



CIMSPA & QUEST NBS
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harlands
group | a TSG solution

The National Benchmarking Service

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





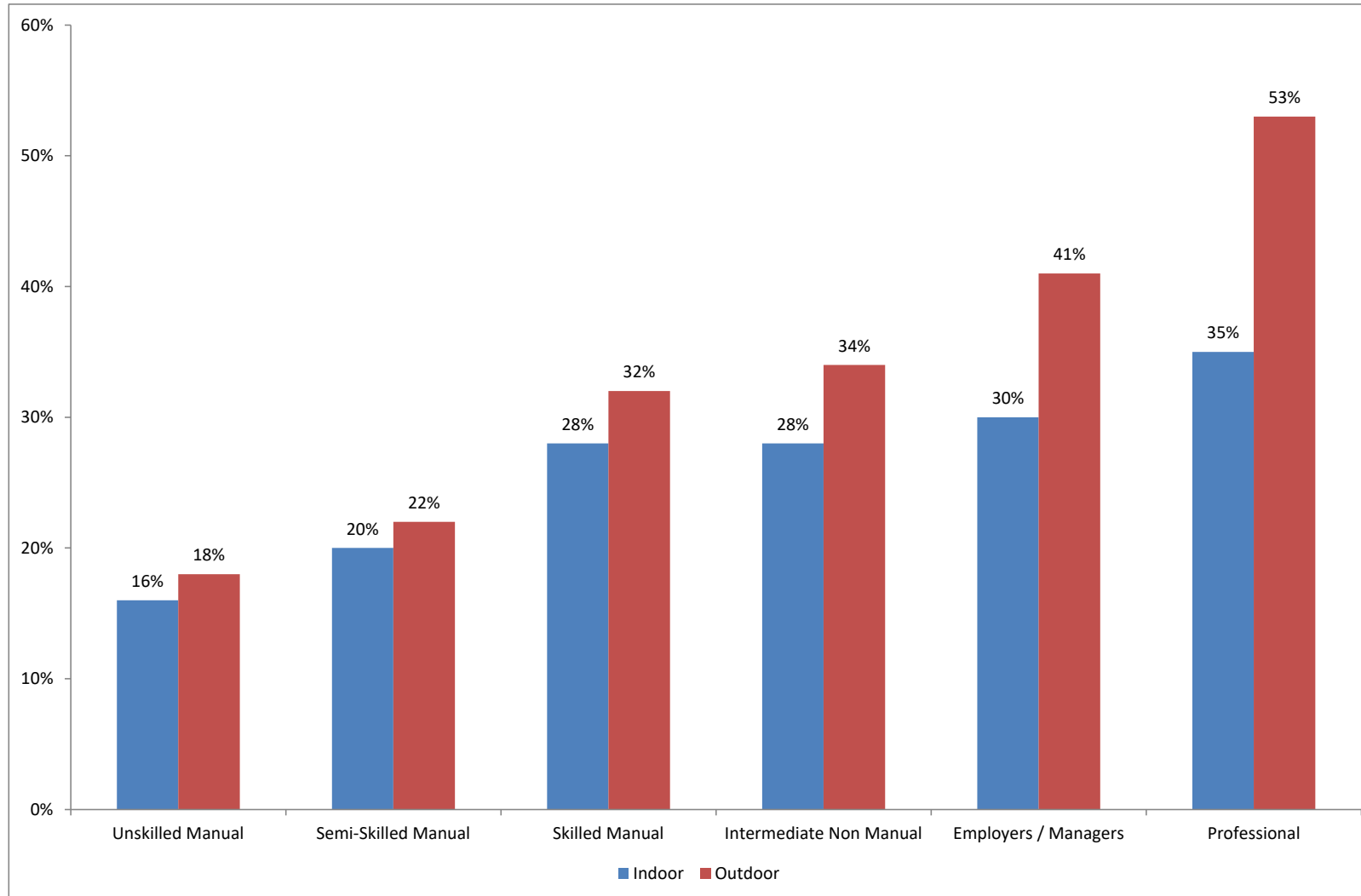
Overview

- **Context**
- **Strengths**
- **Weaknesses**
- **Challenges**

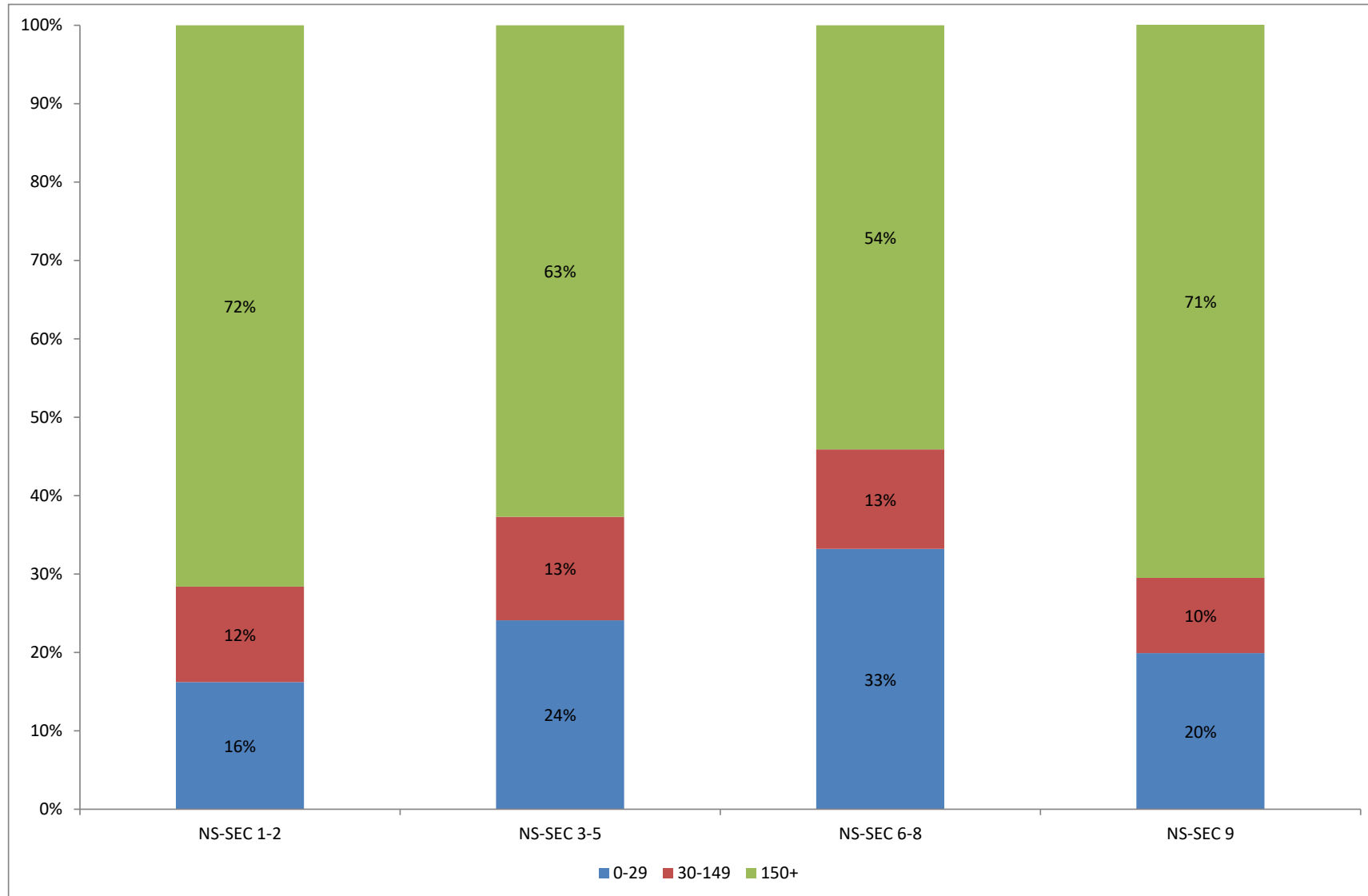


| Context

| The Audit Commission 1989: Sport for whom?



| Active Lives Survey 2017/18





| What's it like to be deprived?

