

# East Midlands Equestrian Network

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Development

# Next 20 minutes

- Sport England - who we are and what we are trying to achieve.
- The tools we have to help sports;
  - **What** sports people play, and where
  - **Why** people play sport
  - ‘Market segmentation’

# Attitude in sport

“The tragedy of life doesn’t lie in not reaching your goal. The tragedy lies in not having a goal to reach.

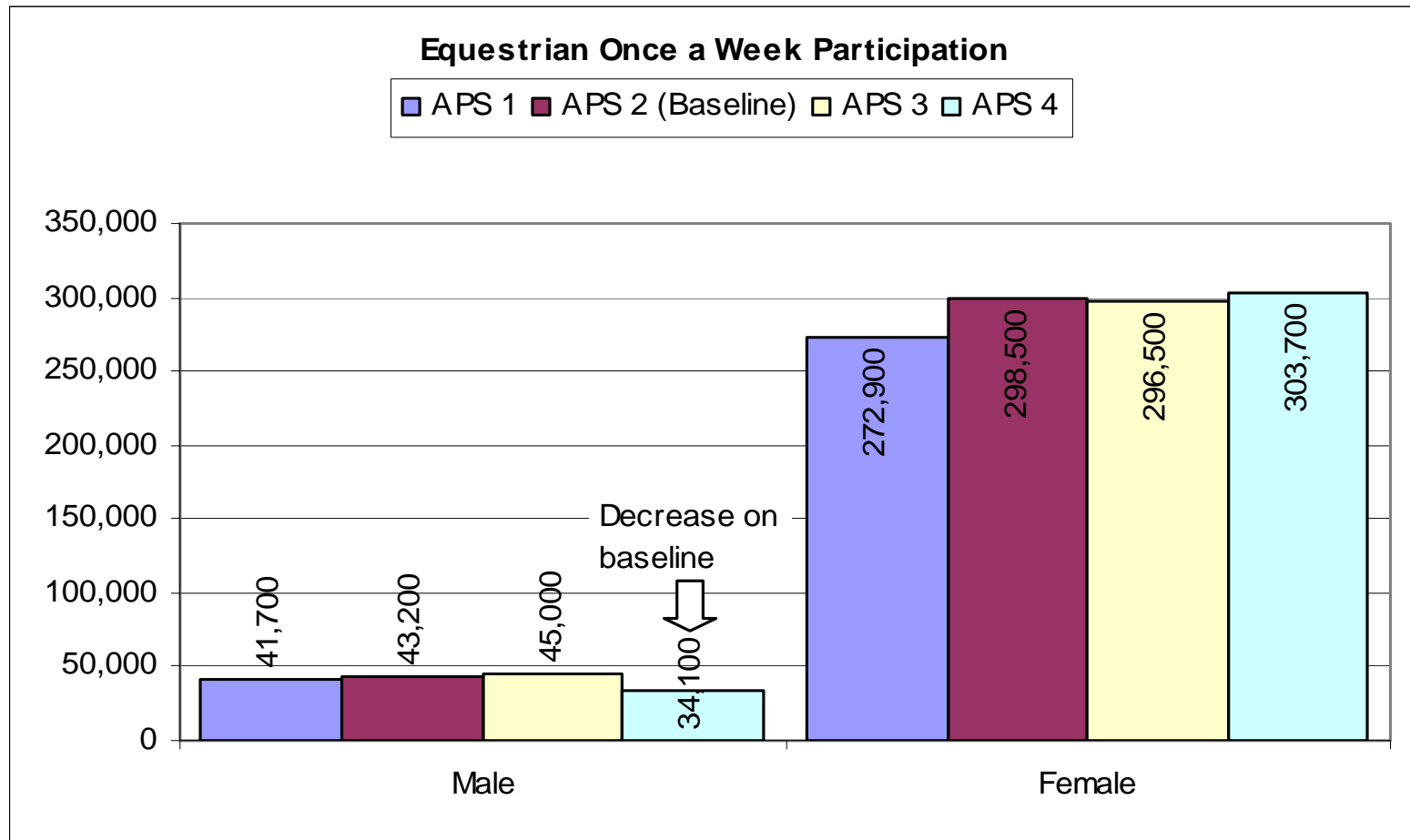
It isn’t a calamity to die with dreams unfulfilled, but it is a calamity not to dream. It isn’t a disgrace not to reach the stars, but it is a disgrace to have no stars to reach for”

