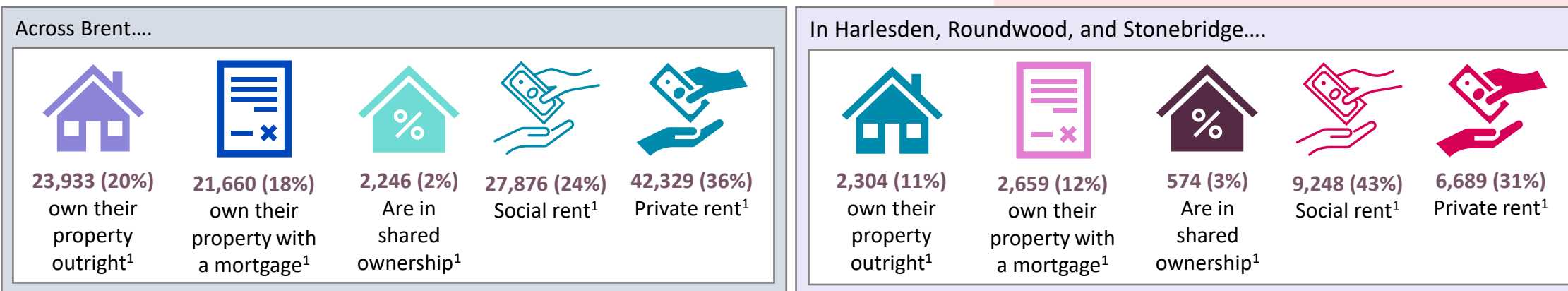
In Harlesden, Roundwood, and Stonebridge....

Organisations that engage with young people identified			
Name of club	Map link	Phase of education	Do they have a dedicated disability offer?

# Active Environments

## Housing

Within London Sport’s Active Environments theme, we are also interested in how we can influence the planning, design, and regeneration of spaces to incorporate physical activity. London Sport believe physical activity, mental health, and wellbeing can be further embedded into the blueprint for planning and design of major developments, including private and social housing.



Most prominent housing associations in Brent
<a href="#">Clarion</a>
<a href="#">Hyde</a>
<a href="#">L&amp;Q</a>
<a href="#">Metropolitan Thames Valley</a>
<a href="#">Network</a>
<a href="#">Notting Hill Genesis</a>
<a href="#">Peabody</a>

1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummaries>

# Health

## Facilities

The borough has a significant number of NHS and other facilities that deliver a health and wellbeing function. The list in the table offers a starting point for further development.

Six PCNs cover Brent; these are:

- Brent Central KWH
- Brent North KWH
- Brent South KWH
- Brent West KWH
- Connecthealth Alliance
- Harness North
- Harness Parks
- Harness Stadium
- Harness Temple
- Kilburn Partnership

In Harlesden, Roundwood, and Stonebridge....

Healthcare facilities identified		
Name of facility	Map link	Type of facility
The Stonebridge Practice		GP
Brentfield Medical Centre		Medical Centre
Roundwood Park Medical Centre		Medical Centre
Willesden Centre for Health and Care		Health Centre
Central Middlesex Hospital		Hospital
10 PCNS (21 Link Workers)		PCNs

# London Sport projects and funding

London Sport is a key provider of devolved funding across London, often in partnership with other organisations.

Below is a summary of the past three years of funding.

Across Brent....

Project	Projects supported?	Number of projects supported
Opening School Facilities 2	✓	4
Opening School Facilities 3	✓	6
Tackling Inequalities Fund – round 3	✓	3
Urban Sport project	✓	1
Together Fund	✓	4

In Harlesden, Roundwood, and Stonebridge....

Project	Ward	Projects/organisations supported
OSF 2 OSF 3	Roundwood	Capital City Academy
OSF 3	Roundwood	Newfield Primary School
TIF3	Roundwood	Jason Roberts Foundation
TIF3	Roundwood	TETH YOUTH & ADULT SERVICE
Together Fund	Roundwood	Hornstars Sc - Connect Stars
Together Fund	Roundwood	Shared City CIC
TIF3	Stonebridge	Sport at the Heart
Together Fund	Stonebridge	Catalyst

# Physical Activity - Segmentation

## Overview

To achieve our aims, we need to understand much more about the lives of less active Londoners and their relationship with physical activity. We need to walk in their shoes and get a real feel for their attitudes towards physical activity, their motivations to move, the things that are stopping them, and the ways they want to get active. Based on extensive research, we have identified seven 'personas' which provide an attitudinal segmentation of the adults in London that are not currently active; a deep dive into the attitudes that less active Londoners have today towards physical activity and sport. Taken together, these seven groups represent more than 2.5 million Londoners.