Postcode	Location	Overall	Income	Employment	Education / Skills	Health / Disability	Crime	Barriers to Housing / Services	Living Environment
S11 8RW	Sheffield	9	10	10	10	8	5	7	4
NR9 3DL	South Norfolk	10	9	9	9	9	10	6	8
TW7 7AA	Hounslow	5	4	4	8	6	3	3	4
S3 9QS	Sheffield	1	1	1	1	2	5	5	3



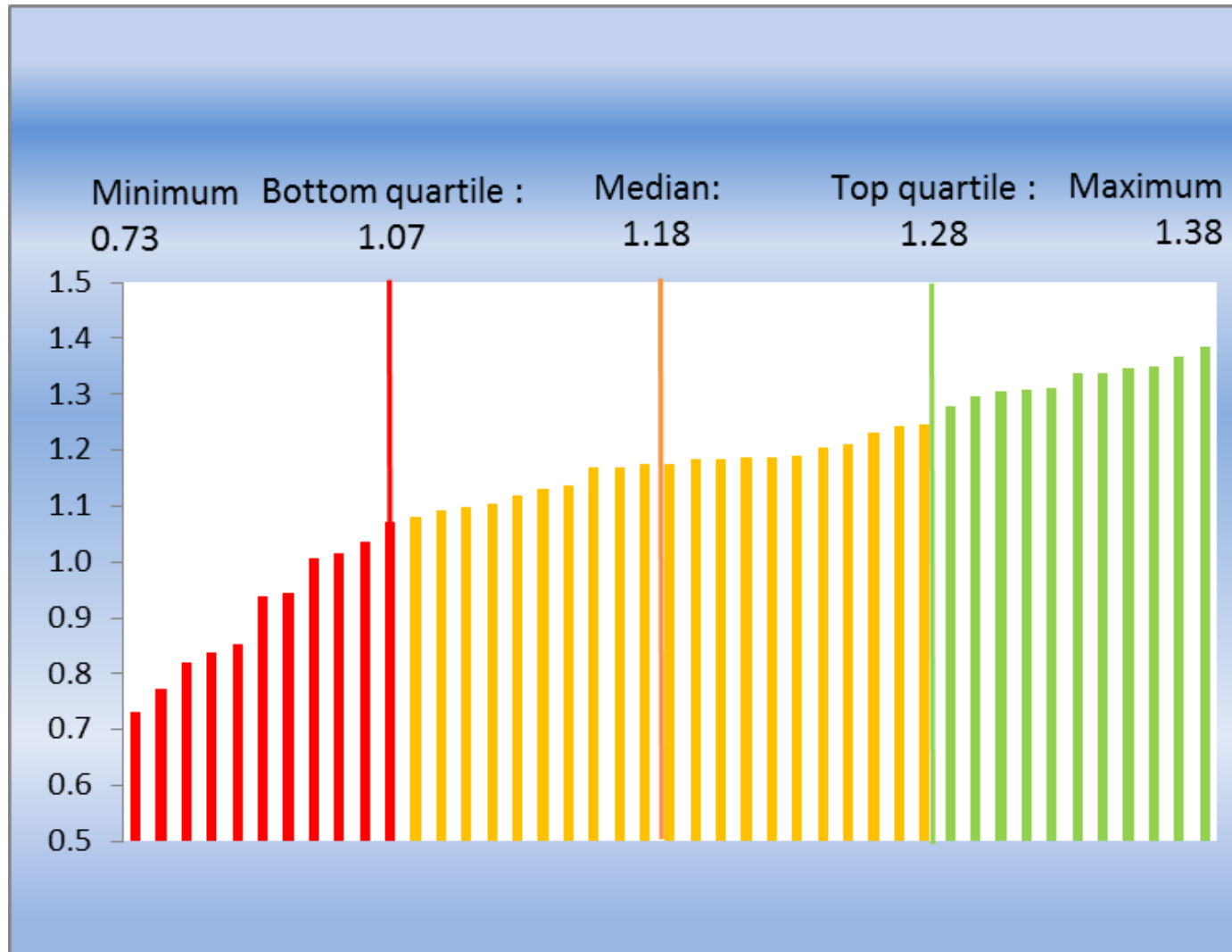
| Strengths

Access Strengths 2019

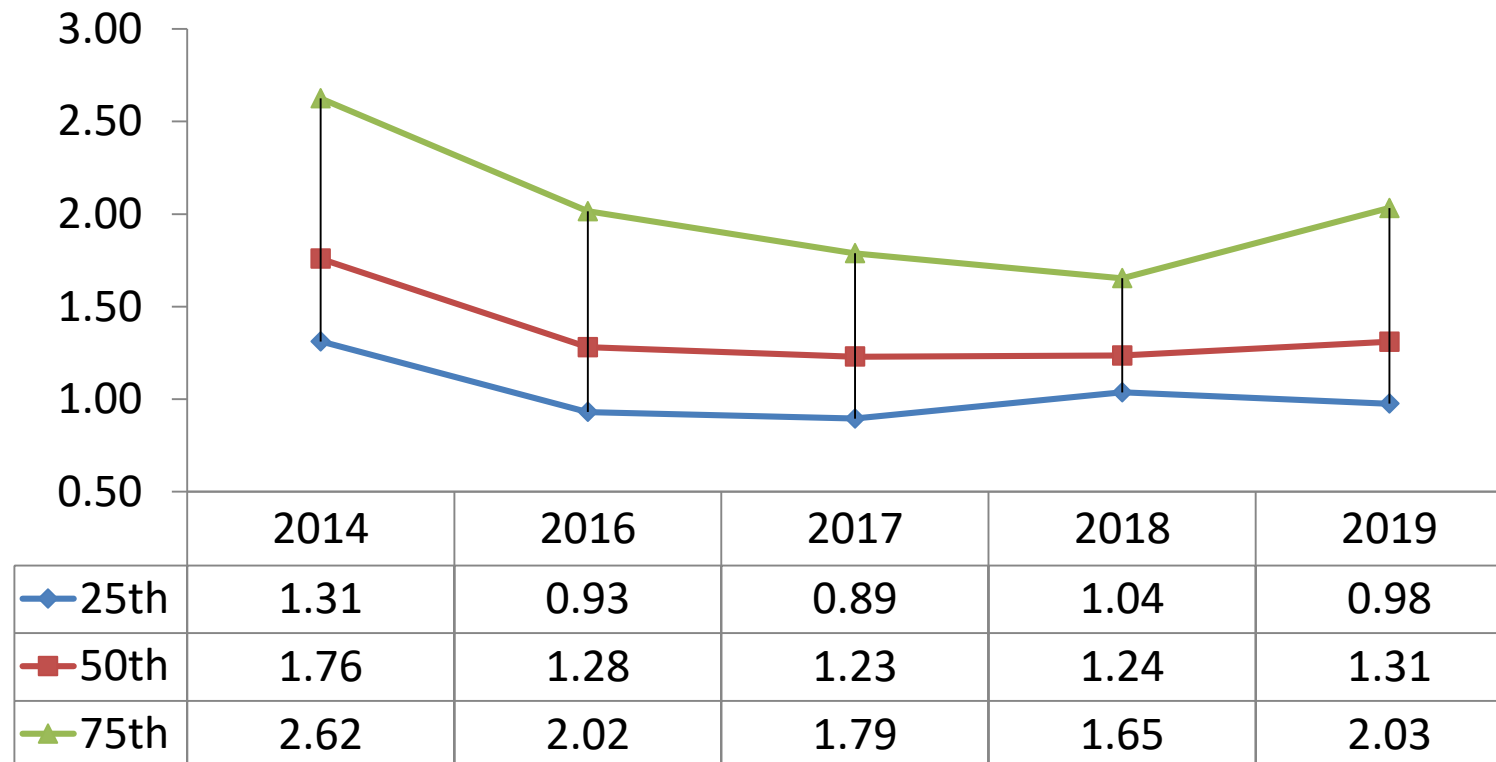
3 Types of user

Group	Lowest	25%	Median	75%	Highest
% visits from BAME groups	0.56	0.98	1.31	2.03	11.86
% visits female	0.73	1.07	1.18	1.28	1.38
% visits 26 - 64 years	0.77	1.01	1.11	1.17	1.32

| % of Visits by Women



Ethnic minorities (ratio of 1 is representative)





