



COUNTY SPORTS
PARTNERSHIP
NETWORK

***A powerful national network
demonstrating leadership
and connectivity in sport
and physical activity.***

County Sports Partnerships

target their communities

Sport has become data rich in recent years. But is this information being used to plan and target delivery at a local level? County sports partnerships are uniquely placed to make sense of this data and help their partners deliver what's wanted locally.

Large amounts of information are now available to the sport sector through tools such as the Active People and Taking Part surveys, Active Places and the sporting segmentation model. They detail the nation's activity patterns, their attitudes to sport, their motivations for doing or not doing it and their perceived barriers to participating in sport and physical activity.

Having this information available is one thing but doing something meaningful with it requires understanding of local circumstances in the sporting landscape. To build up a picture of a local community's sporting patterns, needs and aspirations, it is necessary to interrogate and overlay the many data sources which can then be used to direct sporting provision on the ground.

Merseyside Sports Partnership (MSP) has developed a bespoke system that takes the available data and assigns it to local areas to build a picture of their sporting profile. In this way they can help their partners really get to know the different communities in Merseyside and support

them in their understanding of how to better target their sporting provision.

Making sense of the data

Merseyside Sports Partnership (MSP) commissioned Liverpool John Moore's University (LJMU) to develop a bespoke Geographic Urban Sports System (GUSS). They took the 19 sporting segments, cleansed the information and plotted the data against super output areas locally across the partnership. They then complemented this by adding national and locally derived data and facility intelligence.

The output of this data intelligence picture gives a greater understanding of the local community's needs, desires and the existing supply of sport & physical activity provision. This can be used to re-address existing provision or target new provision, e.g. facility developments and sports development programmes.

AGENDA

- ✓ Children & Young People
- ✓ Physical Activity
- ✓ NGB Sport

ROLES

- ✓ Leadership
- ✓ Strategic Planning
- ✓ Partnership Development
- ✓ Commissioning
- ✓ Capacity Building
- ✓ Project Delivery



The following examples demonstrate practical ways in which the Merseyside Sports Partnership (MSP) has used these local sporting profiles, data and intelligence to support the work of their partners in meeting their objectives locally.

Building Schools for the Future (BSF)

Liverpool City Council BSF stakeholders group commissioned MSP to develop sporting profiles of the local community served by each school as part of the preparation for Building Schools for the Future in Liverpool. This enabled the schools to better understand what is in their community:

- the type of facilities and provision that was already available within that area;
- the demographics of the local area, mapped against existing provision to identify any gaps e.g. is provision needed for young people, older age groups etc;
- if existing provision was not sufficient, then what the local community were more likely to be receptive to, e.g. type of sports, pay and play or structured sport etc.

MSP actively supported their national governing bodies of sport (NGBs) to

understand not only the process and timescales, but the importance BSF could have to their sport.

MSP, through data intelligence gathering, understood from an NGB perspective their needs and priorities for developing facilities in that local area. By acting as a hub of information MSP had a strategic overview of the needs and priorities of local authorities and schools. By adding in market segmentation, MSP was able to broker and advocate the best match locally for sport & physical activity.

Facilities Planning

MSP was commissioned by Knowsley and Wirral MBC to complete a comprehensive analysis of all the local authority leisure facilities in their borough. This allowed MSP to support and challenge the 'offer' to the community in the catchment areas of the facilities. This resulted in:

- re-programming of sports provision. By understanding their audience better, Knowsley Sports Development were able to programme specific sporting activities and target their promotional campaigns to their community much more effectively. In return increasing participation in sport & physical activity;

“ Using the market segmentation information, matching it to our area and profiling real local people in our marketing materials is really making a difference to the take up of physical activity and sport. ”

Mark Fox, Sport and Physical Activity Alliance Manager, Knowsley MBC



- production of maps clearly demonstrating the location of facilities and high demand target segments;
- focussing of marketing budgets to target the population based on the appropriate sporting segments;
- opportunity to re-train the workforce to raise their awareness of their local communities, based on their sporting profile.

Sports Fact Sheets

A series of sport-specific documents were produced to inform NGBs about the participation of their sport across Merseyside. It provided the sport with a greater understanding of “what makes up Merseyside” and a better appreciation of local needs and demands. This information enables the sport to prioritise and deliver their sport plan much more effectively and efficiency.

The fact sheets were based on data from:

- demographics of Merseyside;
- Active People;
- Northwest Regional Facilities Strategy;
- sporting segmentation model - highlighting where the population that has a propensity to play their type of sport live;
- health profiles;
- PESSYP data;
- local authority priorities;
- Sport Unlimited participation data;
- sport (clubs, coaches, volunteers) information;

- priorities of Children and Young People plans;
- local authority priorities.

5 Hour Offer

Working closely with their school sport partnerships, MSP was able to see that collectively it was a challenge to accurately measure participation in sport & physical activity.

With their countywide position, they were able to broker a deal on behalf of all fourteen school sport partnerships to buy into the same online monitoring system. This brought economies of scale to each school with over a 50% cost saving.

The system asks a series of questions for pupils to complete in a structured lesson. These cover the requirements of PESSYP and the 5 Hour Offer. However, the system can be adapted to include locally prescribed questions, for example around healthy schools.

Using this system, partnership development managers and school sport co-ordinators can receive an immediate picture of participation in sport and better address the needs of pupils within their schools. This will enable the school and partners to effectively target resources as required, even down to individual school and year group level.

The direct impact of this system will be seen in financial and capacity terms. It should lead to more targeted provision helping to achieve the 5 Hour Offer.