This table presents an overview of the demographic breakdown of London Sport's Less Active Segments for Brent.

	Elderly evaders	Want to but cannot	Young impressionables	Anxious avoiders	Time poor integrators	Almost active	Inconsistently involved
London	9.9%	10.5%	16.2%	12.9%	11.2%	16.6%	22.6%
Brent	7.6%	8.5%	19.6%	10.7%	9.5%	20.2%	23.9%

Overall, 44.1% of Brent's less active population are made up of 'Inconsistently Involved' (23.9%) and 'Almost active' (20.2%).

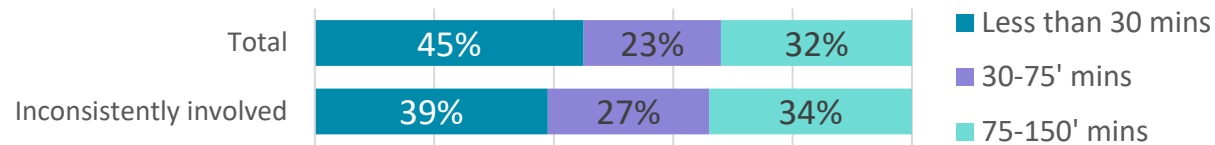
The following two slides provide more information about the 'Inconsistently Involved' and 'Almost active' segment groups, including opportunities to encourage them to be more physically active.

# Physical Activity - Segmentation

## Inconsistently Involved

Those considered inconsistently involved make up a younger (aged 25-44), social population, who already have some engagement with physical activity. This group is generally considered financially stable but live a busy life balancing family and work commitments. Individuals in this category perceive themselves to be healthy, but not fit, and display positive emotions relative to participation in physical activity and sport. They are often trying to become more active or getting prepared to become more active and would be surprised to be considered inactive.

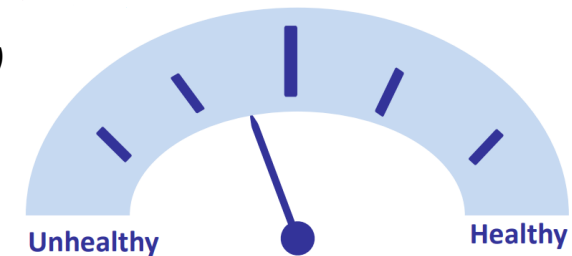
### Amount of time spent being active



34% of inconsistently involved individuals are completing 75-150 minutes per week of physical activity, therefore close to the threshold of being classed as fairly active.

### Perceived healthiness

(Lifestyle, routine, mental/physical health)



### Activities make them feel:

- Uneasy
- Embarrassed
- Despairing
- Humiliated

### The activities this group are most likely to take part in include:



Jogging



Cycling



Cardio at gym

"I would need to balance work/home and me life. If I could have an incentive such as quicker results that are guaranteed or coupons that would make a massive difference."

### Opportunities

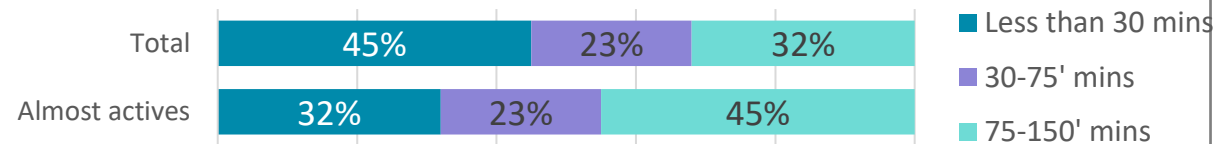
This segment needs support to recognise the need to be more active as they already feel they do enough. Their relationship with physical activity is inconsistent meaning more should be done to prioritise consistency, routines, and making physical activity a habit. Support them to locate suitable facilities or activities as they often feel like they do not know how they can start. Competitions and challenges against others offer an opportunity to further engage this audience. They are not proactive and generally follow the trends of others.