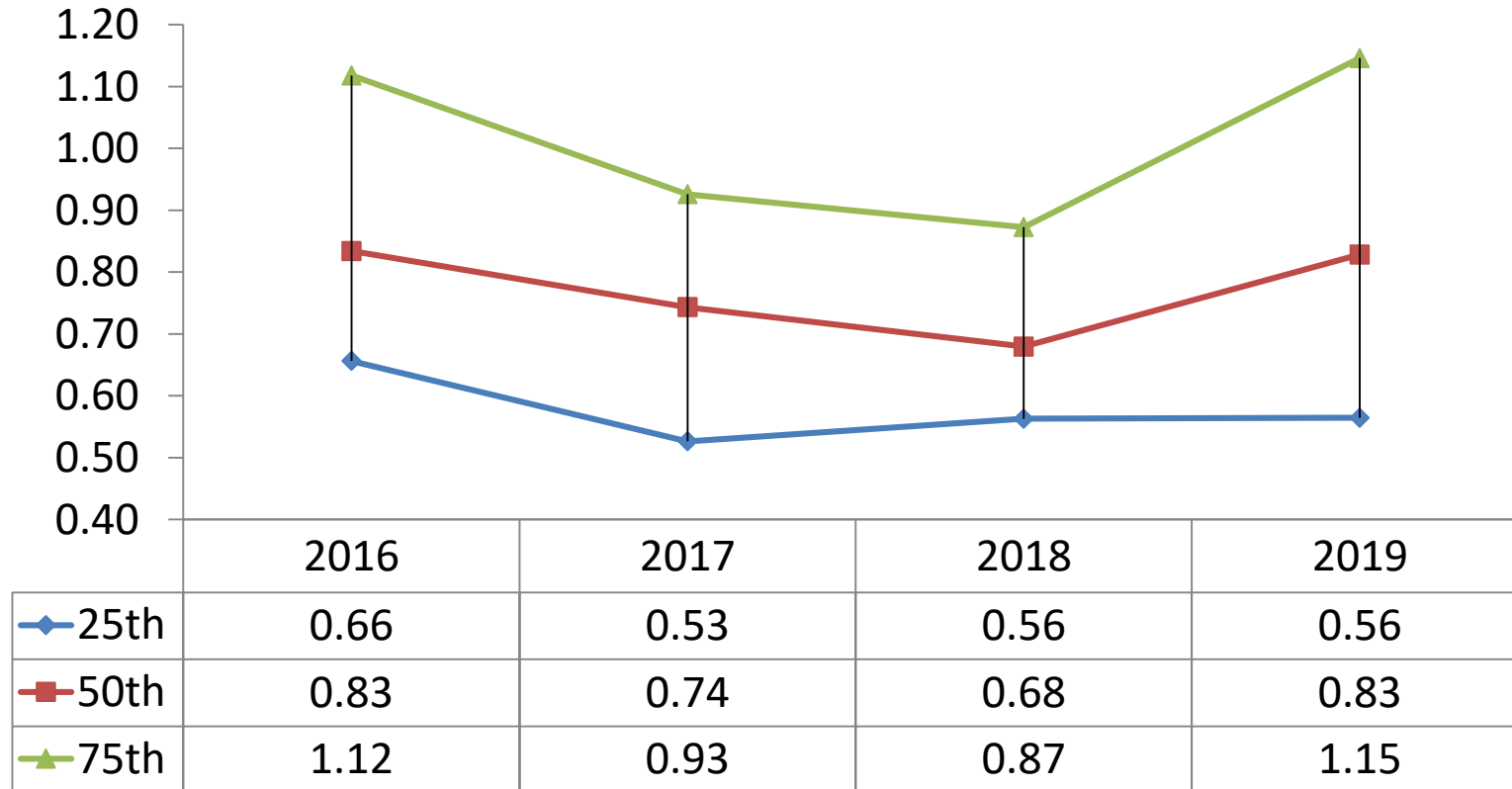
| Weaknesses

Access Weaknesses 2019

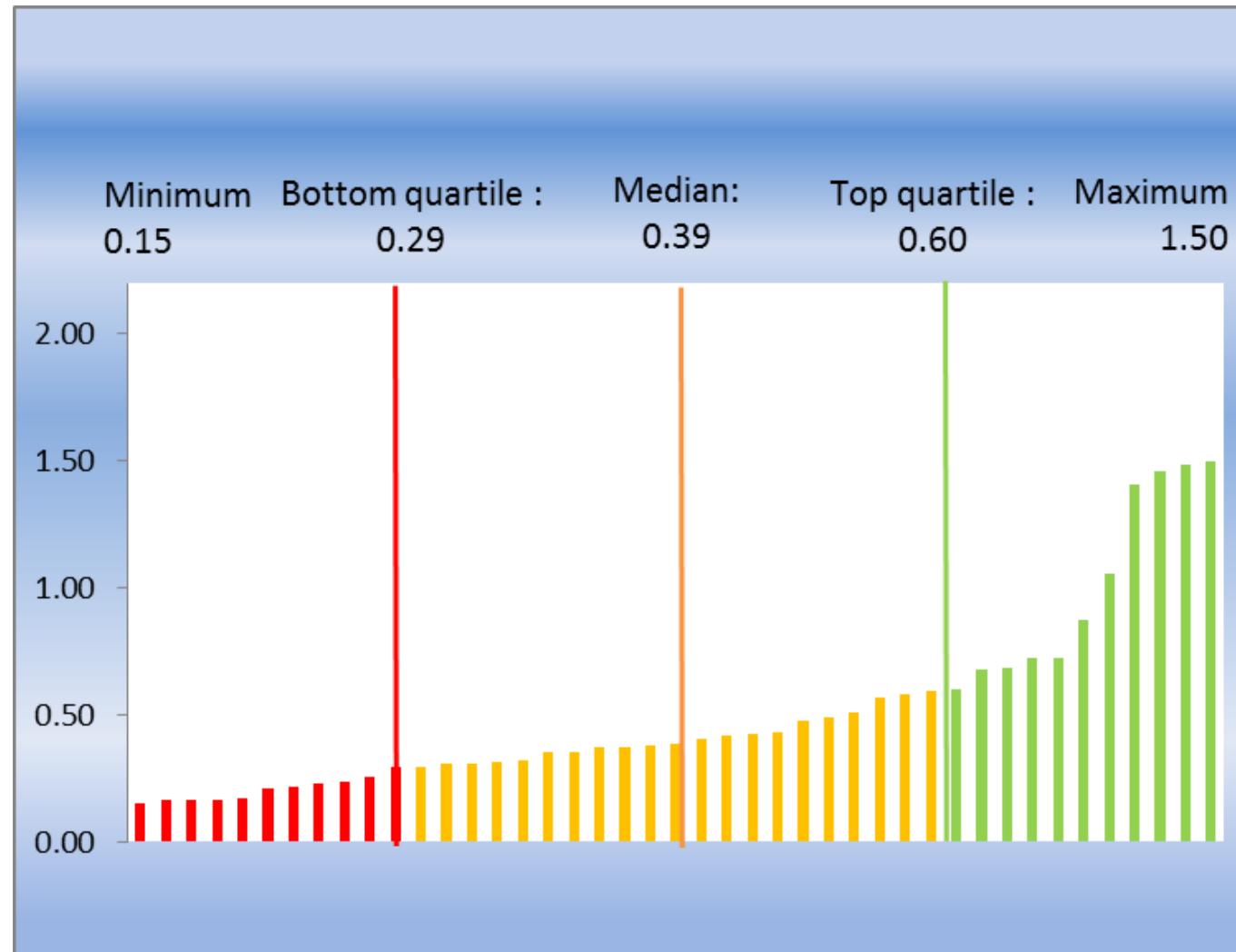
7 Types of user

Group	Lowest	25%	Median	75%	Highest
visits 14 - 25 years	0.33	0.56	0.83	1.15	2.04
visits from NS-SEC 6 & 7	0.15	0.29	0.39	0.60	1.50
visits 65+ years	0.27	0.57	0.75	0.98	2.18
visits <65 years disabled	0.11	0.41	0.63	0.93	1.53
visits 65+ years disabled	0.00	0.19	0.31	0.46	0.85
% visits unemployed	0.00	0.56	1.23	2.08	3.80
% visits with discount card for disadvantage	3.63	12.30	18.91	26.41	42.59