Benjamin e Mays - American pastor

# Sport England – our purpose

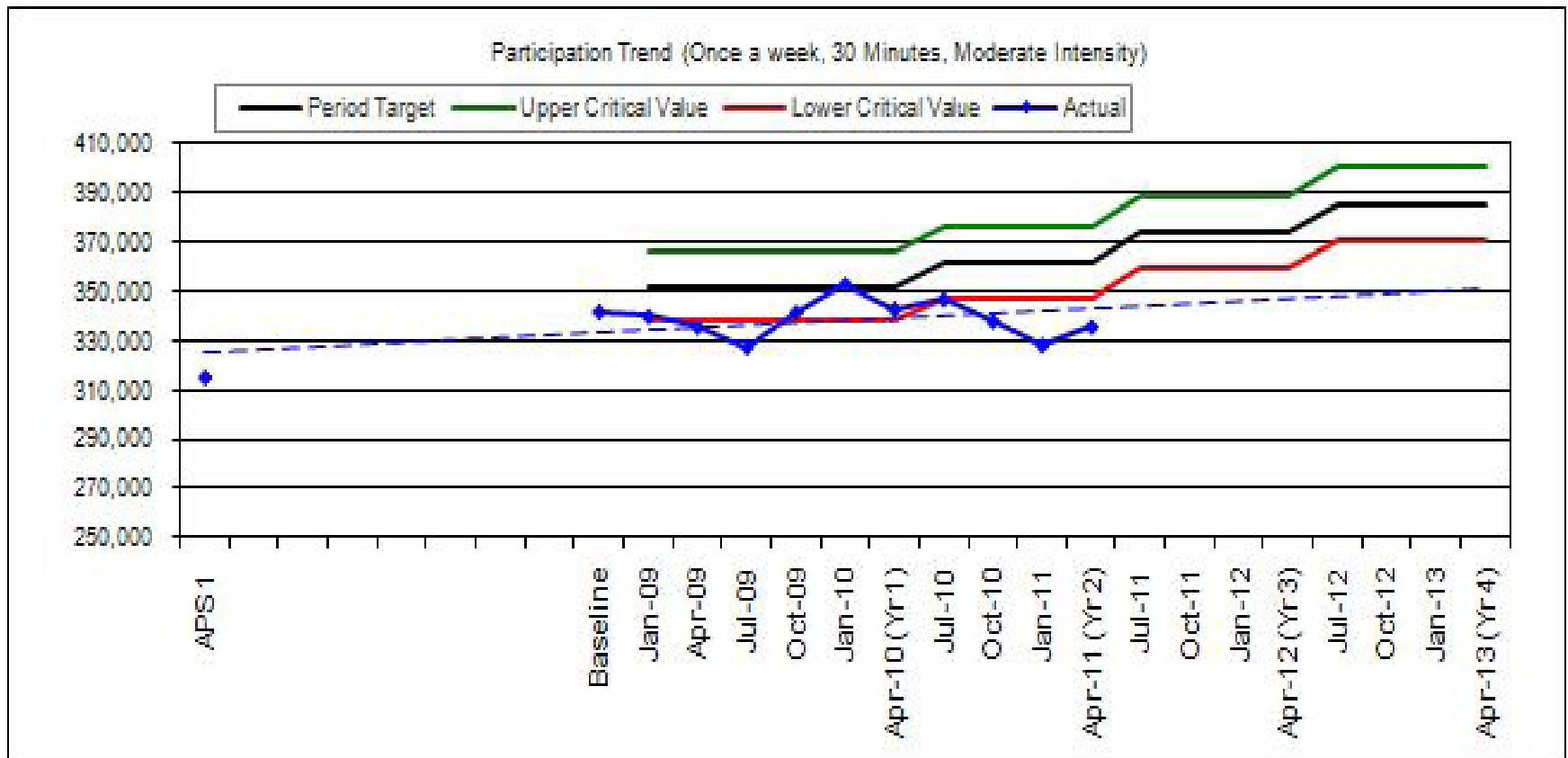
- To increase participation in sport and to keep people playing it.
- To develop the next generation of talented athletes in sport.

