

## Case Study

# The use of Active People in Portsmouth

### What were our objectives?

To demonstrate how the Active People survey results can be applied within an area to achieve the outcomes of a number of partner organisations



#### What did we do?

Partners from Sport England South East, Hampshire and Isle of Wight County Sports Partnership, Portsmouth University and a cross section from Portsmouth Unitary Council (who also represented the Community Sports Network) met in June 2007 to discuss how this area of work might be progressed. Each partner detailed the outcomes they were seeking and what areas of work lent themselves to this case study.

The group met again in August to provide a narrower focus to the work and to select areas to develop. These work areas will be supported going forwards by the use of Market Segmentation.



#### What were the results?

The Active People Survey is providing useful information regarding several projects in Portsmouth:

#### The Review of the Physical Activity and Sports Strategy

- The survey results have identified areas of the city where participation rates are low; this helps in targeting future services.
- The council will look to work with residents in these areas to develop new initiatives.

#### The John Pounds Centre

- The John Pounds Centre, funded with Active England money, was opened in 2005.
- The centre has been successful in attracting new participants to physical activity and sport.
- Centre management will use the Active People Survey to develop the programme and to identify target groups and barriers to participation.

#### University of Portsmouth

- The University of Portsmouth Sport and Exercise Science Department is working with Sport England to develop a unit module based around the Active People Survey. This will give students a greater knowledge and understanding of participation in sport and how to use the data in developing sports development programmes.
- The University of Portsmouth will be analysing Portsmouth City data, and feeding back findings to relevant agencies to use as appropriate. It may be that external agencies feed in specific issues from which the students can develop research projects.



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