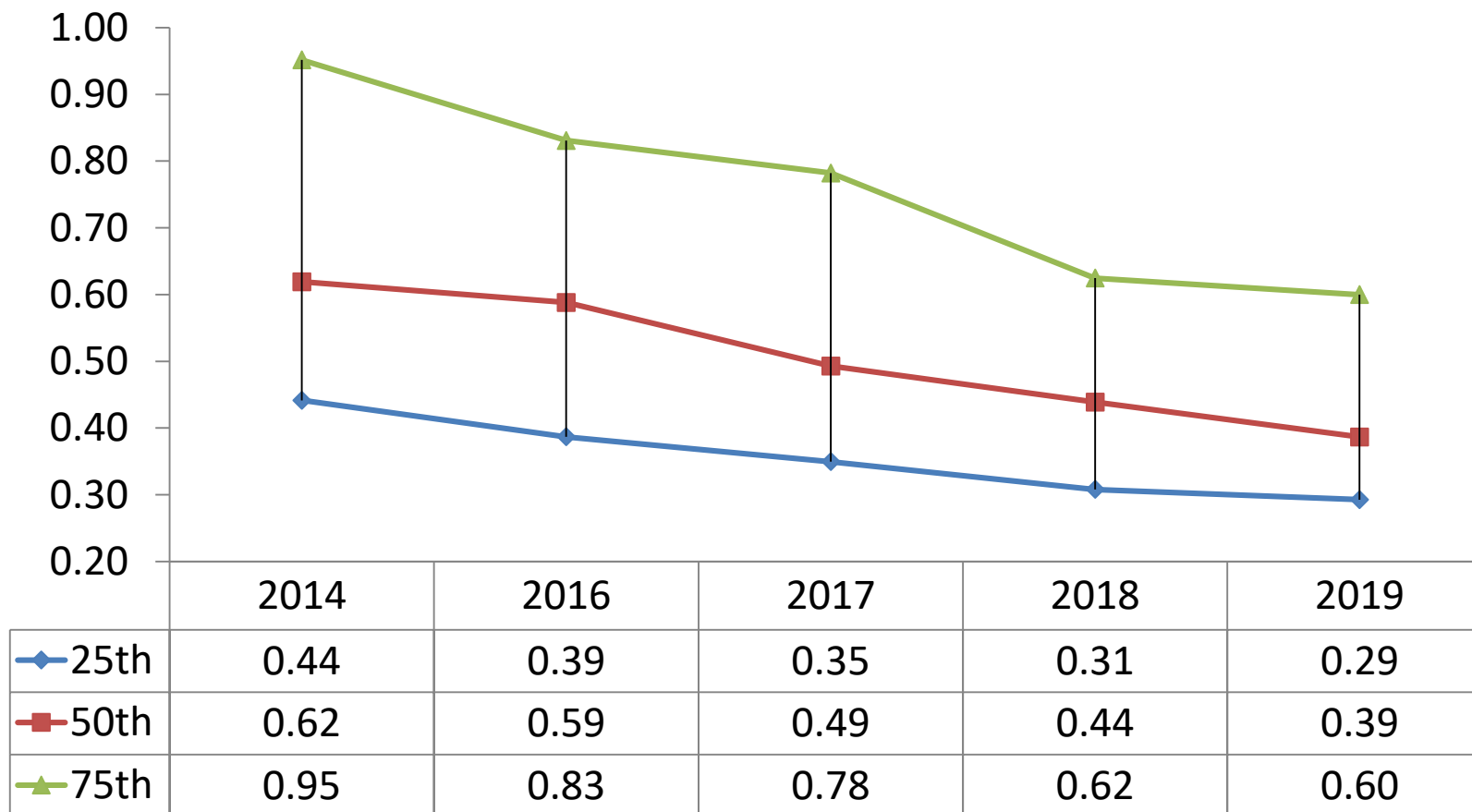
**14-25 year olds
(ratio of 1 is representative)**



