



Who's Doing Sport

Partners Day Wednesday 4th March 2009

Why Research?

Sport England

As demonstrated by their commitment to developing the baseline Active People survey in 2006 & Active People 2 in 2008 Sport England has invested significantly in Research over recent years, with the aim of creating a robust evidence base for our sector.

What does Active People offer me?

There are two major benefits to using the AP survey data.

- ✓ *Measuring & Monitoring the success of strategies & projects*
- ✓ *Evidence basing decision-making – Improvement*

Possible usages of Active People?

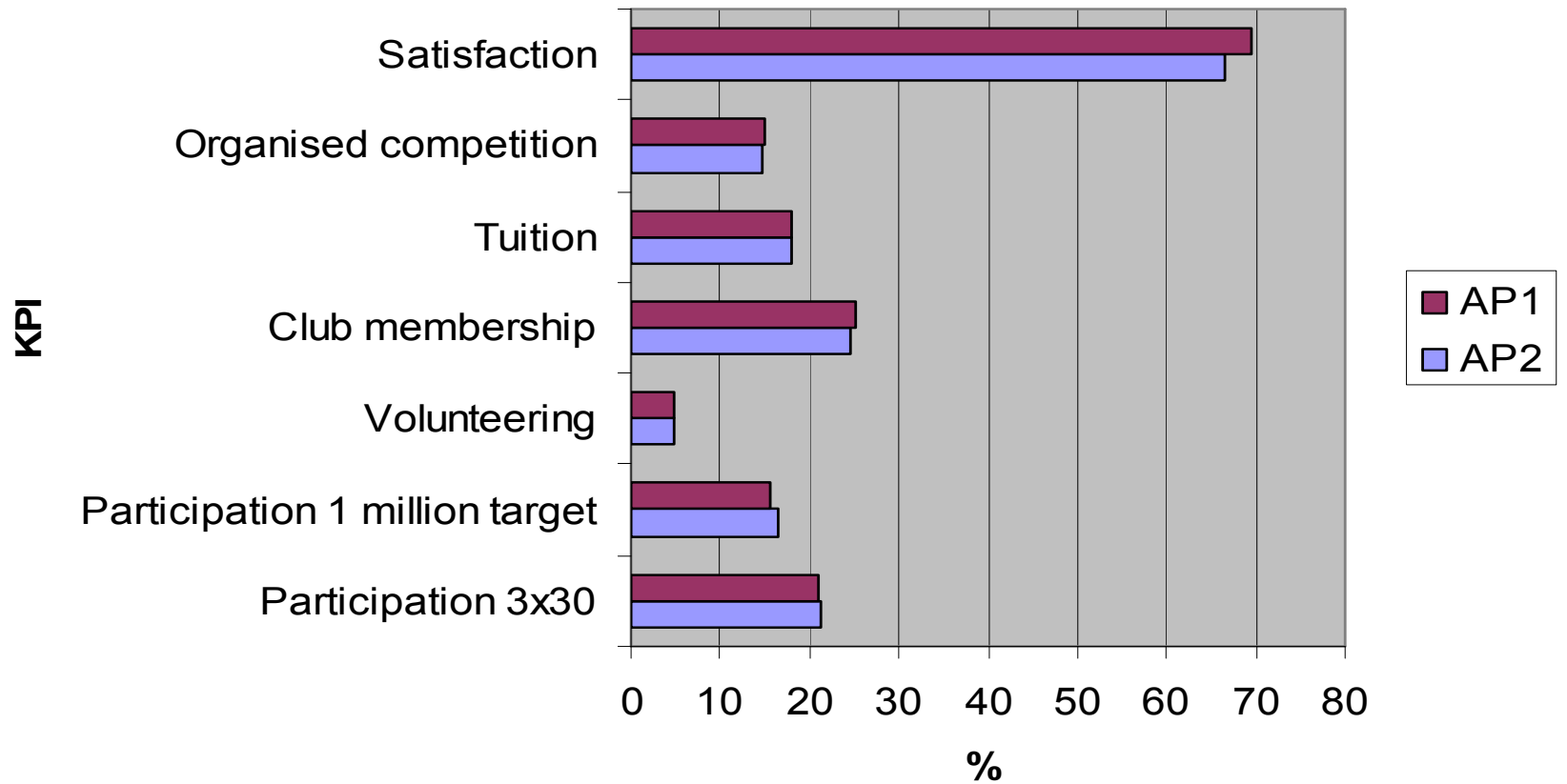
- ✓ *To inform and influence deployment of resources*
- ✓ *To evidence funding bids (e.g. evidencing need or highlighting success)*
- ✓ *The means to accurately monitor progress towards objectives (on which funding may have been given)*

National Research & Data

The CSP has access to, and expertise in, a large & varied evidence base including

- ✓ *Sport England Active People*
- ✓ *Sport England Active Places (& Power)*
- ✓ *Sport England Taking Part*
- ✓ *Sport England Market Segmentation*
- ✓ *Henley Research (Qualitative) – What drives the quality of the sporting experience?*
 - *What are the reasons for lapses in participation?*
 - *How can we be encouraged to get involved in club-based sport (alongside Market Segmentation data)?*
- ✓ *SIRC Leisure & Sports Market Forecasts 2008-12*

