**Know Your Market – Research and Tools**

**Useful consultations and research for you:**

* Sport England has a national programme called Sportivate, targeted at 14-25 year olds who are not particularly sporty. This infographic shows you the programme’s top 10 most participated in sports: <http://www.sportengland.org/media/228660/Year-three-2013-2014-six-month-infographic.pdf>
* Your local authority and/or County Sports Partnership is likely to have carried out research into the sorts of sporting activities your local community are interested in and the level of demand for these.
* If you are trying to increase your engagement with young people then the findings of Sport England’s Youth Review (2014) will give you a full insight into young people and the actions required to broaden the reach with this audience: <http://www.sportengland.org/research/encouraging-take-up/key-influences/sport-and-age/>
* If you are interested in finding out who is taking part in disability sport and how, then these Sport England infographics based on research findings will be of interest: <https://www.sportengland.org/our-work/disability/disability-infographics/>

**Tools available for you to use:**

**Active Places and Active Places Power**

* Sport England's Active Places is an extensive sport facility and club database which helps you to plan strategically for sport in a local area. It consists of 30,000 sites, at which 64,000 facilities of 14 different types are located.
* Some of your local partners (CSP and LA for example) will have access to the more advanced Power tool which allows assessments of existing sports facility provision to be undertaken within an area of interest. Access is free for others to use the website and data for non-commercial use, on registering.
* The database will provide you with the starting point for auditing existing facility provision, allow you to benchmark facility provision, undertake an assessment of the balance between supply and demand of facilities and will provide you with an understanding of the catchments of existing or proposed sports facilities in terms of accessibility or socio-economic characteristics.  
  <http://www.sportengland.org/our-work/local-work/partnering-local-government/tools-directory/active-places-active-places-power/>

**Active People Survey**

* Sport England's Active People Survey provides a continuous tracking of data at national and local levels, relating to who plays sport, what sports they play and how they access sports by geographical area.
* There are three free tools. The Local Sports Profile tool which will provide you with a detailed area profile, the Active People Interactive tool which enables you to carry out a quick and easy analysis of the survey data and the Small Area Estimates tool to provide even more local insight on take up in activities.

<https://www.sportengland.org/research/who-plays-sport/>

**Local Sport Profile tool**

* Sport England's Local sport profile tool provides a range of data for your local authority area including facilities, demographics, participation levels and health data.
* It will help inform your decision making at a local level on the development of sporting opportunities.  
  [www.sportengland.org/our-work/local-work/local-government/local-sport-profile/](http://www.sportengland.org/our-work/local-work/local-government/local-sport-profile/)

**Sports Market Segmentation tool**

* Sport England have developed a tool to help us understand the life stages and attitudes of different population groups and the sporting interventions most likely to engage them. Our population has been developed into nineteen sporting 'segments' based on their typical characteristics. You can find out what the dominant segments are in your area through the web tool <http://segments.sportengland.org/>
* This tool will help you to target your audiences with relevant marketing and approaches.

**UK Active** **data**

* The UK Active site allows you to enter your postcode and find useful data relating to physical activity in your area [www.ukactive.com/turningthetide/](http://www.ukactive.com/turningthetide/)