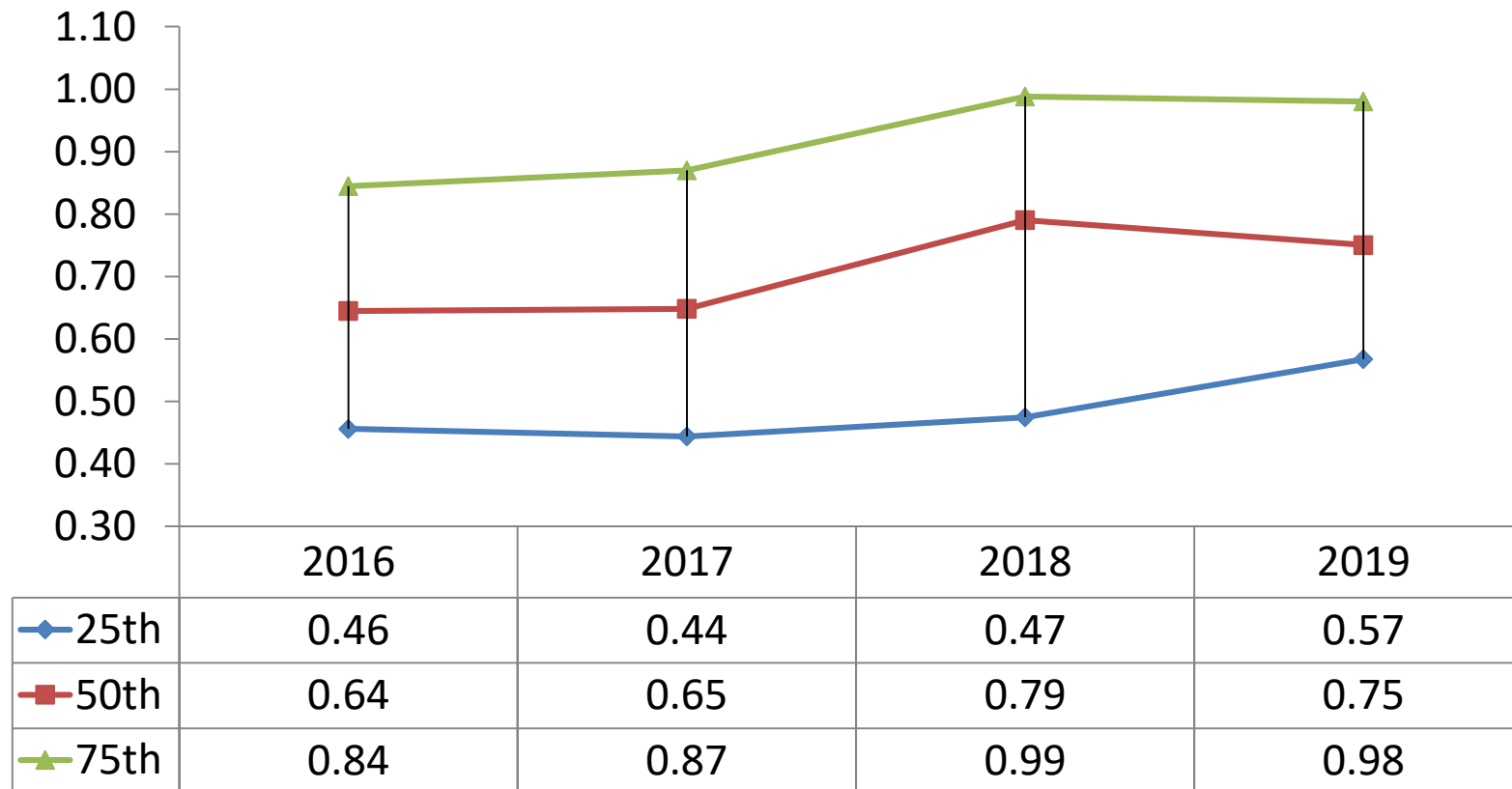
| % of Visits by People from NS-SEC 6&7



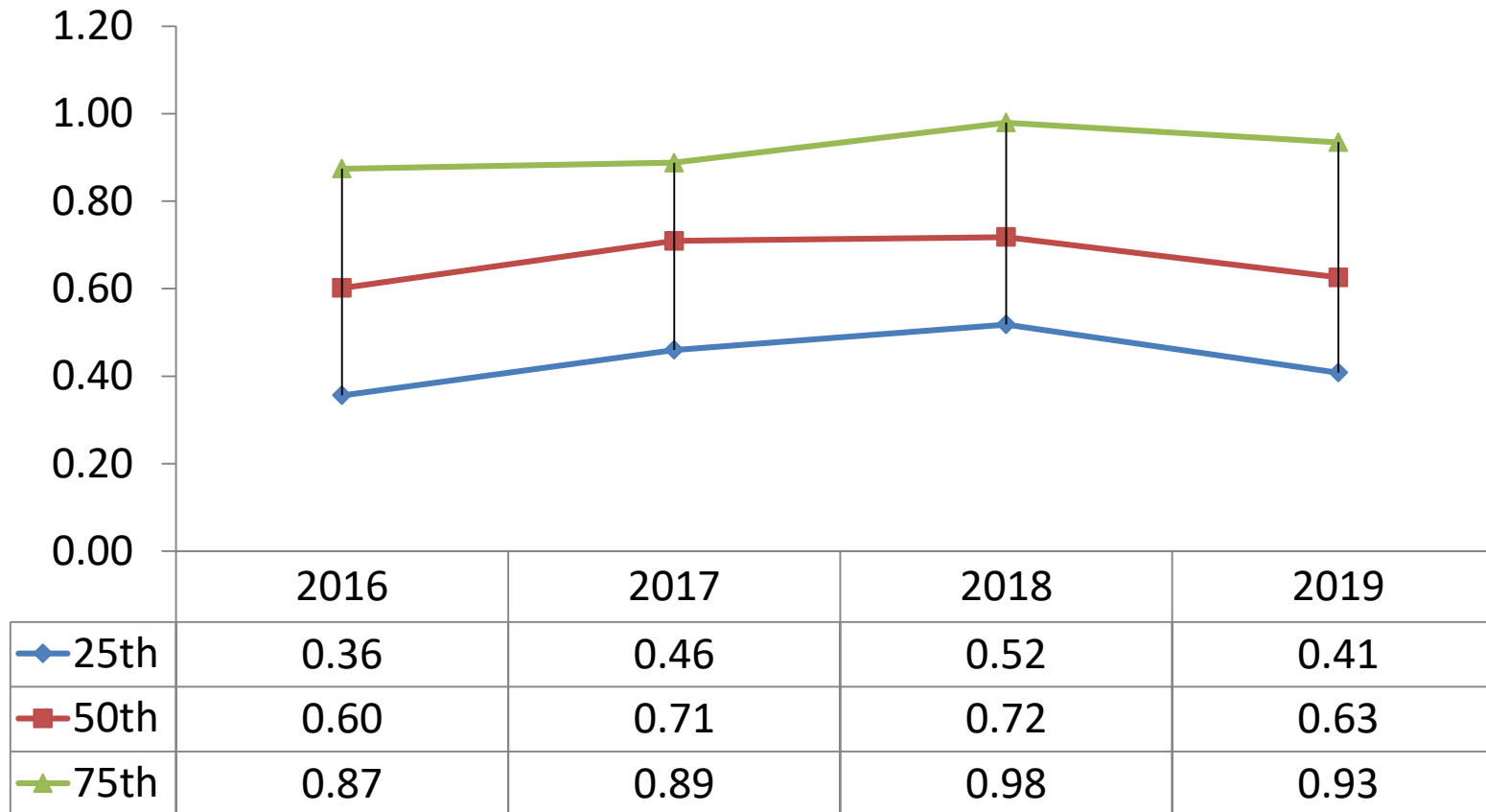
Visits by NS-SEC 6&7 (Ratio of 1 is representative)



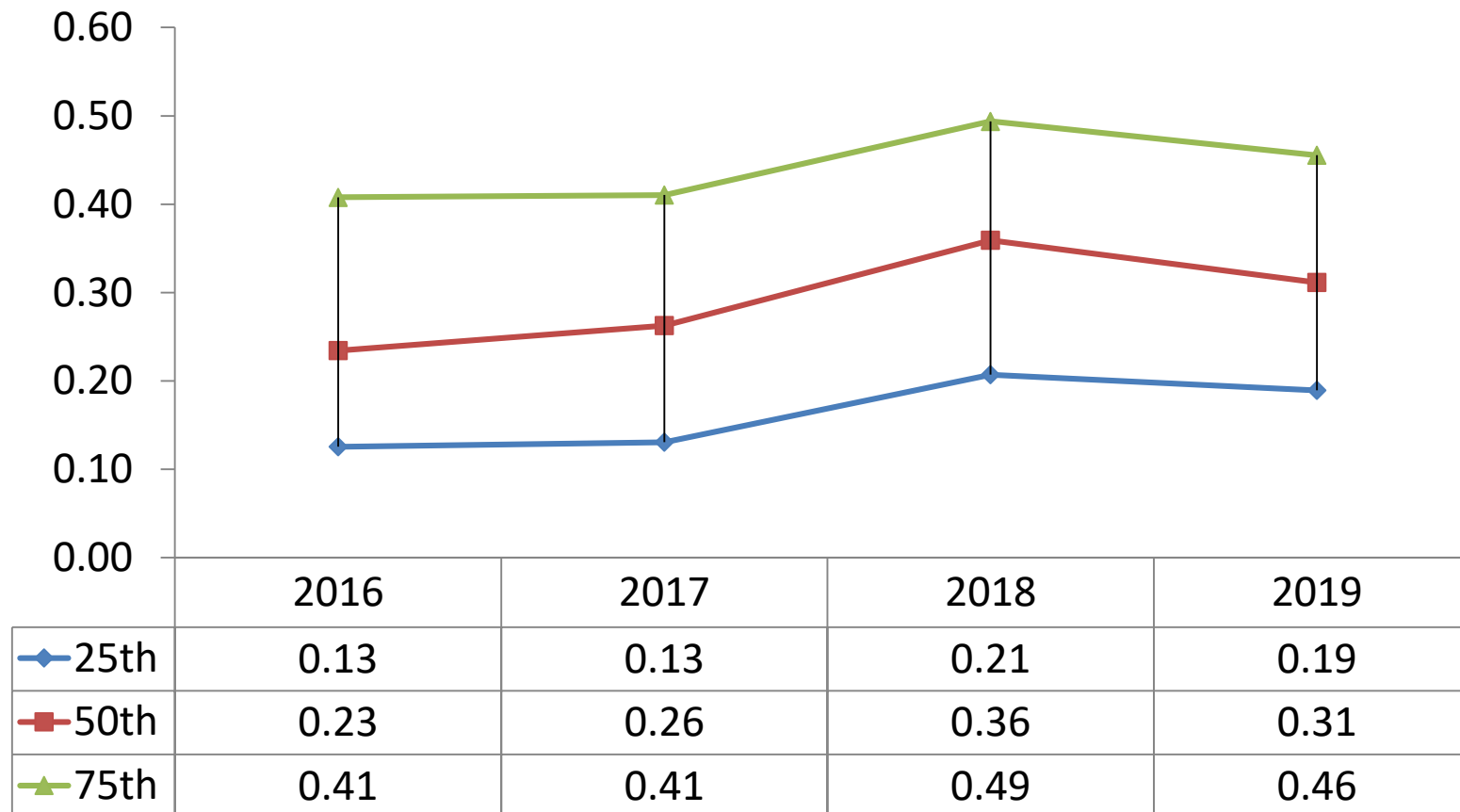
65+ year olds (ratio of 1 is representative)



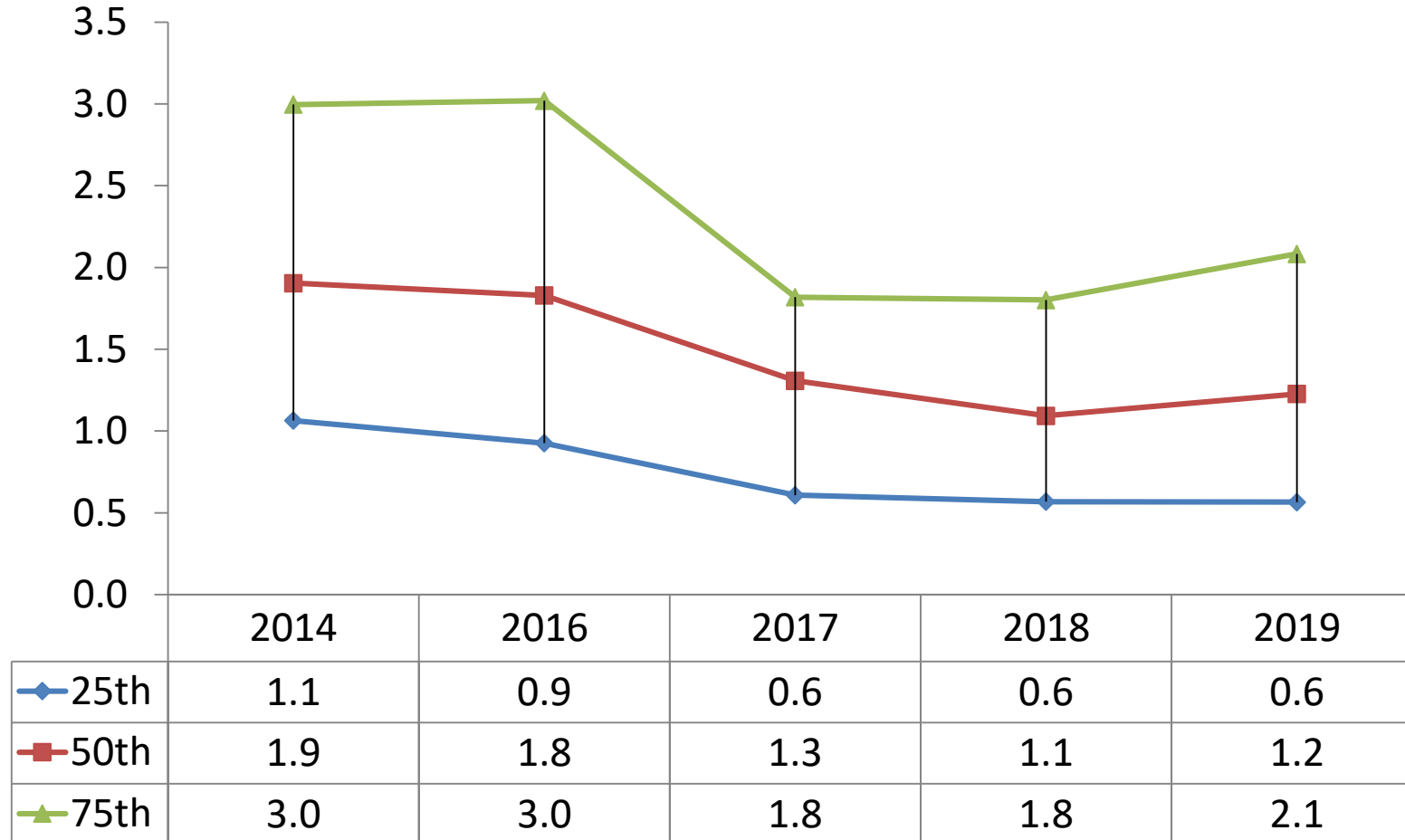
Disabled under 65 (ratio of 1 is representative)