# Physical Activity - Segmentation

## Almost active

A busy segment – this audience fit lots into their lives – from socialising, work and some physical activity – they feel they have the right balance across everything. Being a social group, this audience are very open to being more active with others, be it friends, partners, or colleagues. They're motivated to be more active and they find exercise a pleasurable activity.

### Amount of time spent being active



45% of inconsistently Almost Actives are completing 75-150 minutes per week of physical activity, therefore close to the threshold of being classed as fairly active.

### Perceived healthiness

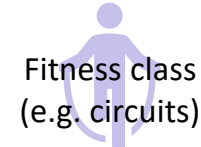
(Lifestyle, routine, mental/physical health)



### Activities make them feel:

- Motivated
- Energised
- Relaxed
- Excited

### The activities this group are most likely to take part in include:



“There are two outdoor gyms within walking distance of where I live. I would LOVE to know how to use them but don't have anyone to instruct me to use the equipment safely. If there was a scheme where you could ask someone for basic instruction in how to use an outdoor gym that would be fantastic.”

### Opportunities

This group will seek advice on how to be active, whether this is speaking to a PT or someone at a gym, seeking advice from colleagues, or conducting their own research on the internet or in health magazines. This is a tech savvy segment, with access to most devices and they're likely to download fitness / running based apps. Education around frequency of exercise, combined with offering local options, and/or combining with workplace initiatives would help increase motivation amongst the Almost Actives.

# Further resources





# Politics

At the last local government elections in 2022, Labour retained the majority.

Labour have held the majority since 2010.



In Harlesden, Roundwood, and Stonebridge....

Ward	Councillor name	Party	Title
Harlesden & Kensal Green	<a href="#">Jumbo Chan</a>	Labour	Chair - Audit & Standards Committee
	<a href="#">Matt Kelcher</a>	Labour	Chair - Planning Committee
	<a href="#">Mili Patel</a>	Labour	Deputy Leader and Cabinet Member for Finance, Resources & Reform
Roundwood	<a href="#">Elliot Chappell</a>	Labour	
	<a href="#">Fleur Donnelly-Jackson</a>	Labour	Cabinet Member for Customers, Communities & Culture
	<a href="#">Jake Rubin</a>	Labour	
Stonebridge	<a href="#">Abdi Aden</a>	Labour	
	<a href="#">Tony Ethapemi</a>	Labour	
	<a href="#">Promise Knight</a>	Labour	Cabinet Member for Housing, Homelessness & Renters Security

