

**BUILDING A SUSTAINABLE AND LASTING LEGACY IN
SPORT AND PHYSICAL ACTIVITY POLICY REVIEW 2011/12:
SPORT ENGLAND
REPORT OF THE CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP2: Healthy City; SP3: Safe City; SP5:
Attractive and Inclusive City**

**CORPORATE PRIORITIES: CIO1 Customer focused services; CIO2 One
Council; CIO3 Efficient and effective council; CIO4 Improving
partnership working**

1. PURPOSE OF THE REPORT

- 1.1 This report provides information to the Scrutiny Committee in relation Sport England's emerging Strategy for Sport and the way in which market segmentation is undertaken. This report contributes to the evidence for the Committee's policy review for 2011/12; Building a Sustainable and Lasting Legacy in Sport and Physical Activity.
- 1.2 A supporting presentation will be given at the Scrutiny Committee by representatives of Sport England, Ian Thurlbeck, Relationship Manager (Local Government) and Judith Rasmusson, Sport England Strategic Lead.

2. BACKGROUND

- 2.1 At its meeting on 13 September 2011, the Scrutiny Committee agreed the approach to the Policy Review; Building a Sustainable and Lasting Legacy in Sport and Physical Activity, which included which included identifying the role of Sport England and its future strategy.
- 2.2 This report contributes principally to the following terms of reference for the review;
 - (a) To understand the importance of sport and physical activity in the city and how this contributes to the strategic priorities of the city; and
 - (i) To consider the city's 'priority' sports and physical activity opportunities and the pathways in place to sustain and increase participation.

3. MARKET SEGMENTATION

- 3.1 Sport England has developed nineteen sporting segments to help understand the nations' attitudes to sport and motivations for doing it (or not).
- 3.2 Market segmentation provides those working in sport and physical activity industry with an insight into the sporting behaviours, barriers and motivations amongst existing participants and those who we need to engage in a more active lifestyle.
- 3.3 Pen portraits are a great way to familiarise the characteristics of each of the nineteen segments and have been developed in great detail. For example, 'Leanne' is a Supportive Single – she is the least active segment amongst 18-25 year olds. Sport England know that she is likely to be single, living in private/council rented accommodation and is very likely to have children. Sport England also know what motivates her, what brands she aspires to, things that stop her taking part in sport and how to get her involved in sports she likes - such as the gym and keep-fit.
- 3.4 The market segmentation data builds on the results of Sport England's Active People Survey, the Department of Culture, Media and Sport's Taking Part Survey and the Mosaic tool from Experian. Sport England uses this knowledge to help influence people and persuade more to take part in sport. It is also part of Sport England's drive to get one million people doing more sport by 2012.

4. SPORT ENGLAND'S STRATEGY FOR SPORT

- 4.1 Increasing sports participation and the opportunities to play sport is a goal Sport England and all those interested in sport are working towards. A new strategy will be announced early in 2012, with a vision for England to be a world leading sporting nation where many more people choose to play sport.
- 4.2 Sport England will aim to deliver a world leading community sport system and will to make participation in sport a regular habit for many more people, and ensure the delivery of sporting opportunities in the ways and places that people want.
- 4.3 Sport England aim to deliver the new strategy through the five themes set out below by:-
 - Maximising the value delivered from our current investment in National Governing Bodies (NGB):
 - Delivering the aims of Places People Play programme;
 - Developing the right criteria and support system for NGB investment;

- Creating an environment in which the key providers continue to invest in sport; and
- Providing strategic direction and market intelligence.

4.4 In 2017, five years after the London Olympic and Paralympic Games, Sport England want to have transformed sport in England so that playing sport becomes a lifelong habit for more people and a regular choice for the majority. National governing bodies will continue to play a pivotal role in increasing participation, particularly among young people. County Sports Partnerships will support NGB's, foster local links and help transition young people into clubs. Sport England will support and work with local authorities through advocacy tools and investment including a new community activation fund. Partners including the National Partners, StreetGames, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others will add value and support our work. Sport England is seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, they will aim to increase the percentage of 14 – 25 year olds who play sport at least once a week.

5. RECOMMENDATION

5.1 The Committee is recommended to receive the presentation at Committee delivered by Ian Thurlbeck, Relationship Manager (Local Government) and Judith Rasmusson, Sport England Strategic Lead.

6. BACKGROUND PAPERS

- Scrutiny Committee Minutes
- Sport England website – Market Segmentation
- E-mail from Sport England 10 January 2012

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