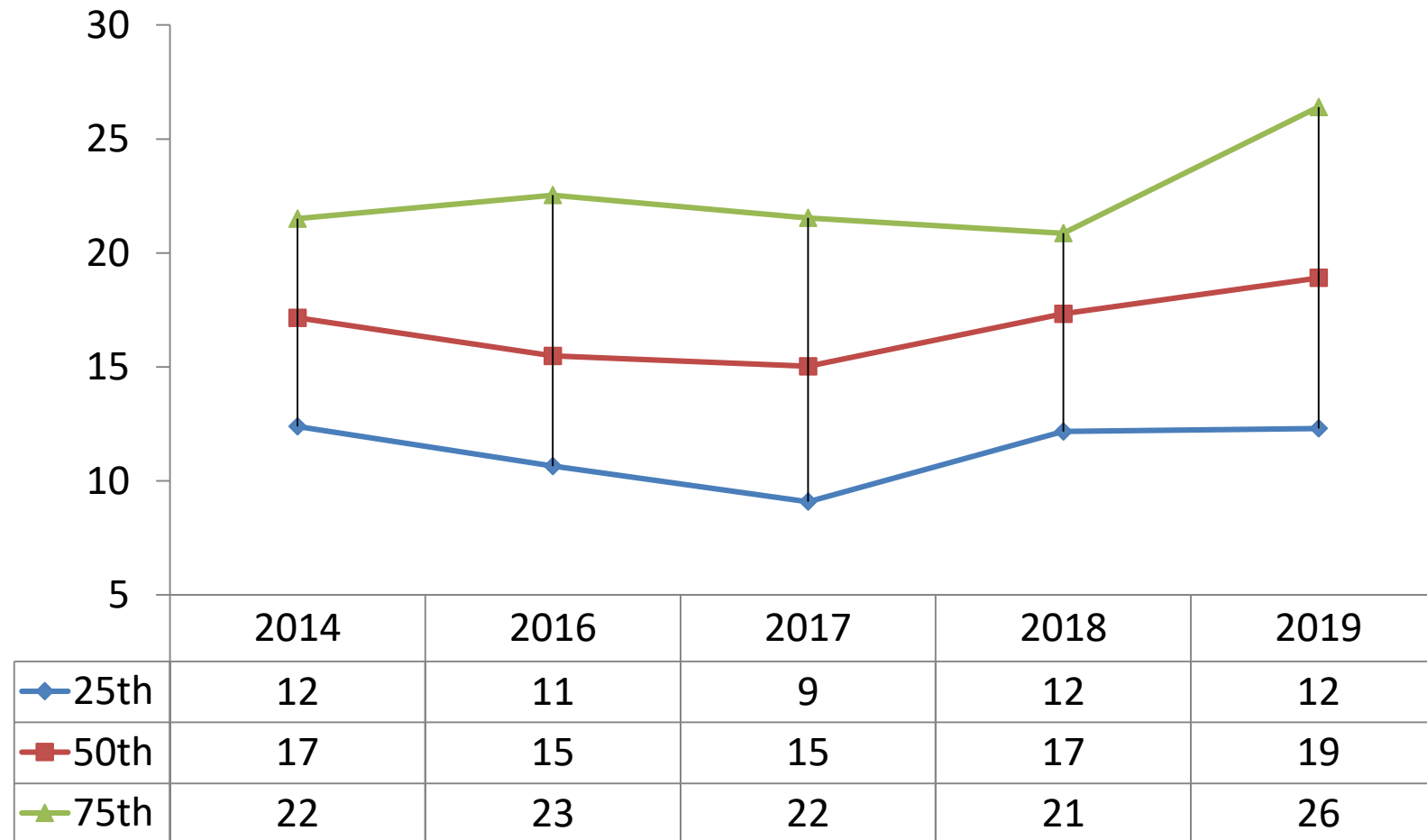
Disabled 65+ (ratio of 1 is representative)