Key Indicators: AP1 vs. AP2

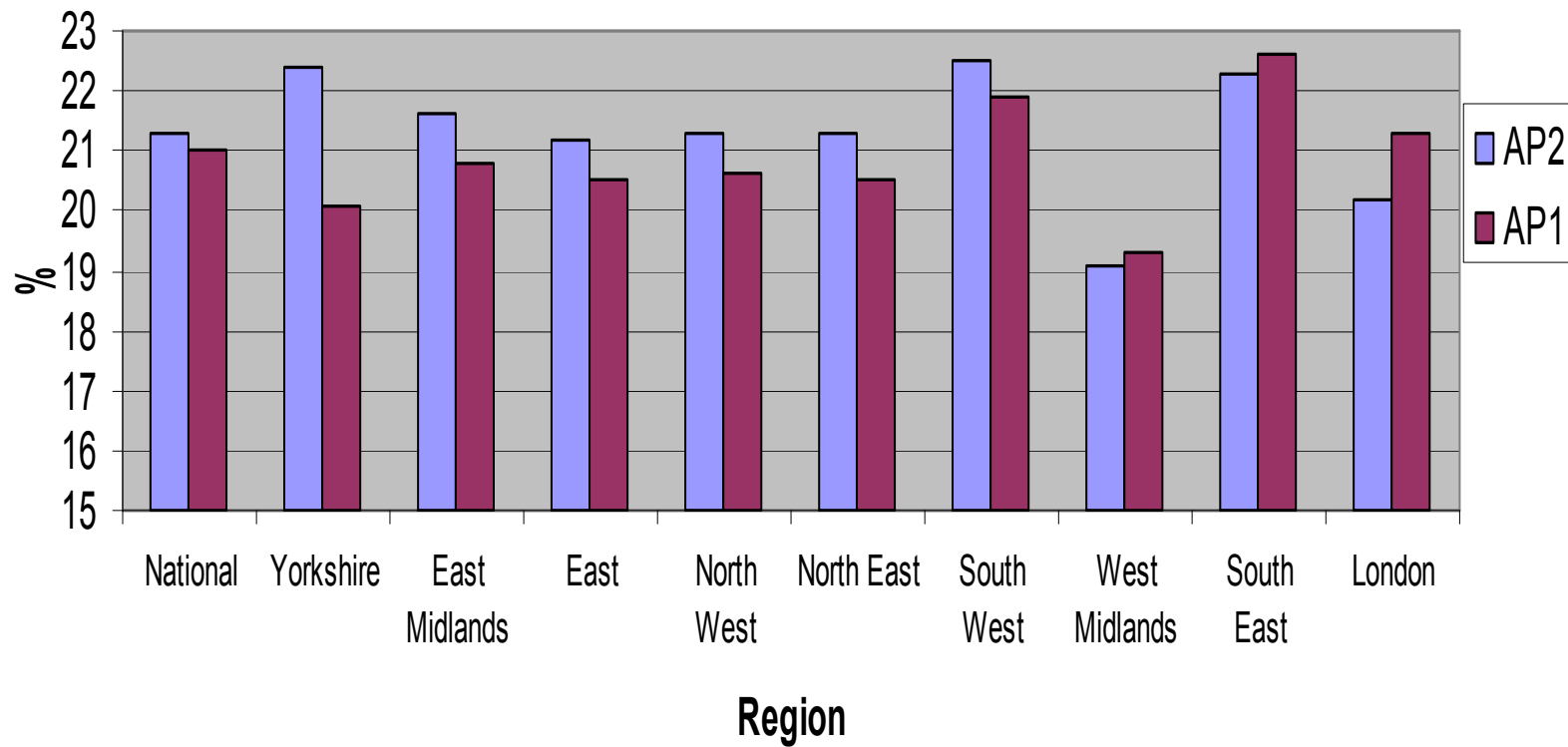


AP1 vs. AP2 – Top Ten Sports

Activity	AP1 (05-06)		AP2 (07-08)		Difference
	Number	%	Number	%	
Swimming	3,273,900	8.04	3,244,400	7.83	-29,500
Football	2,021,800	4.97	2,144,700	5.18	122,900
Cycling	1,634,900	4.02	1,767,200	4.26	132,300
Athletics	1,344,800	3.3	1,604,900	3.87	260,100
Golf	889,100	2.18	948,400	2.29	59,300
Badminton	516,700	1.27	535,700	1.29	19,000
Tennis	457,100	1.12	487,500	1.18	30,400
Bowls	339,600	0.83	357,300	0.86	17,700
Equestrian	314,700	0.77	341,700	0.82	27,000
Squash	299,800	0.74	293,900	0.71	-5,900

Table: Top 10 sports participated in at least once a week for 30 mins at moderate intensity.

Participation in 3x30 by region



Active People - The future

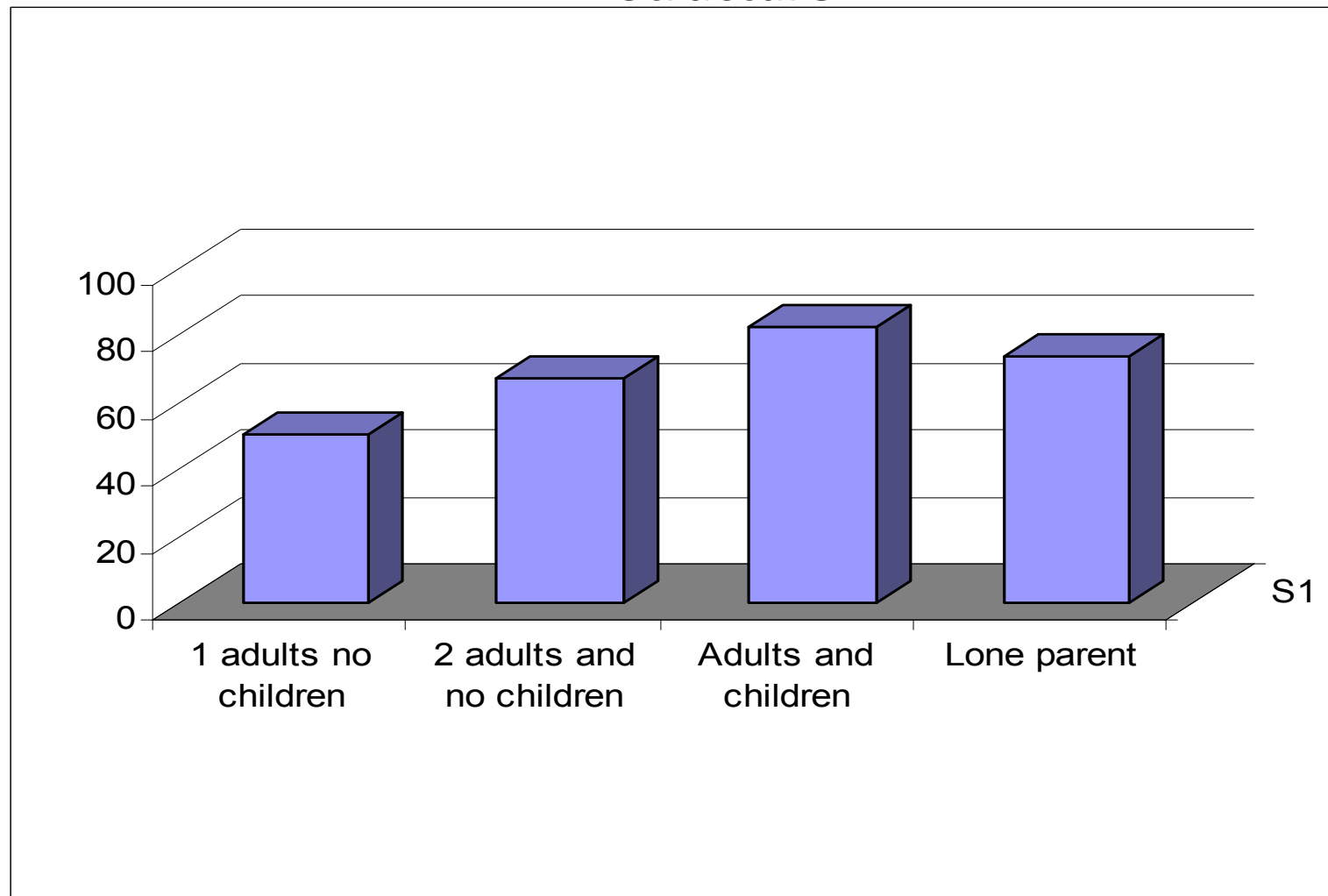
The future of Active People looks positive with the recent completion of AP2 providing comparative data to the 2006 baseline enabling measurement of progress. The importance of Active People is further embedded with the 3x30 participation KPI having become the benchmark of participation and a key component of the CPA process.

