

The National Benchmarking Service

It's not about how many, it's about who they are...

Context

- Increasing focus from government, Sport England and local authorities on increasing activities levels in specific target groups
- So how can leisure centres contribute to this objective
- NBS Accessibility indicators can measure this
- Its about target groups - yes but also about
 - How active are our users?
 - How many of them are new users?
 - How many of them are new to activity?

Overview – what does NBS tell us?

- Strengths
- Weaknesses
- Challenges

Strengths

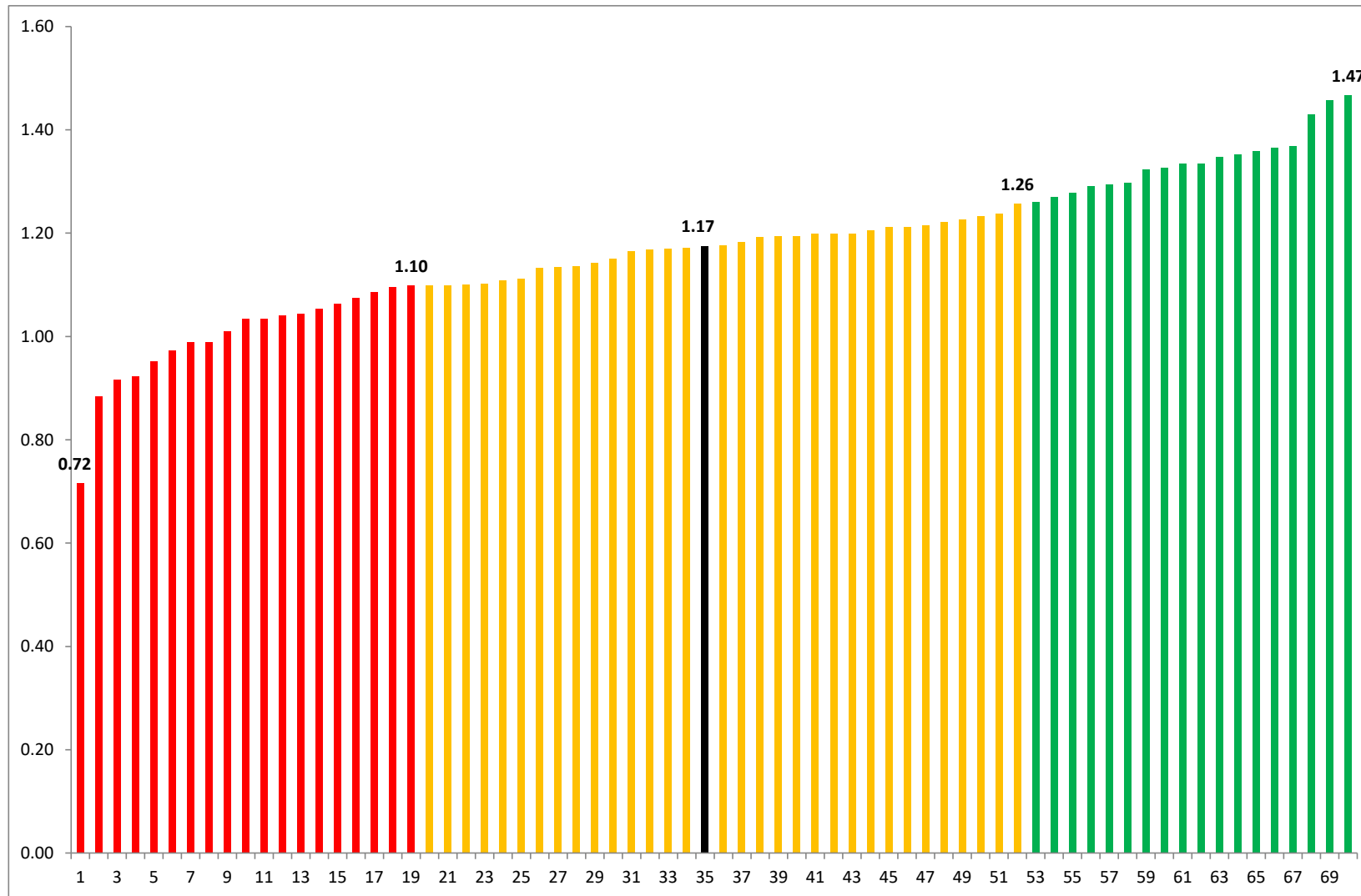


Access Strengths 2018

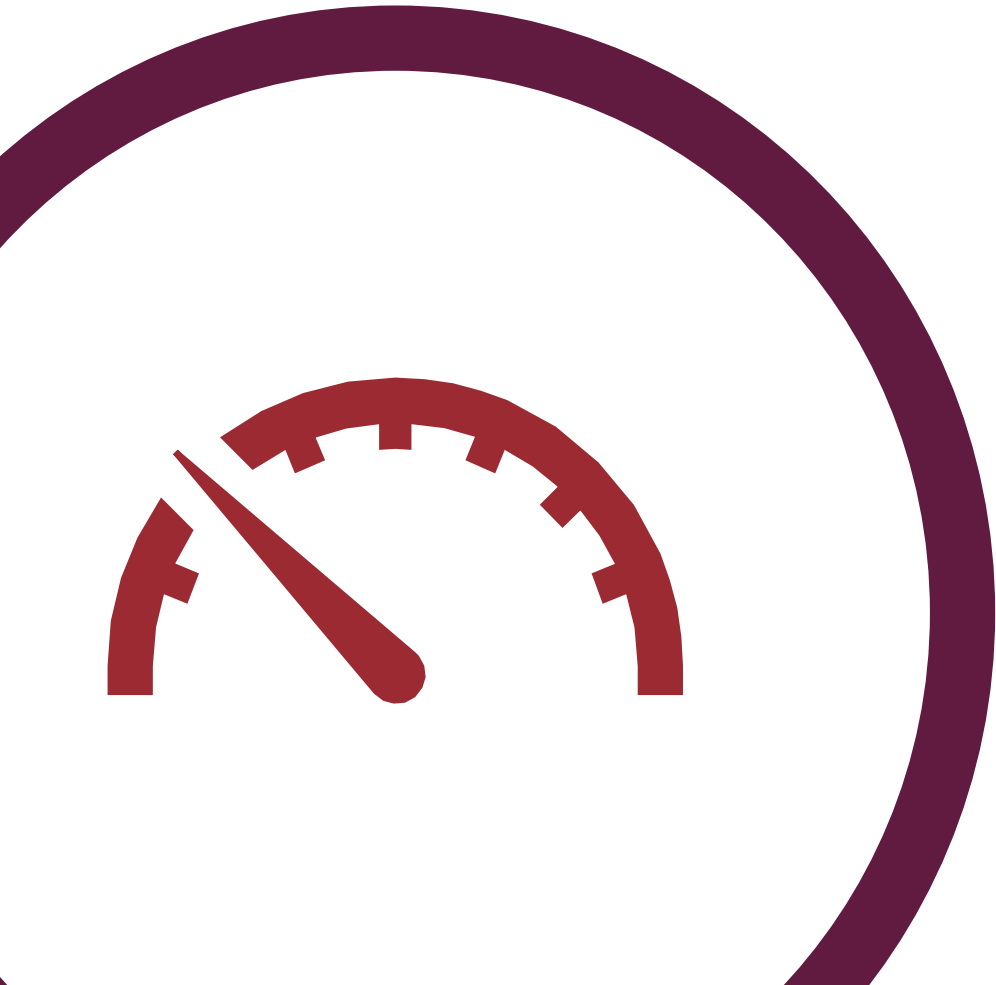
3 Types of user

Group	Lowest	25%	Median	75%	Highest
% visits from BAME groups	0.38	1.04	1.24	1.64	6.88
% visits 26 - 64 years	0.89	1.06	1.13	1.20	1.40
% visits female	0.72	1.10	1.17	1.26	1.47