# Active Environments

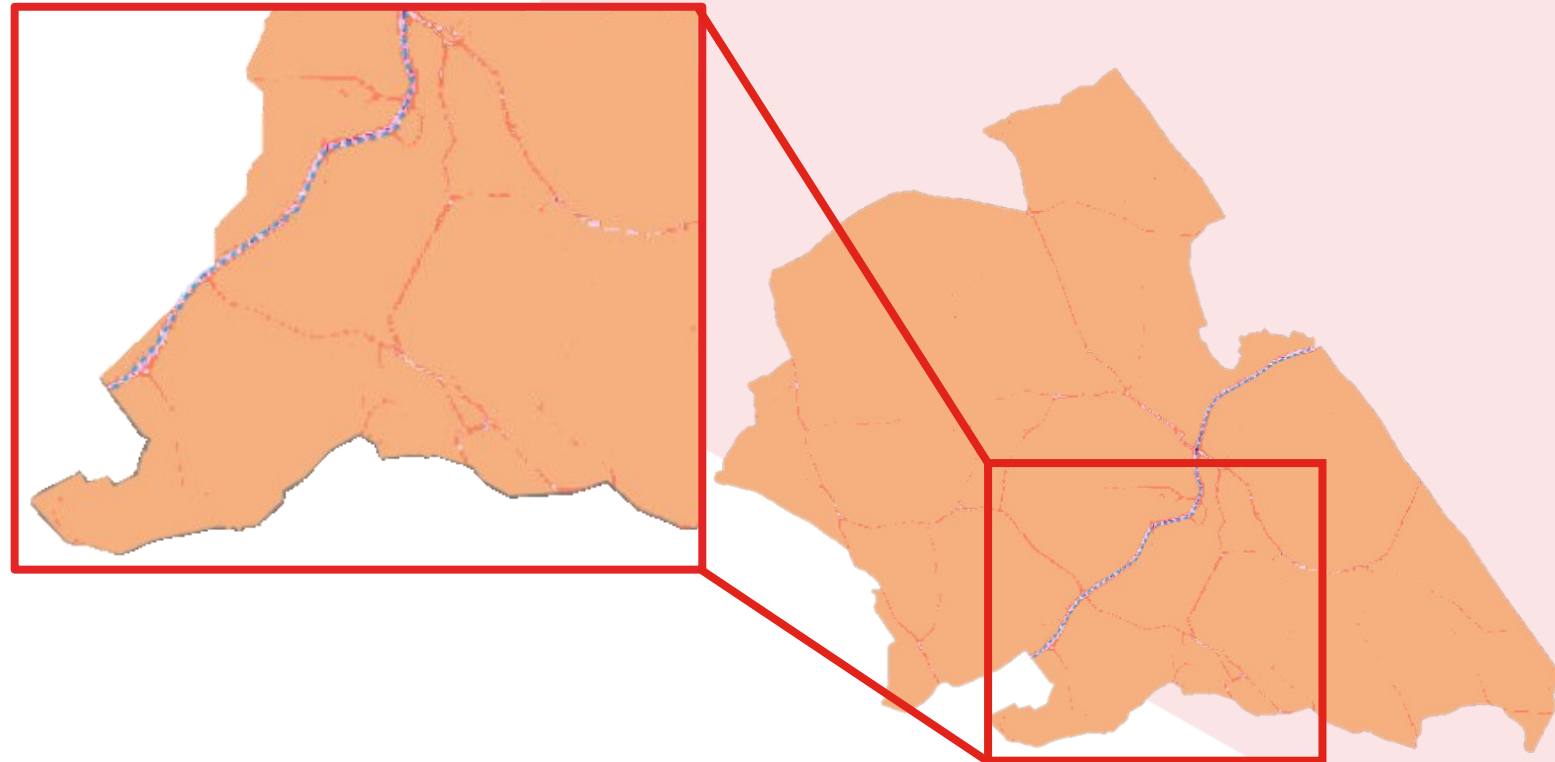
## Air pollution and vehicle ownership

Air pollution can affect everyone, but people with cardiac or respiratory disease and older people are at greater risk of health impacts, and higher pollution levels can impact people's ability to take part in more vigorous activities.

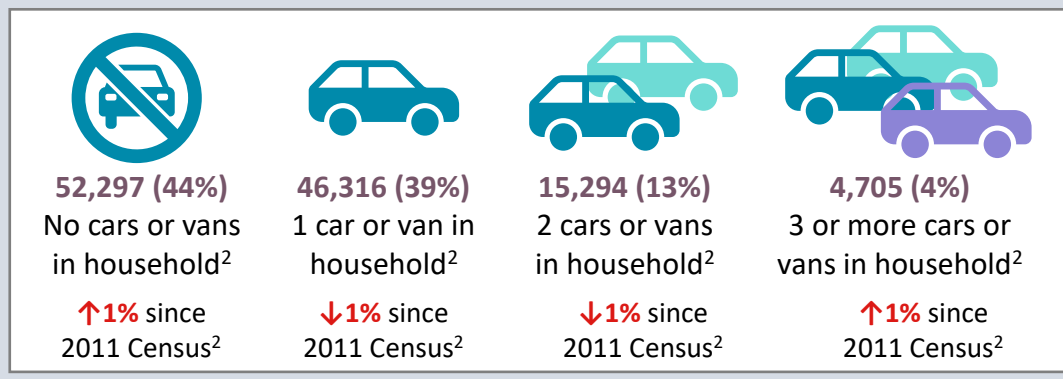
The map show current modelled Air Quality data for Brent and zoomed in on Harlesden, Roundwood, and Stonebridge<sup>1</sup>.