The extension of AP2 includes

National Indicator 8 - A new measure extending on the original 3x30 KPI(1) by including five light intensity sports for those aged 65+. These sports are: yoga, pilates, bowls (indoor & outdoor), archery & croquet

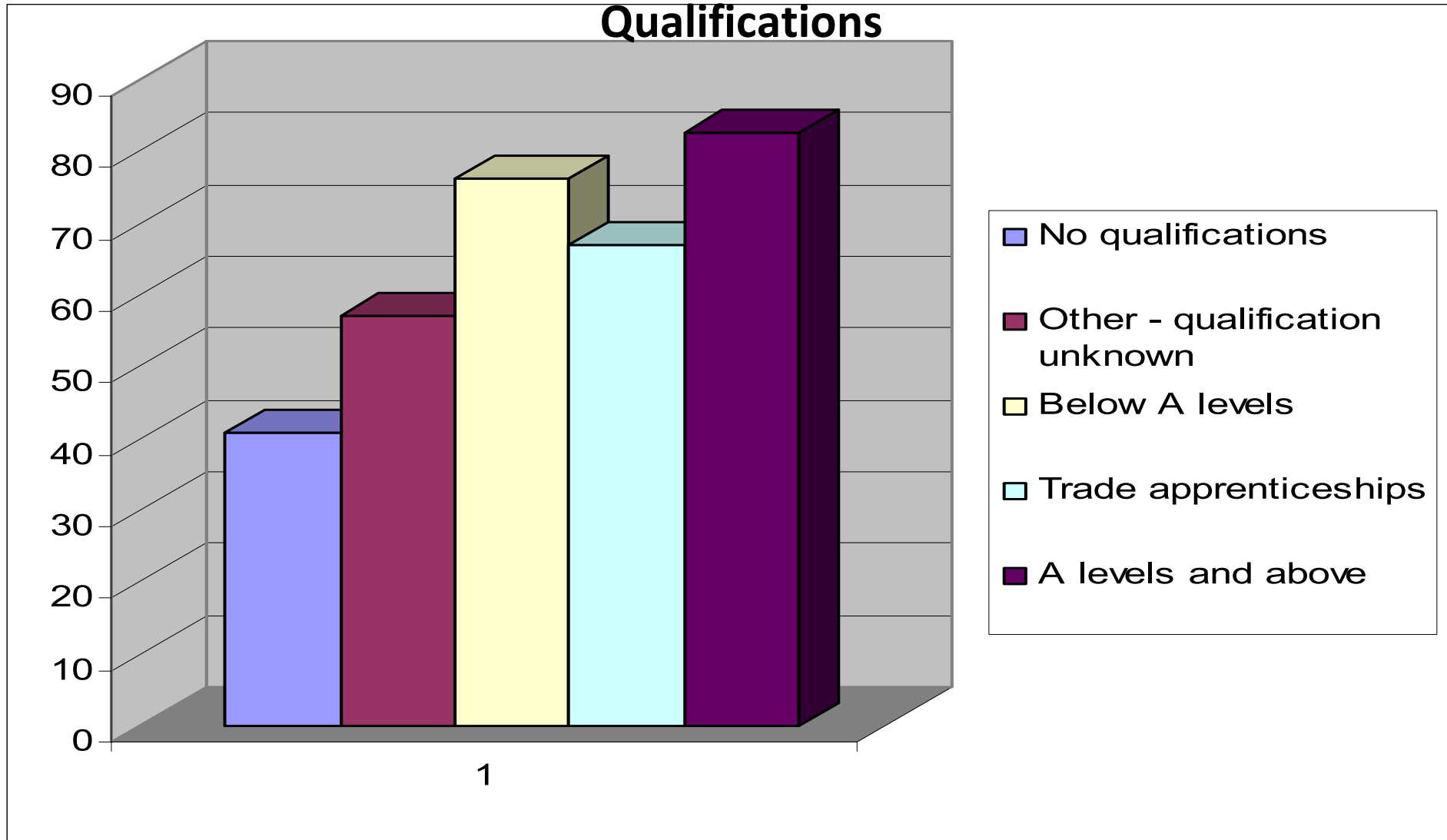
Sport England commitment remains with the inclusion of a new 1 million target indicator monitoring the commitment to achieve this by 2012/13 in the new SE strategy. With funding secured AP is set to continue, alongside significant other investment in research. So, what else is out there?