% of Visits by Women



Weaknesses

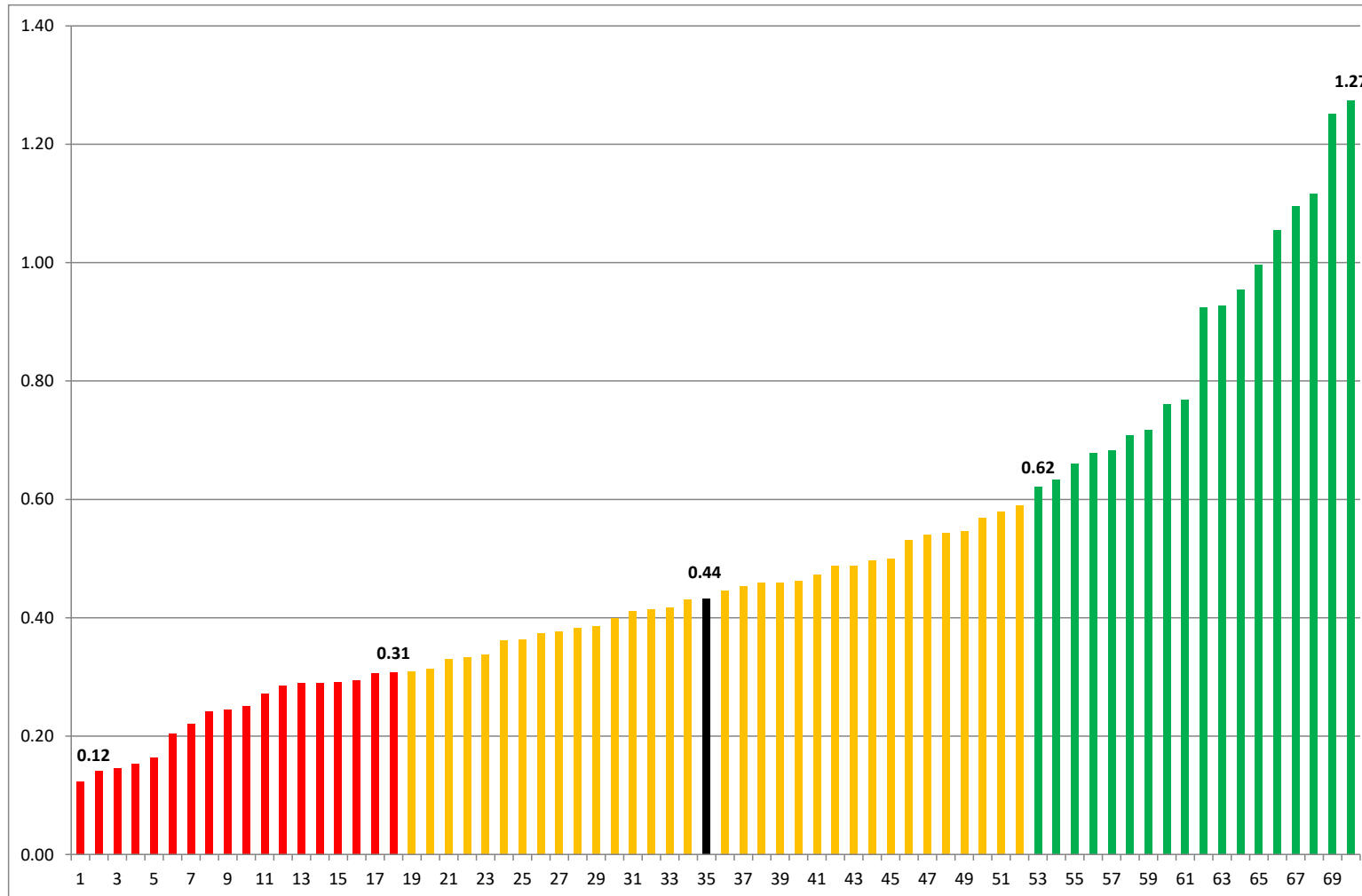


Access Weaknesses 2018

6 Types of user

Group	Lowest	25%	Median	75%	Highest
% visits 14 - 25 years	0.11	0.57	0.68	0.87	2.31
% visits from NS-SEC 6 & 7	0.12	0.31	0.44	0.61	1.27
% visits 65+ years	0.21	0.48	0.79	0.98	1.64
% visits <65 years disabled	0.00	0.53	0.72	0.97	1.63
% visits 65+ years disabled	0.05	0.21	0.36	0.49	1.08
% visits 14 - 25 years	0.11	0.57	0.68	0.87	2.31