On the map:

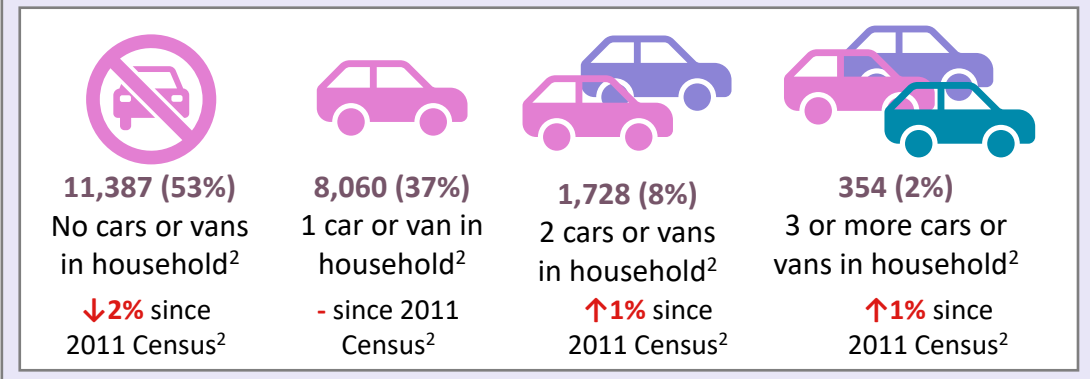
- Red indicates higher air pollution levels whereas green indicates a lower air pollution levels
- The blue line is the low emission zone boundary
- The dark blue line are borough outlines



### Across Brent....



### In Harlesden, Roundwood, and Stonebridge....



1) [London Air Quality](#)

2) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicsummarries>

# Crime

The average number of offences are lower in Brent than compared to the London average. Violence against the person is the most common type of offence in Brent.

Across Brent....

**35,399**

Total number of offences<sup>1</sup>  
(January 2023– December 2023)

**London total: 1,035,951**

**108.0**

Offences per 1,000 population<sup>1</sup>  
(January 2023– December 2023)