Unemployed people %



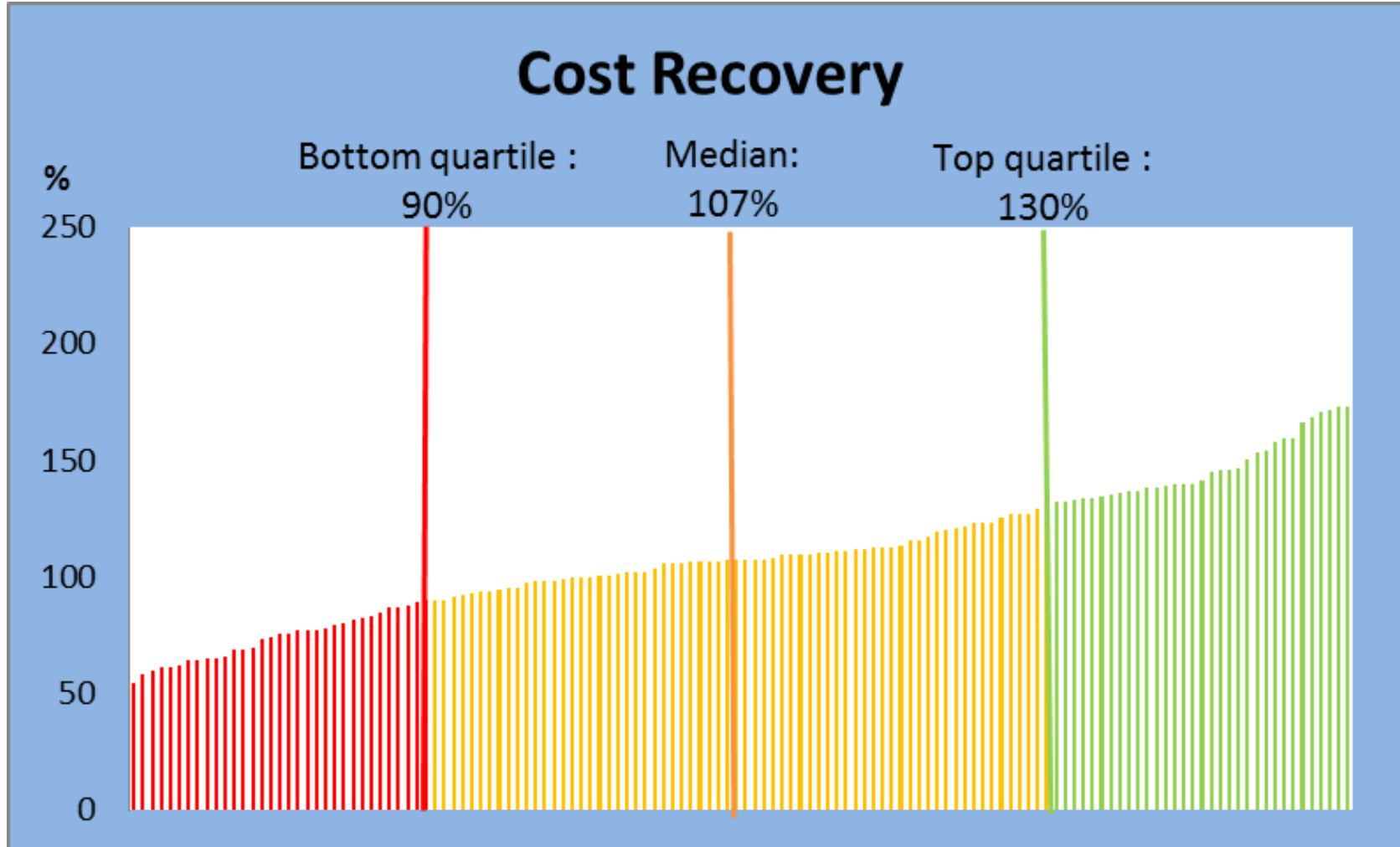
Disadvantaged card holders %



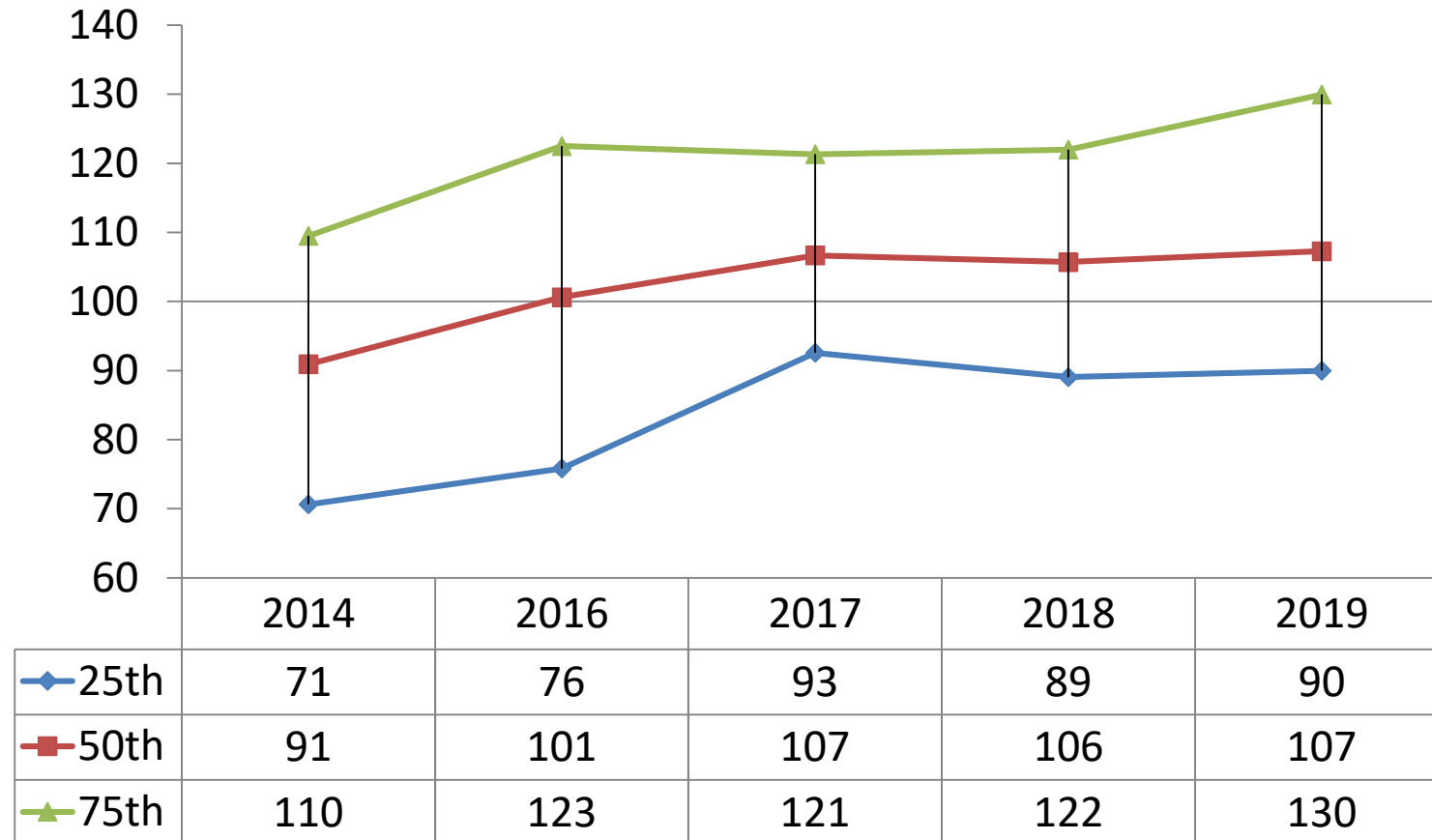


| Challenges

| Superficially - things look good (1)