Taking Part Survey - Participation by Household Structure

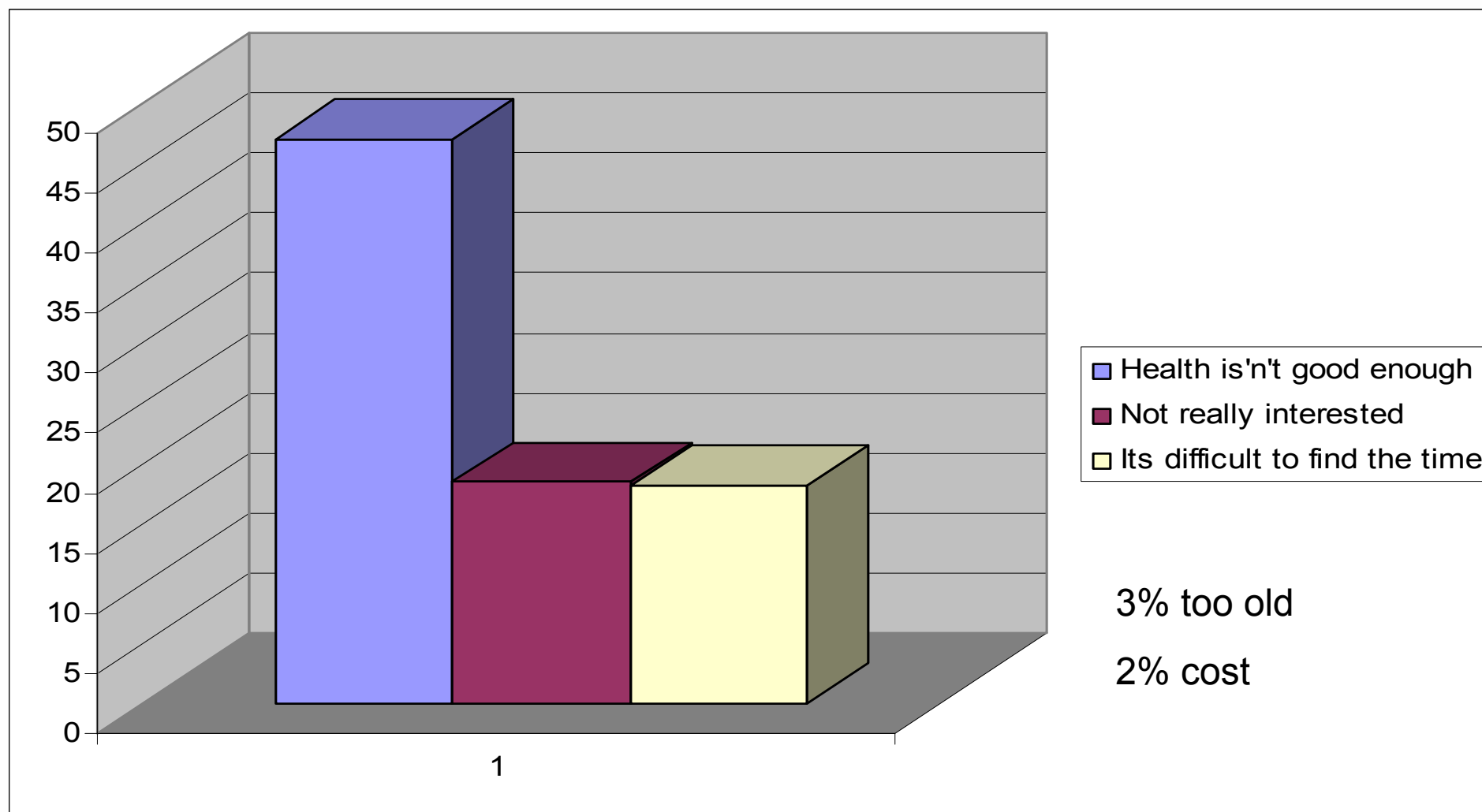


Taking Part Survey - Participation by

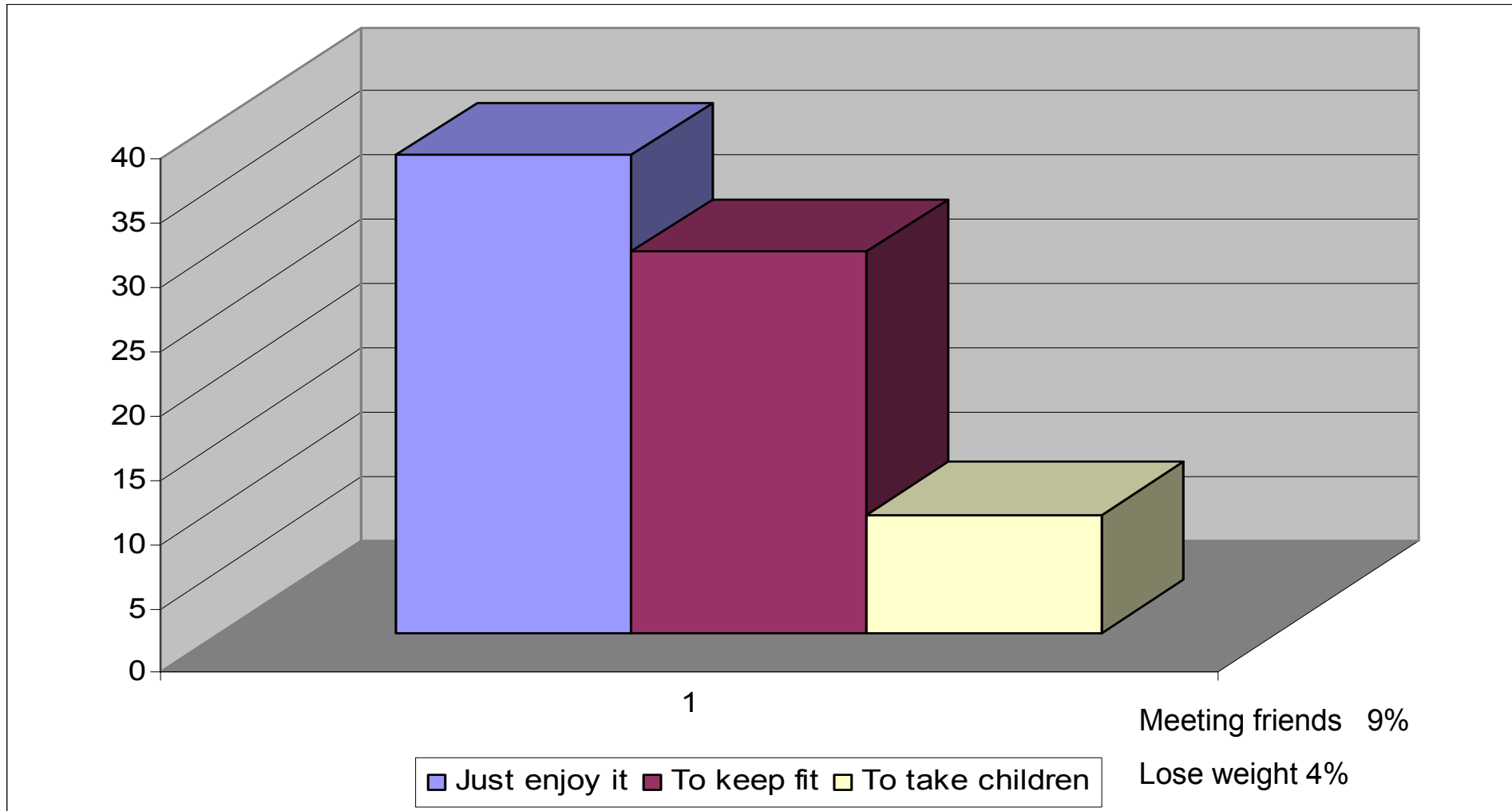
Qualifications



Taking Part Survey - Reasons for non participation



