Demand-Supply Grid

CURRENT DEMAND

1. Who engages with sport/physical activity in your area? What are their behaviours? What do they do?
2. Who engages less or not at all? How do they use their leisure time? How do they travel? What's important to them?
3. Why? (from real intelligence about local people, gathered through direct contact)
4. How do people who are not currently engaging feel about sport/physical activity?

FUTURE DEMAND

1. How is the population in your area changing, including what new housing is planned?
2. How are individual/community preferences and priorities changing?
3. How much do people think they will be active in future?
4. What is likely to get in the way of continued/ increased activity for individuals/communities?

CURRENT OFFER (SUPPLY)

1. Who is offering sporting/activity opportunity in your area? Which organisations are involved and why?
2. How are people engaging with sport/activity (both directly and indirectly)? How is that engagement being enabled? (including beyond programmed/organised provision)
3. What spaces are used for sport/physical activity?
4. Who are you targeting?

FUTURE OFFER (SUPPLY)

1. What pressures are there on maintaining the current offer?
2. What changes to physical space are planned?
3. Who (e.g. NGBs/commercial operators) wants to work in the area?
4. What spaces could be available for sport/physical activity?