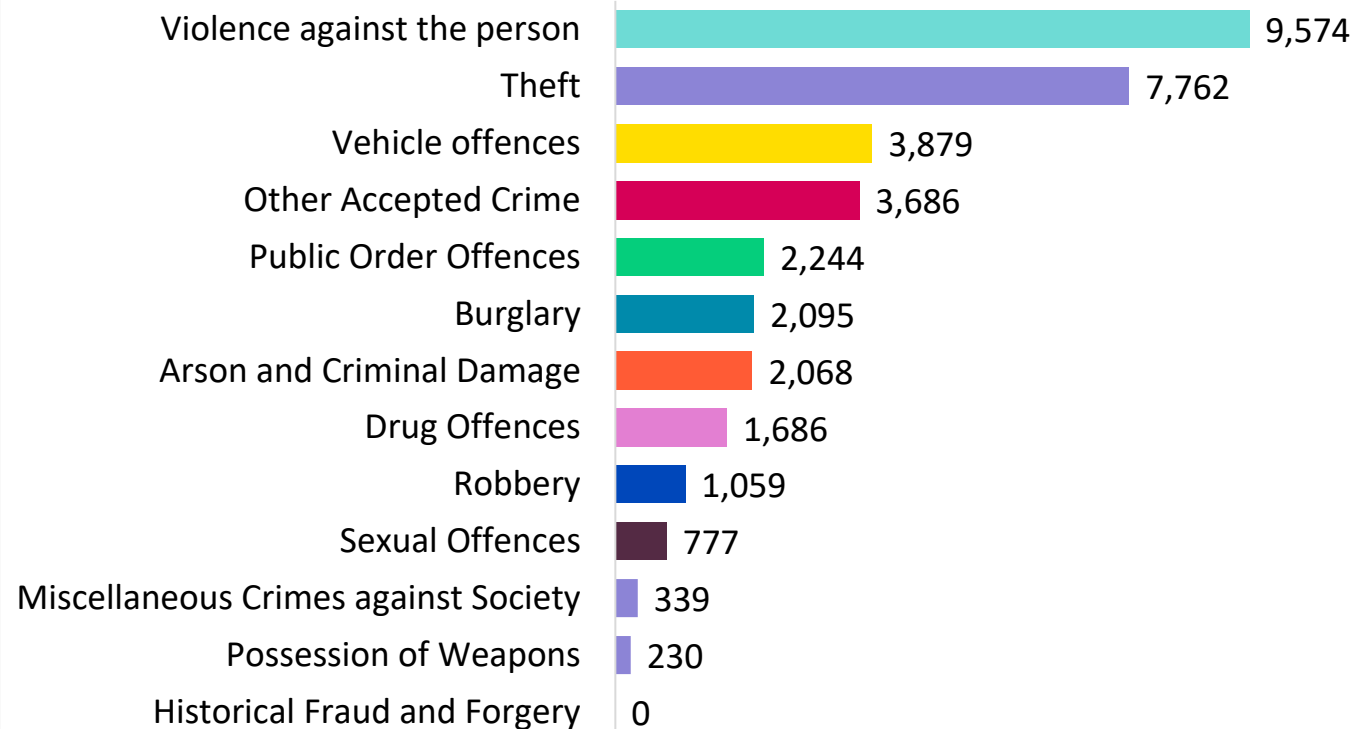
**London av. 115.4**

**↑2.9%**

12 months (ending December 2023)  
compared to previous 12 months<sup>1</sup>

**London av. ↑6.5%**

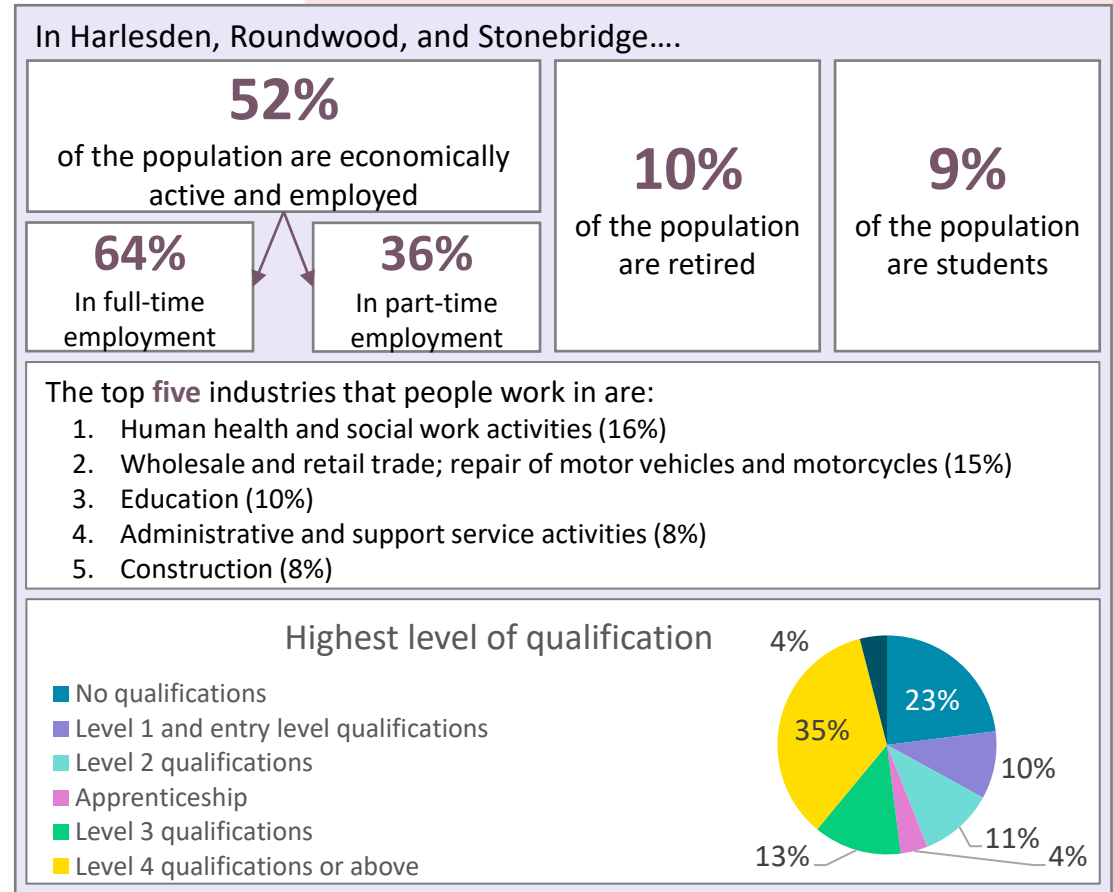
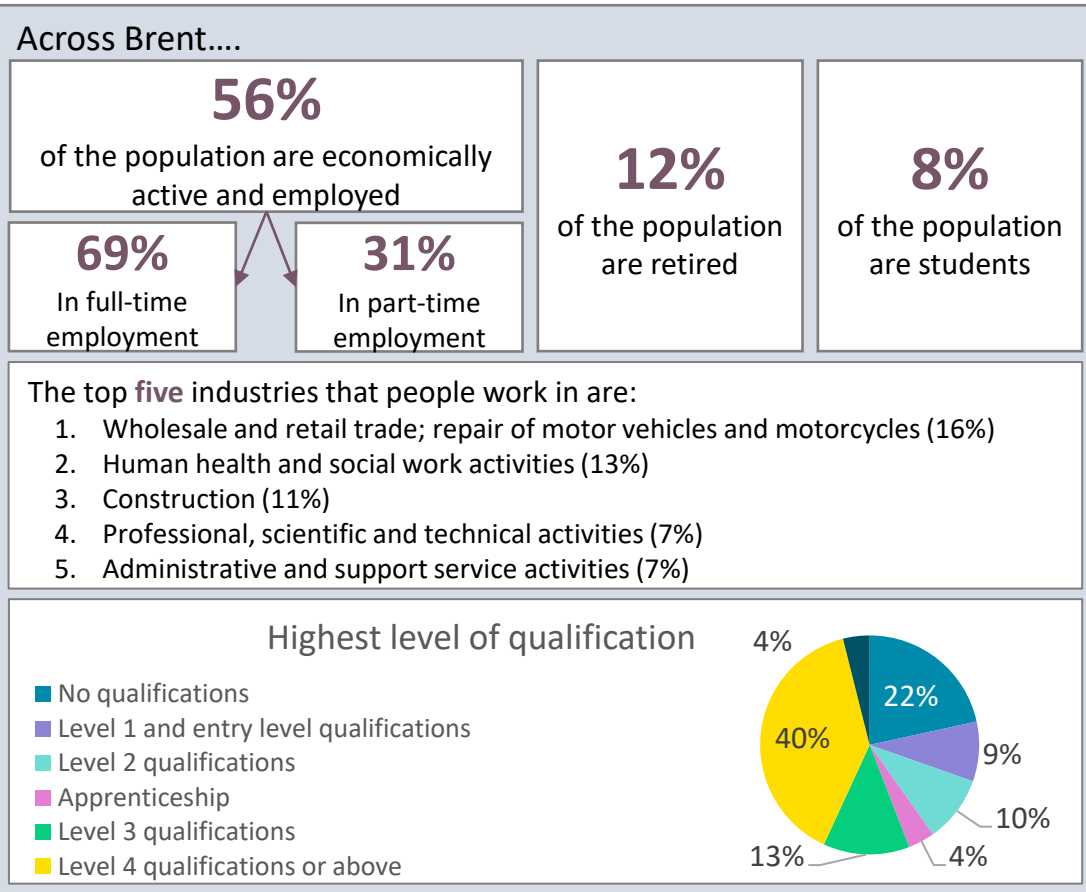
## Volume of offences by type<sup>1</sup>



1) [Monthly Crime Data New Cats | Tableau Public](#)

# Employment

The number of retired people in Harlesden, Roundwood, and Stonebridge is lower than the whole of Brent. Of those that are employed, the majority are in full-time employment. Just over a third of the population in Harlesden, Roundwood, and Stonebridge have a Level 4 qualification or higher.



1) <https://www.ons.gov.uk/census/aboutcensus/censusproducts/topicssummaries>