

Playing Pitch Strategy Guidance

An approach to developing and delivering a playing pitch strategy

Appendix 1c



Use of Sport England's Strategic Planning Tools

This appendix provides some details on Sport England's survey data and strategic planning tools which could be used, alongside local information and views, for the benefit of undertaking a playing pitch strategy (PPS). The tools will particularly help with undertaking Stage A (e.g. developing an understanding of how the population of the study area participates in sport and what this may mean for pitch sports and tailoring the approach). Further details on the data and tools are available via the relevant web links provided.

The Active People Survey

The Active People survey continuously measures the number of people taking part in sport across the nation and in local communities. Active People, carried out by TNS-BMRB on behalf of Sport England, is the largest survey of sport and activity ever carried out in Europe.

Active People provides data on how many people play sport and how often, by region, county sport partnership and local authority area. The survey also measures how many people are involved in sport – as club members, receiving tuition or coaching, through competitive sport or as volunteers.

More information on the survey is available on the Sport England website at:

www.sportengland.org/research/about-our-research/active-people-survey/

Active People factsheets providing participation information for all local authority areas are also available at: www.sportengland.org/research/who-plays-sport/local-picture/who-plays-sport-in-local-communities/

The Active People survey data is supported by a number of tools which can help with using the data to develop a picture at the local level. These include the 'Local Sports Profile' and the 'Active People Interactive' tools.

Local Sports Profile Tool

The Local Sports Profile tool presents data on sporting behaviour within a local authority area along with other related facility, demographic, economic and health information. The tool has been developed to help local authorities generate a sporting profile for their area. The data is taken from a variety of sources including the Active People Survey, Active Places, Department of Health and the Office of National Statistics.

The Local Sports Profile tool can be downloaded via the below link:

www.sportengland.org/our-work/local-work/local-government/local-sport-profile/

Active People Interactive Tool

Whereas the factsheets and profile tool referenced above present set data the interactive tool enables the user to carry out their own analysis of the data tailored to their areas of interest. Along with looking at a selected geographical area the tool can be used to look into further detail for specific sports and demographic groups, as well as identifying trends over time.

The Active People Interactive Tool is available at:

<http://activepeople.sportengland.org/>

Regarding the development of a PPS the Active People Factsheets, along with the Local Sports Profile and Active People Interactive tool can help to answer a number of questions including:

- What is the overall level of participation in sport within an area and are there any trends over time?
- How often do people participate in sport within an area?
- How does overall participation in sport within an area compare with other relevant areas?
- What is the level of overall participation in sport by different demographic groups within an area?
- What is the nature and breakdown of the population within an area and how may this change over time?
- How are people involved in sport within an area (e.g. competition, volunteering, receiving tuition)?
- What do some of the key health and economic indicators suggest about an area?
- What is breakdown of the population by market segments (see Market Segmentation tool below) and how does this compare with other areas?
- What is the level of participation in each of the pitch sports for the county within which the study area falls? (Note: Due to sample size per sport at the local authority level this data is only available at the county level or above)
- Would people in an area like to do more sport and if so which sports would they like to participate in (latent demand)?

Market Segmentation Tool

Experian, using a range of data sources including Active People, created 19 market segments for Sport England. In doing so they employed a process to analyse the data and to identify groupings that exist in the population according to sport and active recreation behaviour and attitudes.

Sport England's market segmentation and the resulting tool have been designed to provide people with an insight into the sporting behaviours and preferences of each of these segments, as well as their motivations and barriers to playing sport, satisfaction with the sporting experience, and the best ways to contact and market to people within each segment. The tool allows the user to look into the nature of each segment along with investigating where they are located across selected geographical areas.

The Market Segmentation tool can be accessed via the below link:

<http://segments.sportengland.org/index.aspx>

Regarding the development of a PPS the Market Segmentation tool can help to answer a number of questions including:

- Which segments are most likely to play pitch sports, where are they located within an area and are there any concentrations?
- For those segments that may be likely to play pitch sports what might their motivations be for doing so and what would make them participation more (e.g. better playing facilities)?
- Where are these segments located within a set catchment of a particular site(s)?

The relationship between the segments and the location of facilities can also be explored using the Active Places Power website.

Active Places Power (registered use)

The Active Places Power (APP) website includes a single database holding information on sports facilities and clubs (pilot data) throughout England. The database currently includes 14 different facility types which represents where 70 to 80% of formal sports takes place. Using this database alongside other datasets (e.g. Ordnance Survey mapping datasets, integrated transport network layer and urban path data, ESRI's network analyst software, and census demographic data), APP provides a range of capabilities from quick searches and simple reports to a series of push-button analytical tools that provide easy to use complex modeling techniques (e.g. catchment mapping and profiling).

As set out in the PPS Guidance a specific 'Playing Pitch Strategy Audit Report' functionality has been created within APP. This report can provide all the playing pitch data held within the database for a selected local authority (natural and artificial grass pitches). This data can be downloaded from APP in a format which can be cut and pasted into the example document provided in Appendix 1e of the PPS Guidance. Details on how to do this are provided within the instructions in Appendix 1e.

APP also builds in some of the active people and market segmentation data referred to above within its area and catchment profile reports.

The Active Places Power website is available at:

www.activeplacespower.com

Regarding the development of a PPS Active Places Power can help to answer a number of questions including:

- How many playing pitch sites are there in an area, what are the names of the sites and where are they located?
- Who owns and managed the sites in an area?
- What is the number and type of pitches in an area and on each site?
- What is the size, surface type and age of artificial grass pitches in an area and what hours are they available to the community?
- To what extent do people within the relevant pitch sports age groups, and those market segments likely to take part in pitch sports, reside within a selected distance or a drive and walk time of an existing or proposed new site?