Taking Part Survey - Reasons for participation



Local Research & Data

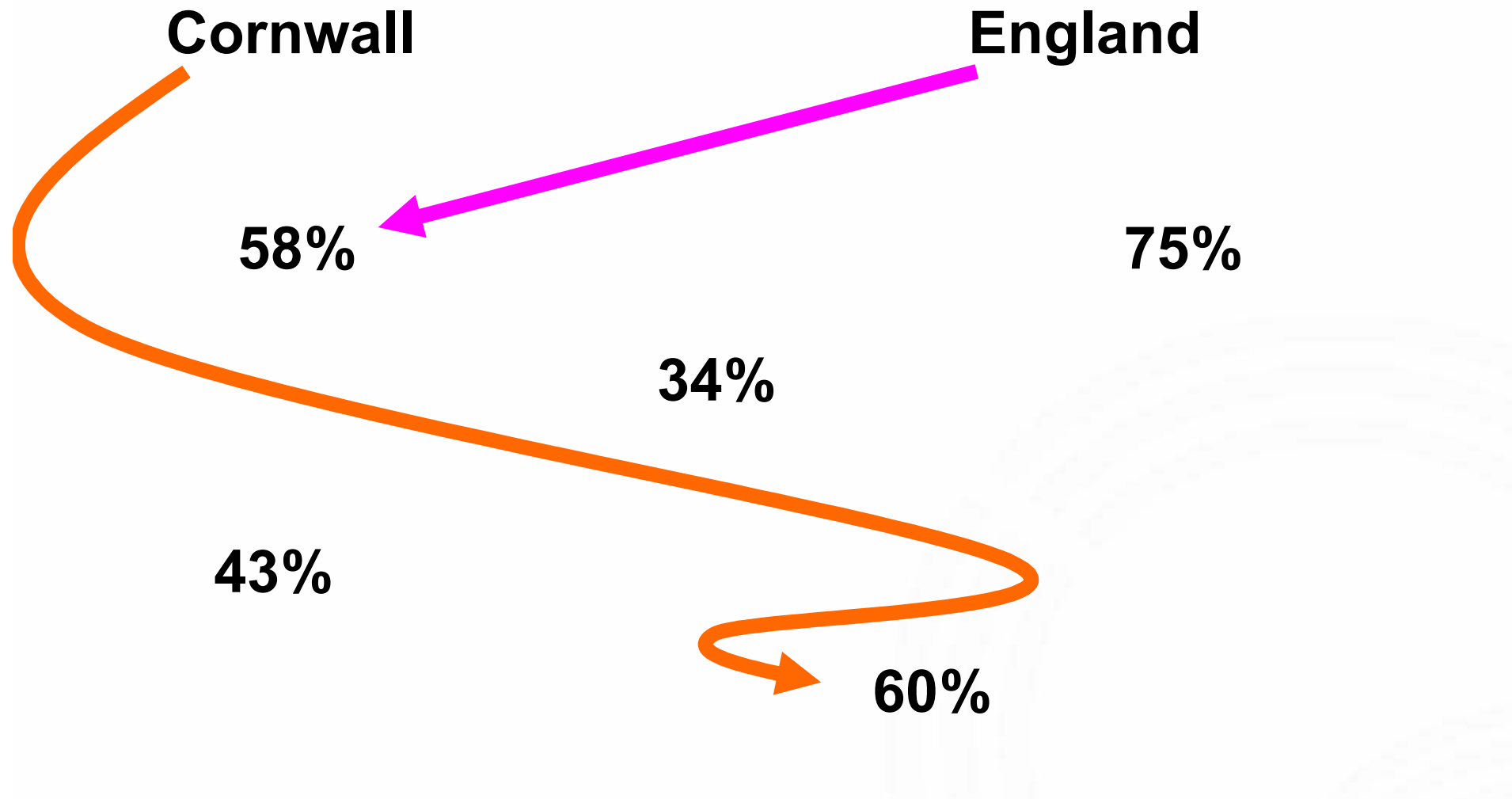
Large scale datasets and pieces of research in Cornwall

- ✓ *HALP surveys 2003, 2006 & 2008*
- ✓ *PESSCL (Cornwall)*
- ✓ *Tell us? (Cornwall)*