You have shown marginal growth over 4 years (apart from males in 2010)



# Performance against contracted Grow outcome

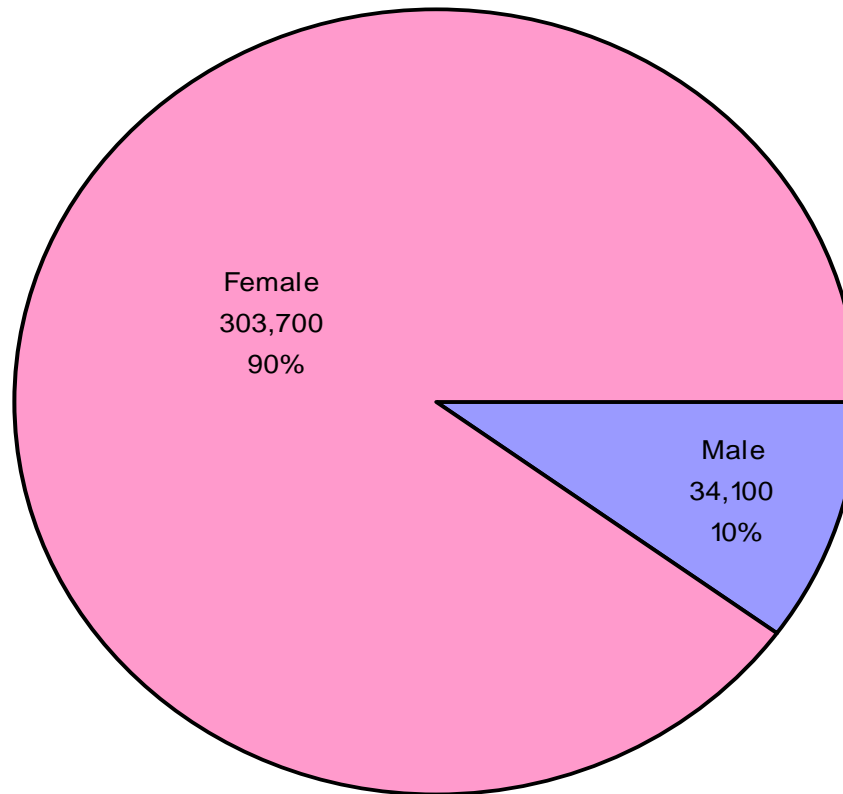
After good growth in late 2009, you have declined in 2010.



# Gender breakdown

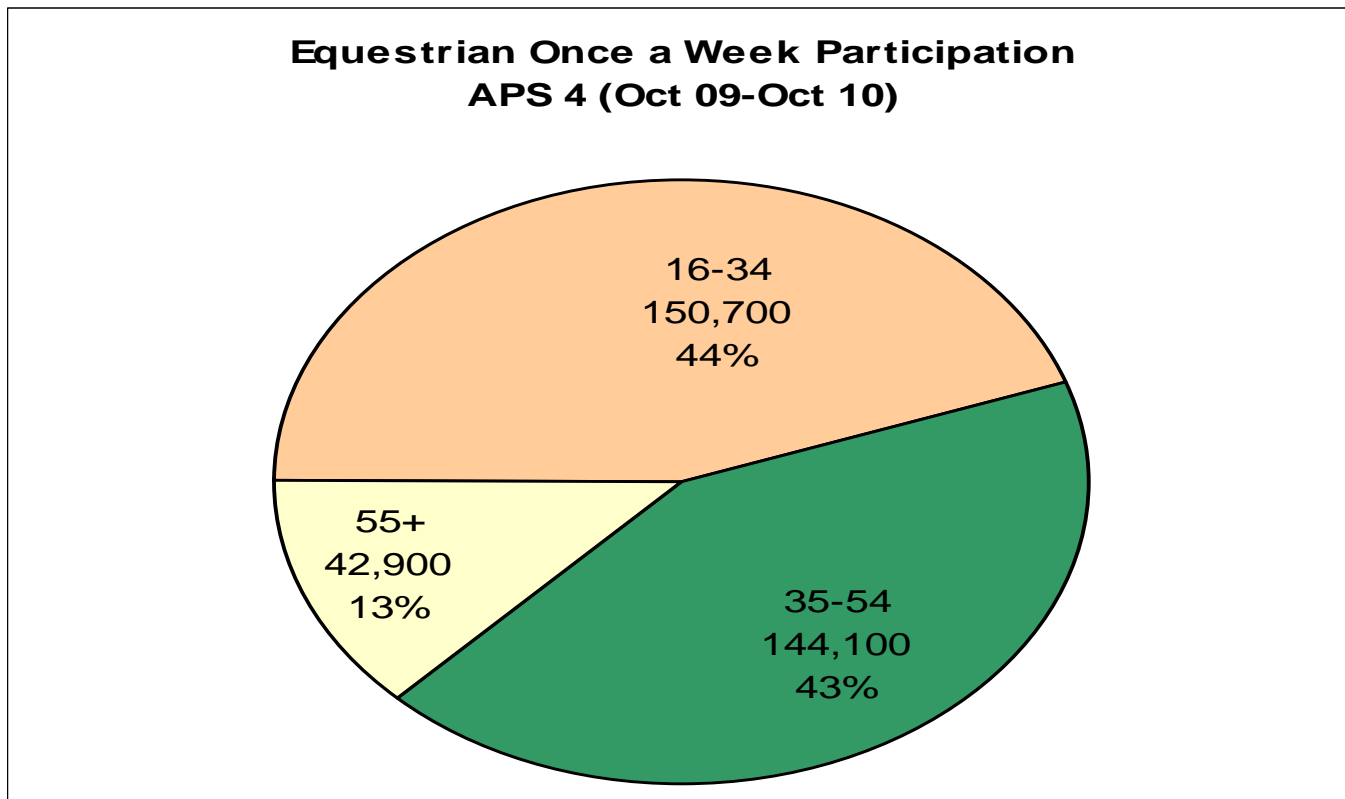
Women dominate participation in the sport