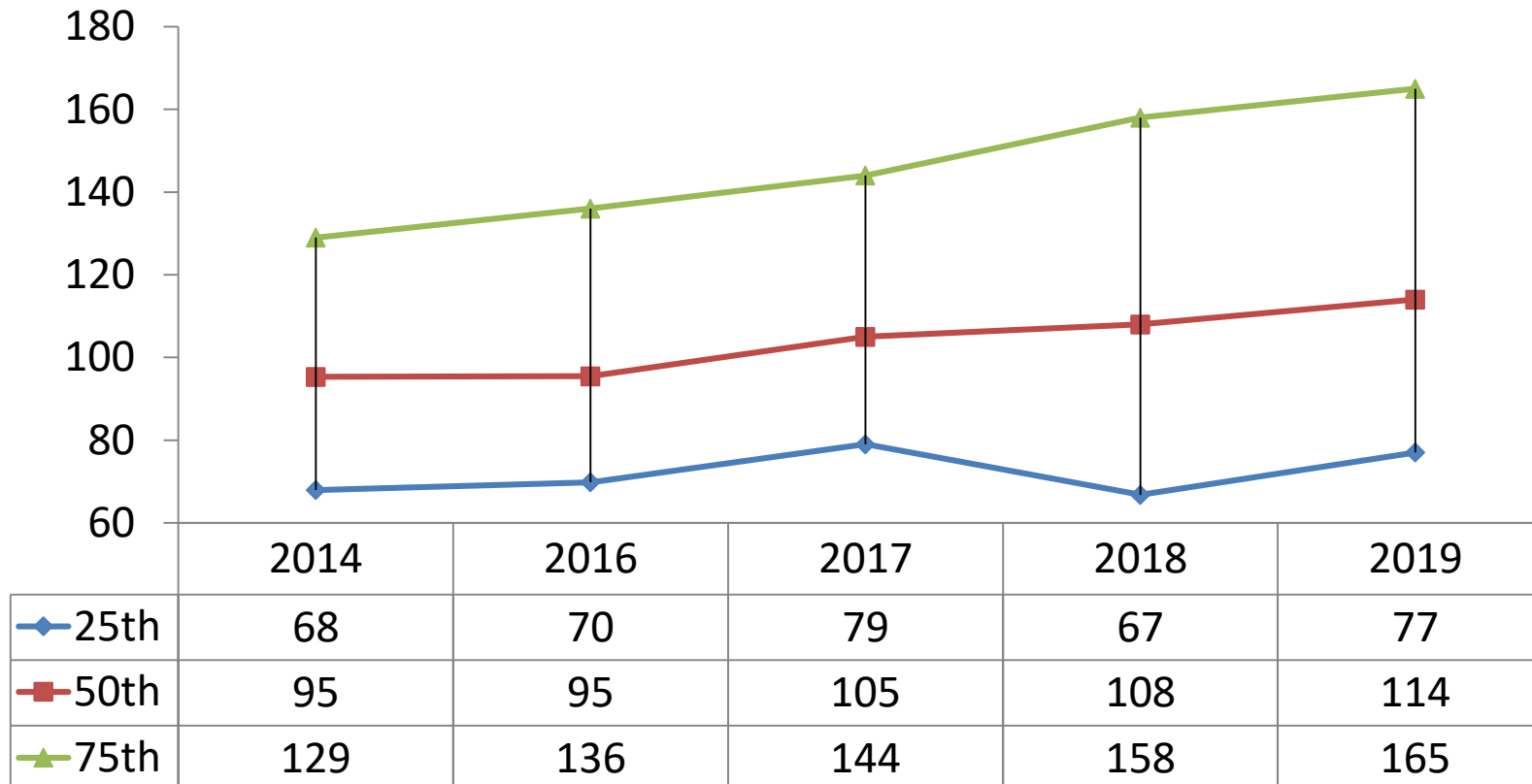
Cost recovery %





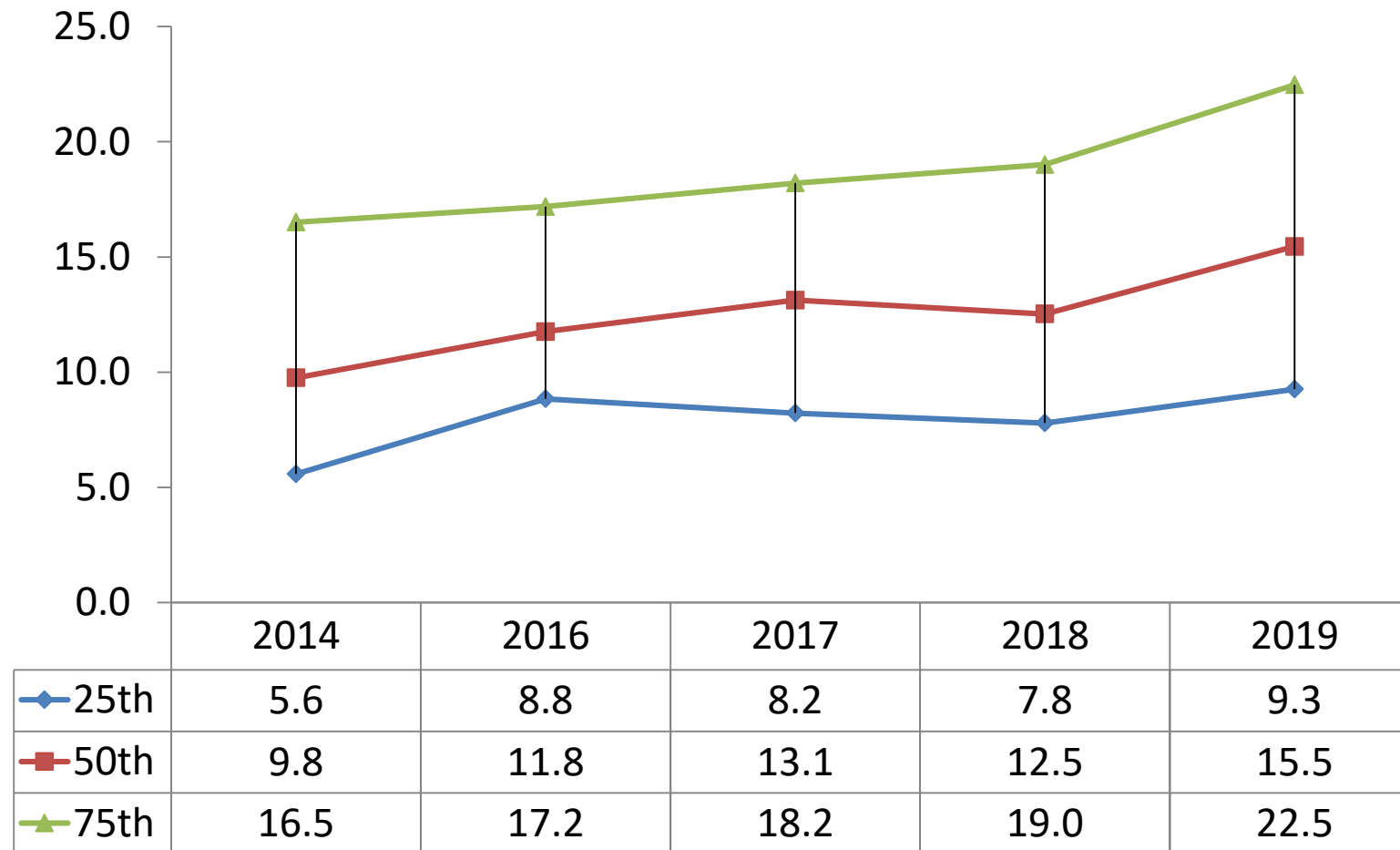
| Superficially - things look good (2)

Visits per square metre (usable space)

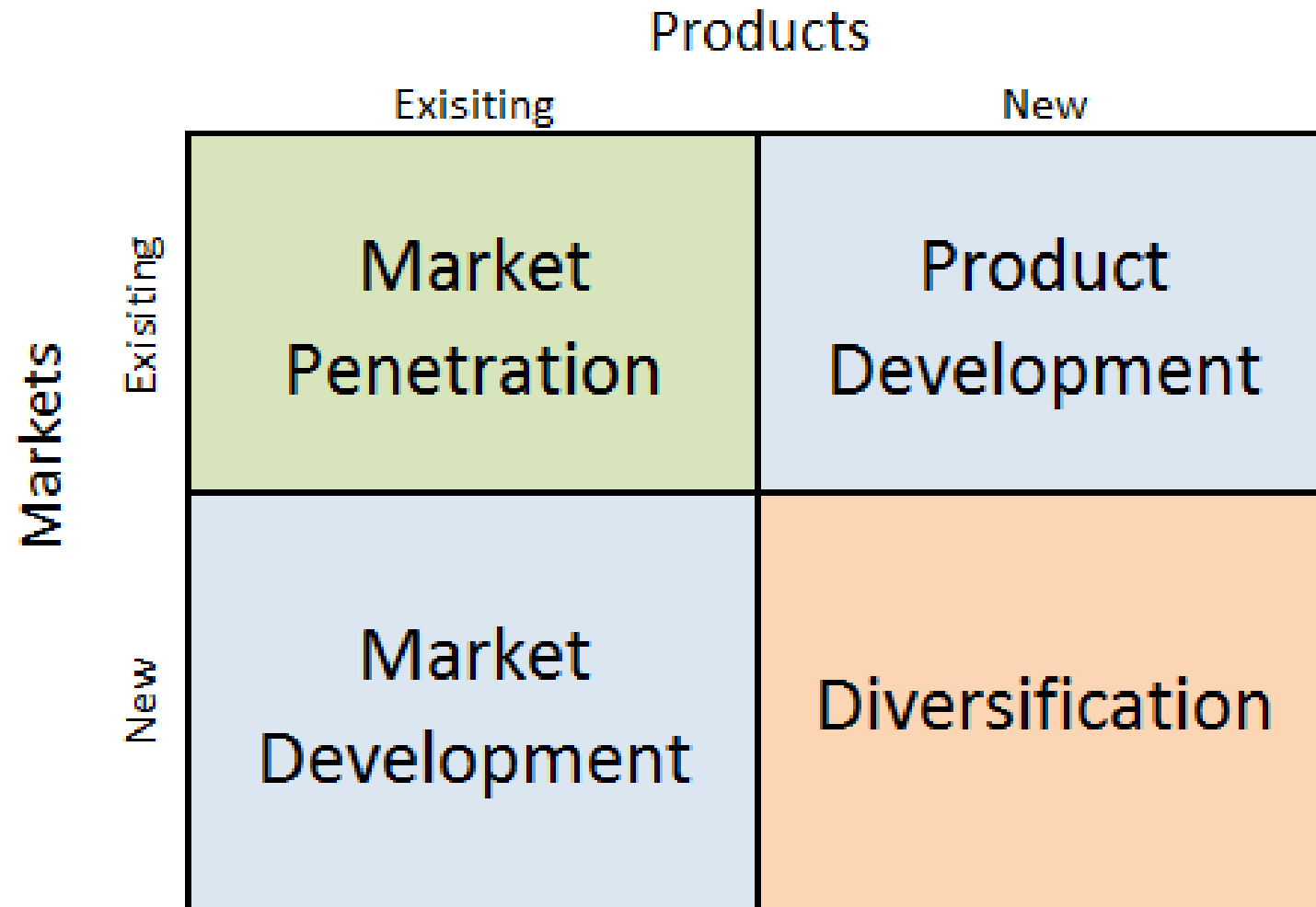


| Superficially - things look good (3)

Market penetration %



| But, are we just preaching to the converted?



Challenges to Address

What types of people do we need to reach?

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

| What works to help people become active?



Positives	Negatives
Solo activities	Partner and team activities
Time flexible	Time rigid
Short or flexible duration	Long or inflexible duration
Can do from your front door	Requires travel to specialist facility
Low skill	High skill
Low to moderate PA intensity	Moderate to vigorous PA intensity
Low requirement for volunteers	Volunteer intensive
Low cost of equipment and clothing	High cost of equipment and clothing
Low or zero marginal costs of participation	High marginal costs of participation
Casual	Formal
Lifestyle	Competitive



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