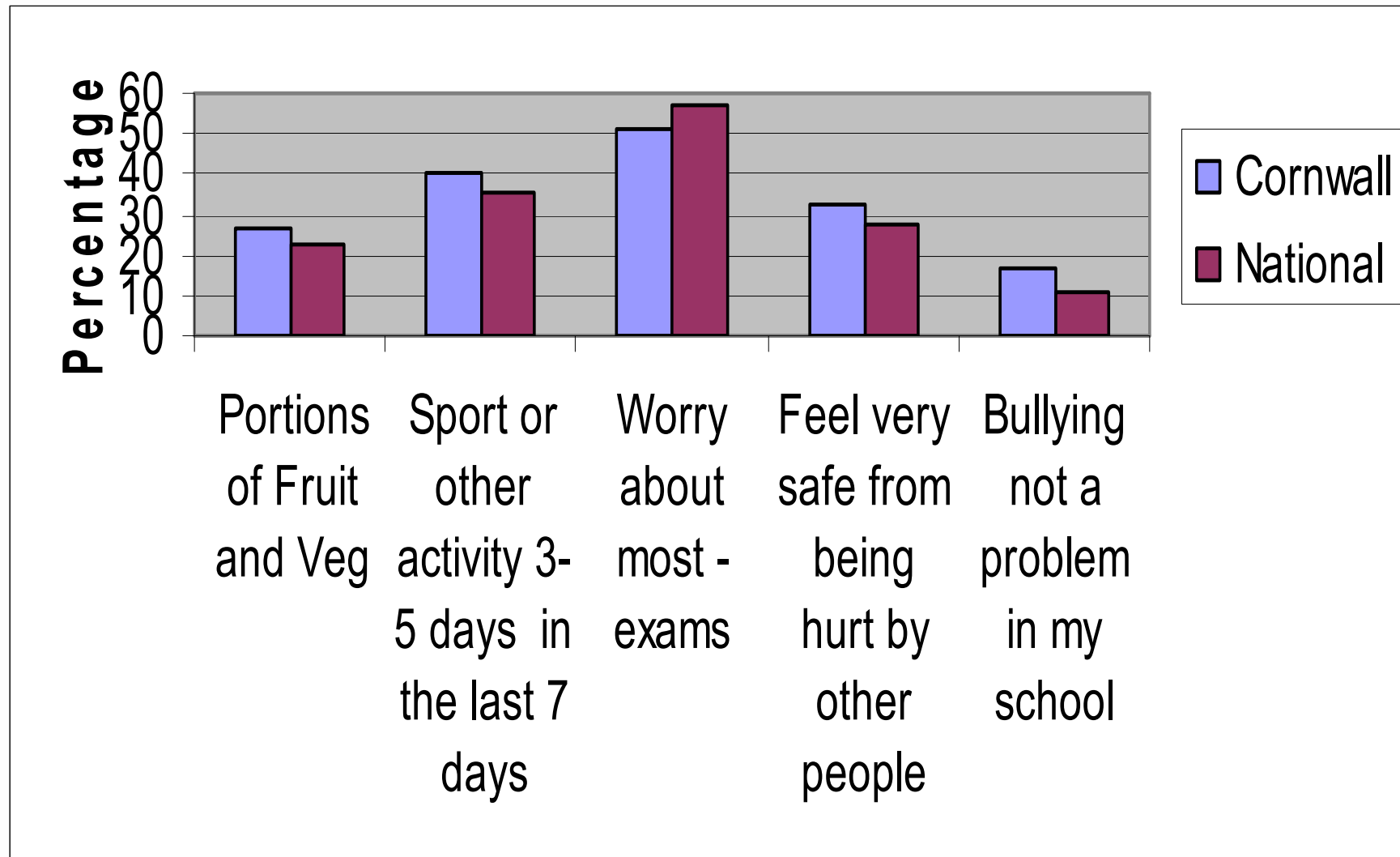
We are continually monitoring and measuring the outcomes of our work building an extensive data bank at local levels

- ✓ *Sport Unlimited evaluations*
- ✓ *Coaching matrix/database*
- ✓ *HALP self evaluation (each project)*

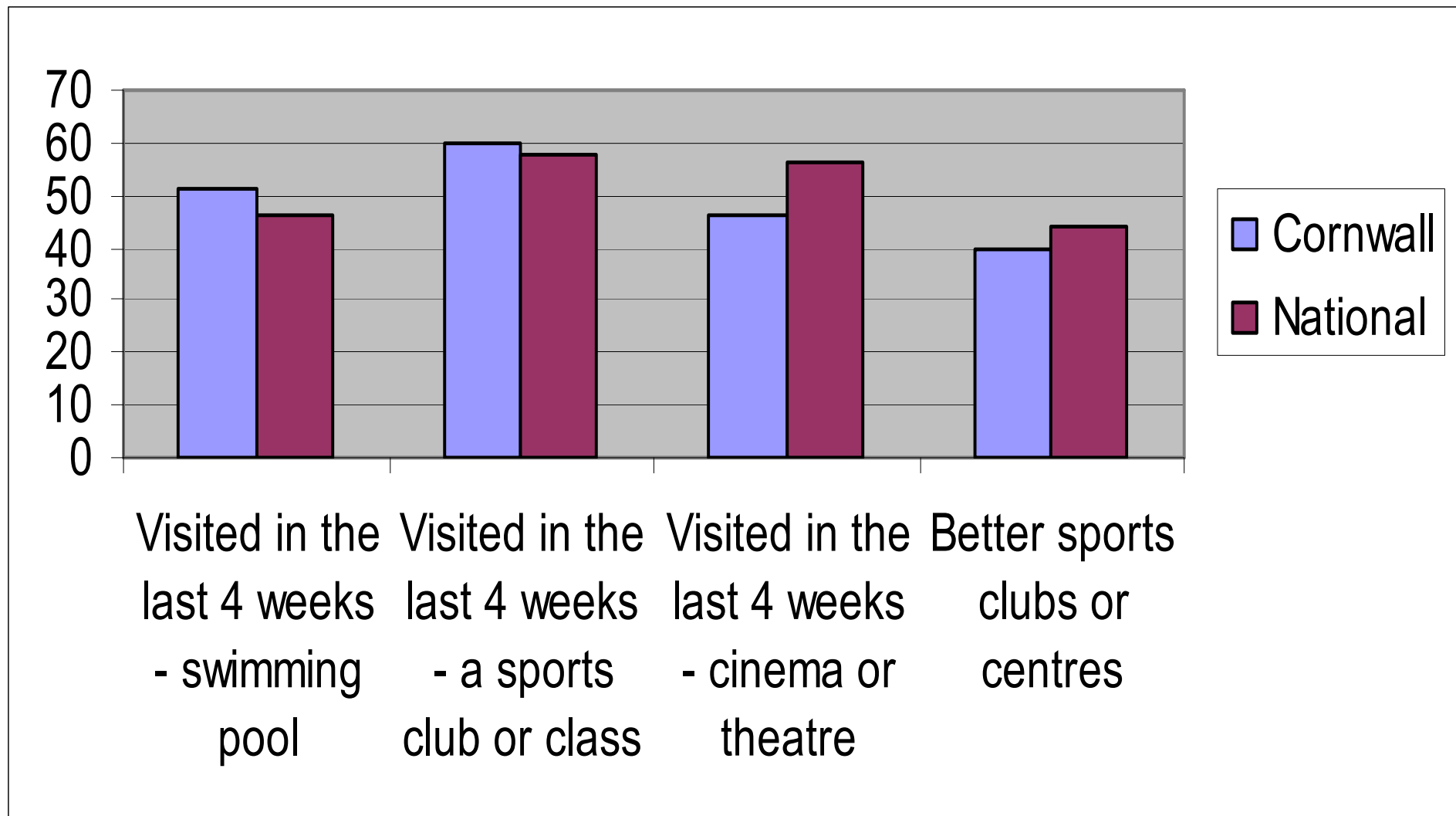
Tell Us Survey - Been to a sports club or class in the last 4 weeks