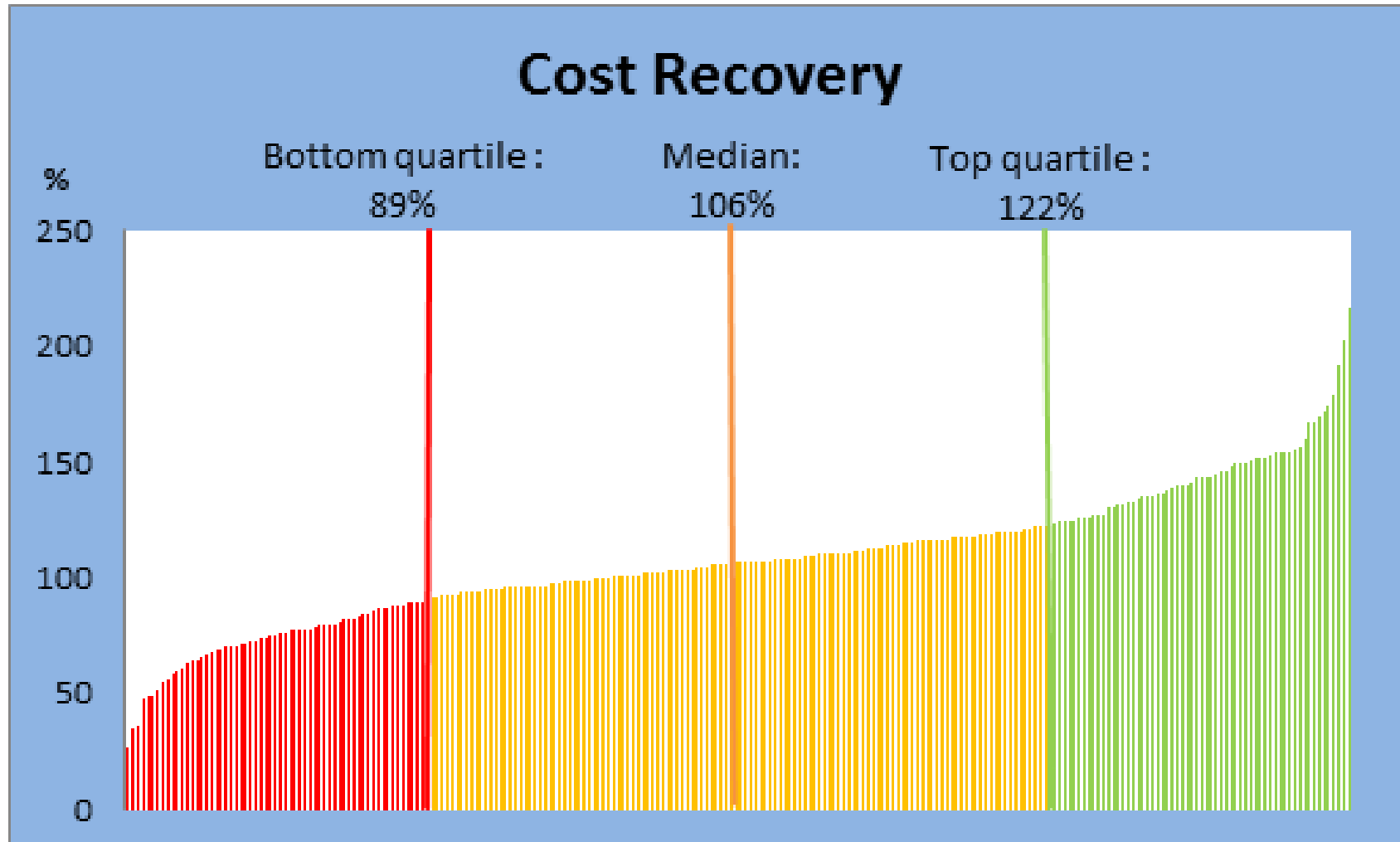
% of Visits by People from NS-SEC 6&7



Challenges

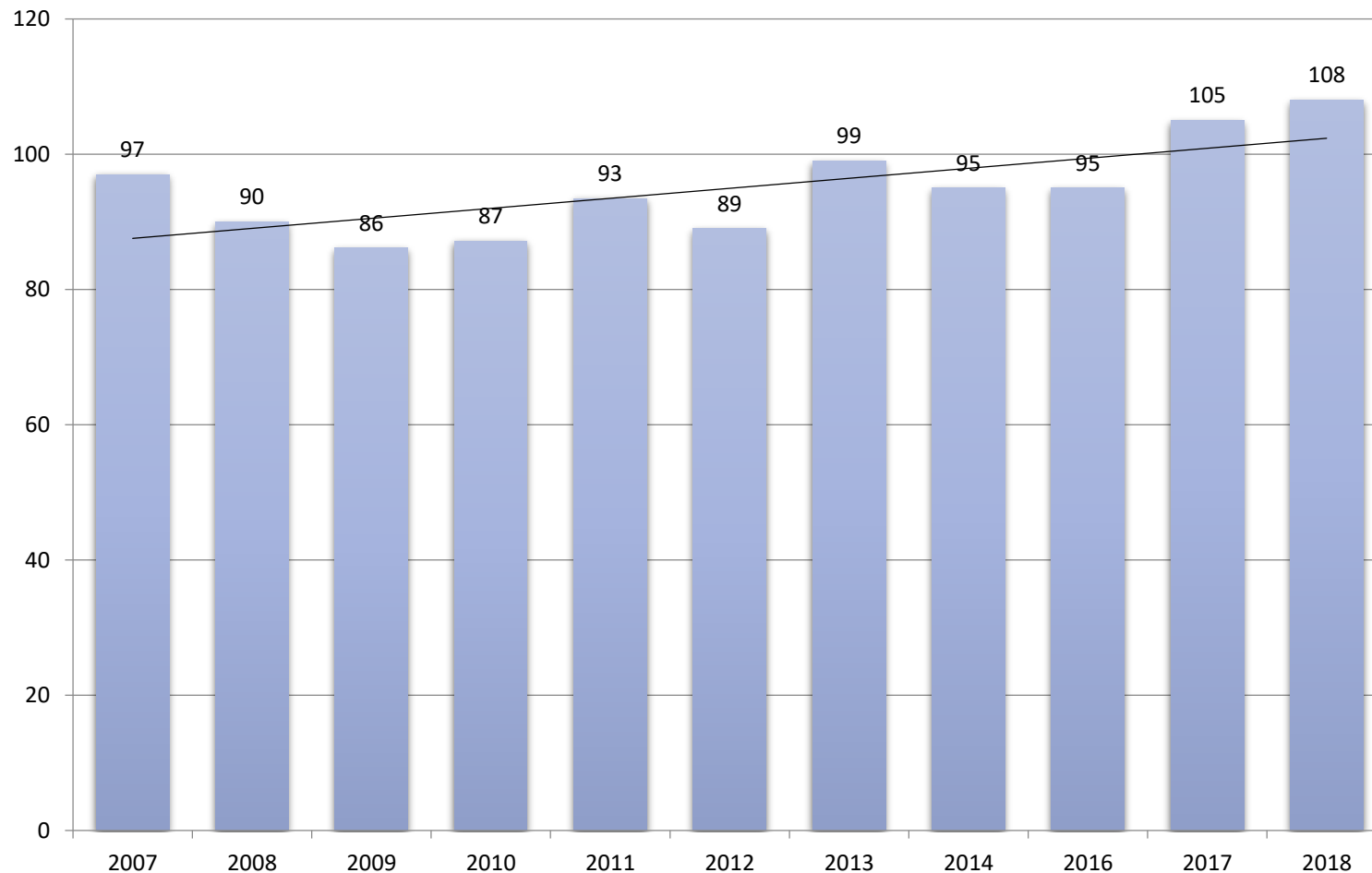


Superficially - things look good (1)



Superficially - things look good (2)

Annual visits per sq. m. (usable space)



But, are we just preaching to the converted?

		PRODUCTS	
		Existing	New
MARKETS	Existing	Market Penetration <i>One million people doing more sport e.g. 1x30 and 2x30 achieving 3x30</i>	Product Development
	New	Market Development <i>One million more people doing sport and physical activity e.g. 0x30 achieving at least 1x30</i>	Diversification

Challenges to Address

- The inactive
- Older people
- People with disabilities
- Less frequent users
- Socially deprived
- Young people
- Low 'sports literacy'

| Group sessions