Tell Us Survey - Selected (1)



Tell Us Survey - Selected (2)



Horse Riding 9

Swimming 1

Athletics 4

Badminton 6

Golf 5

Football 2

Bowls 8

Tennis 7

Cycling 3

Squash 10

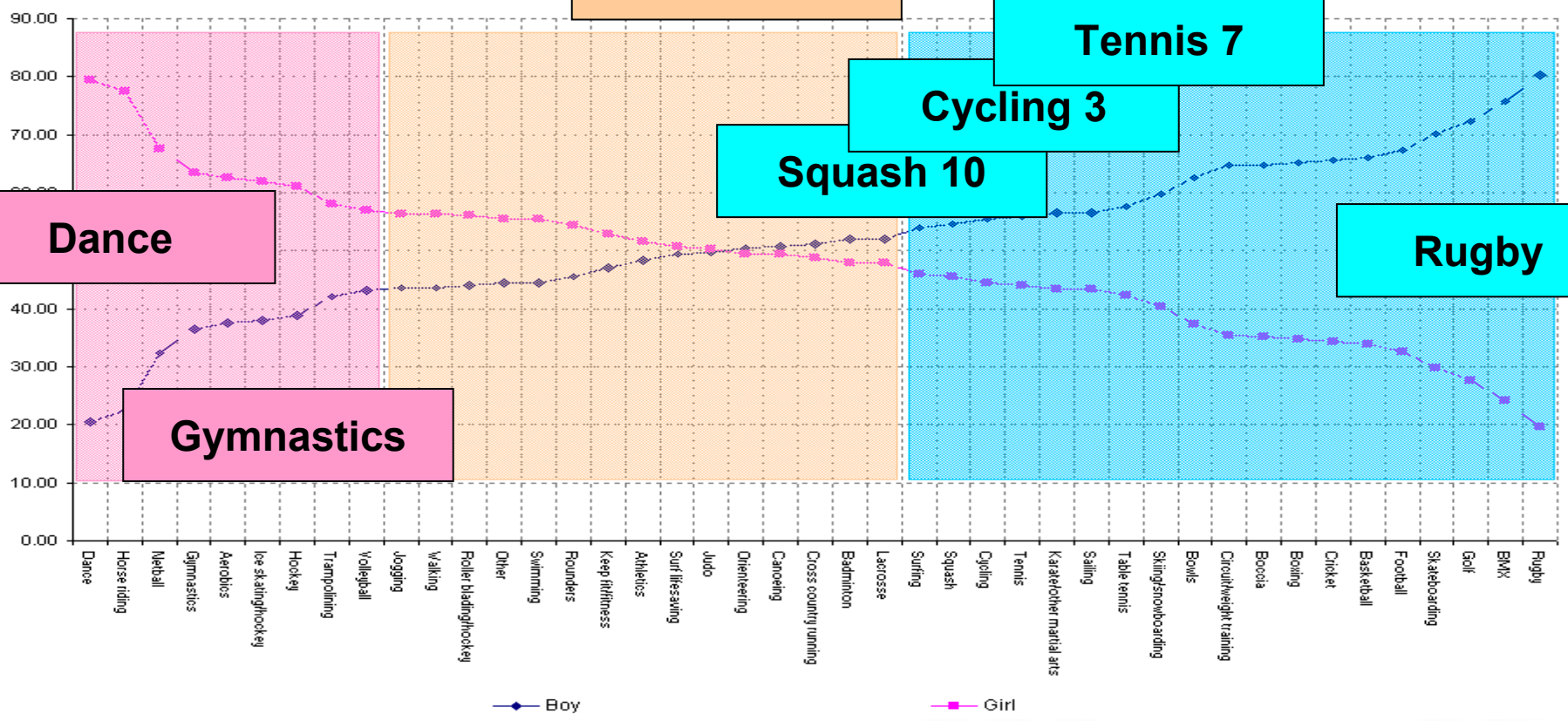
Dance

Gymnastics

Rugby

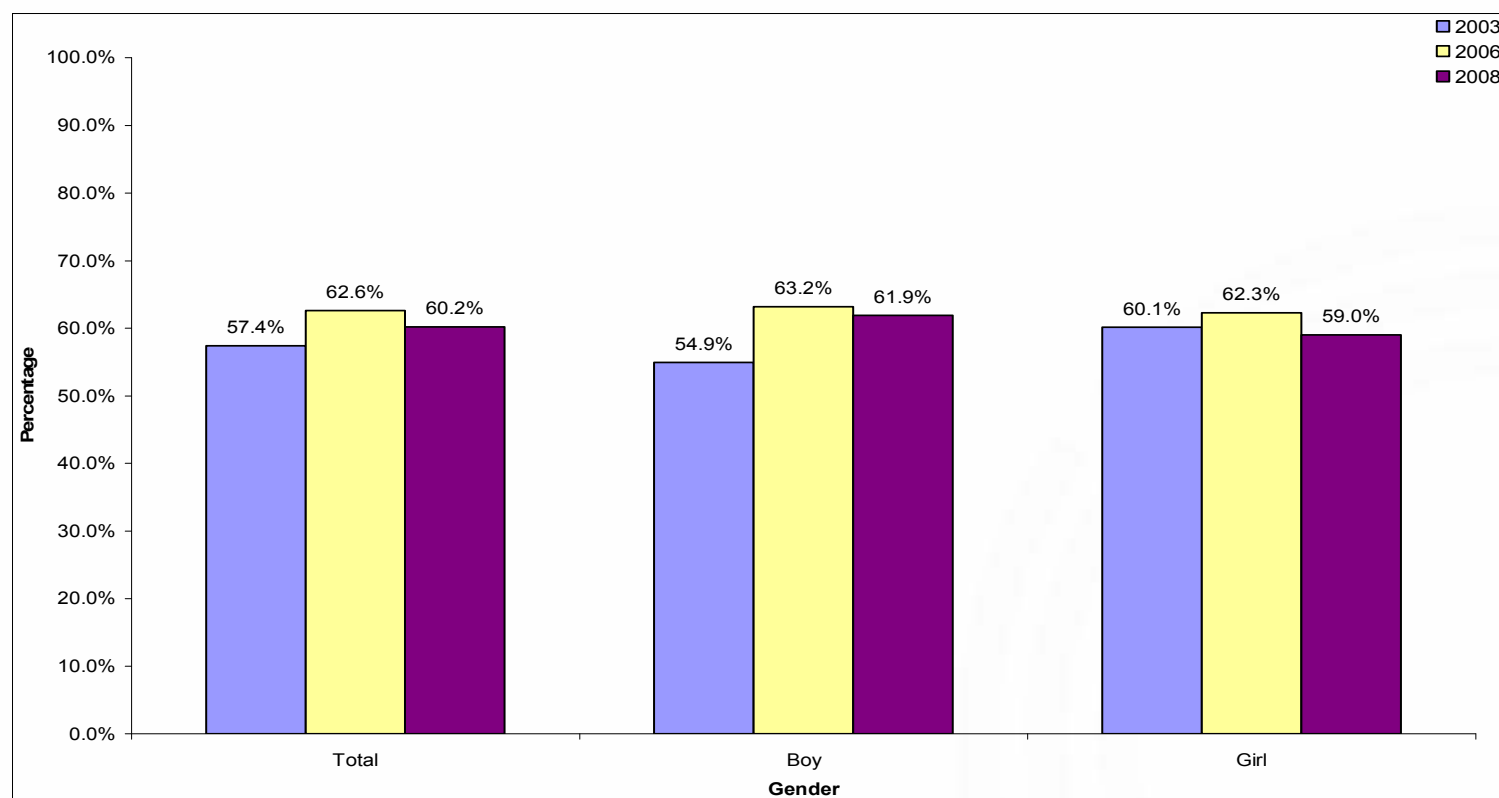
2008 – at least once in last 4 weeks

to the extent to which sports are gender biased. For example, 79% of those taking part in dance might be girls while 80 of every 100 taking part in rugby would be boys.

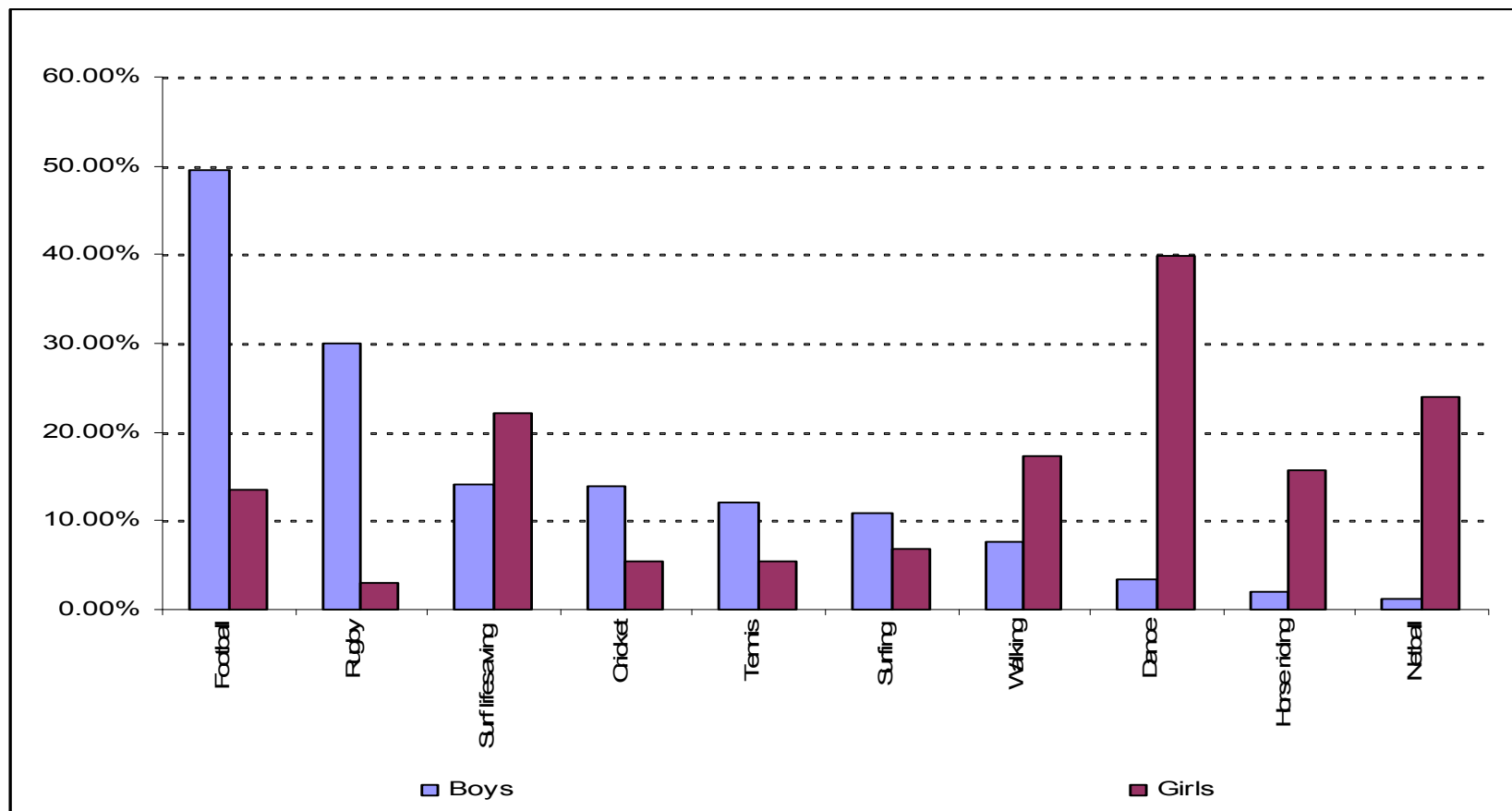


HALP Survey – Sports/Leisure Centre visits

In total 60.2% young people reported that they had visited a sports or leisure centre in the past four weeks. This is a slight decrease from the 2006 (62.6%) survey, but still an improvement from the 2003 baseline survey (57.4%). It is worth noting that the only area in which there has been a decline since 2003 is in girls visits, falling from 60.1% to 59.0%



Top ten sports clubs/regularly attended sessions, by sport and gender



Upcoming Research & Data collection

The CSP is committed to adding to the evidence base in Cornwall, current pieces of research include

- ✓ *SSPs – 5 hr offer survey*
- ✓ *Bike Cornwall – mapping exercise*
- ✓ *HALP Legacy WFD consultation/audit*

Purchase of online survey tool licence to enable further online surveying and countywide co-ordination of data collection

- ✓ *Ad hoc or regular surveys & consultations (large or small)*

We are keen to discuss any requirements you may have