**Equestrian Once a Week Participation  
APS 4 (Oct 09-Oct 10)**



## Age breakdown

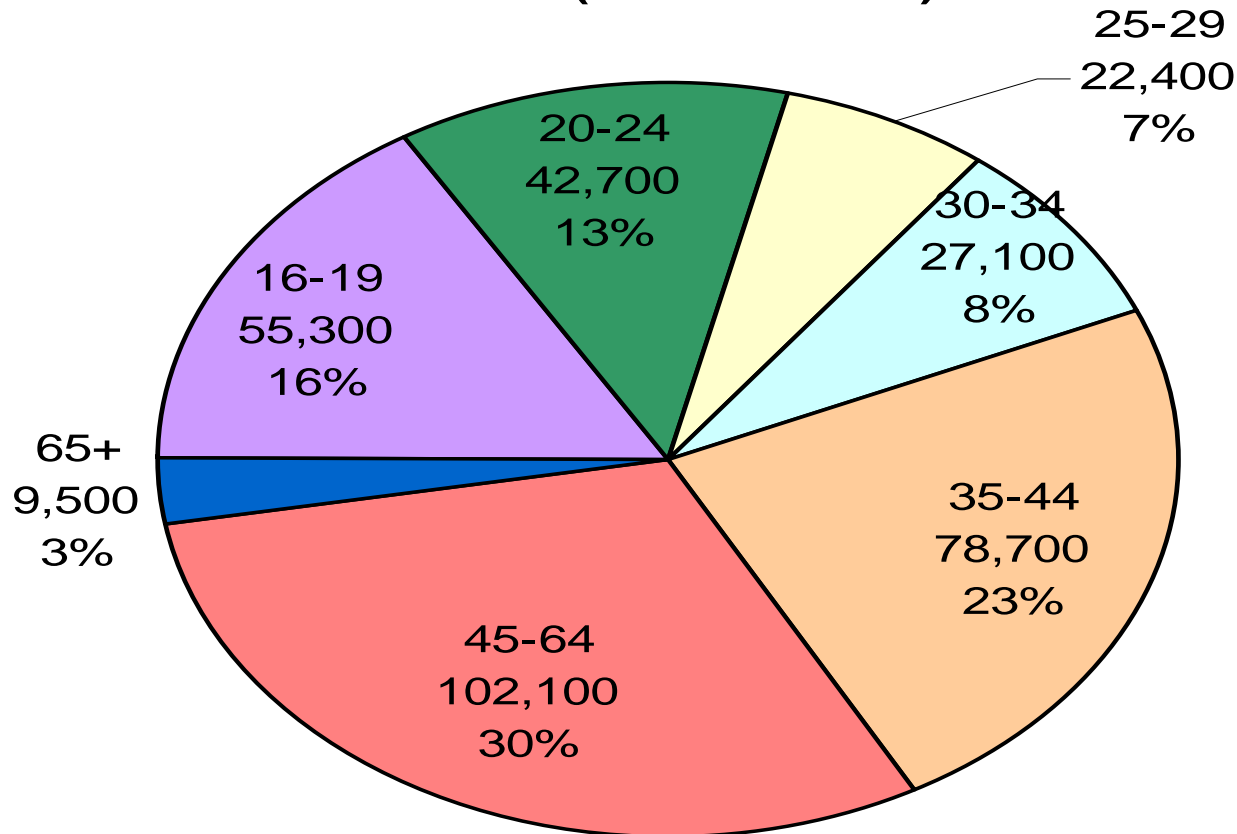
You can continue your sport for life and have a much higher percentage of older people taking part than many other sports



# Age breakdown

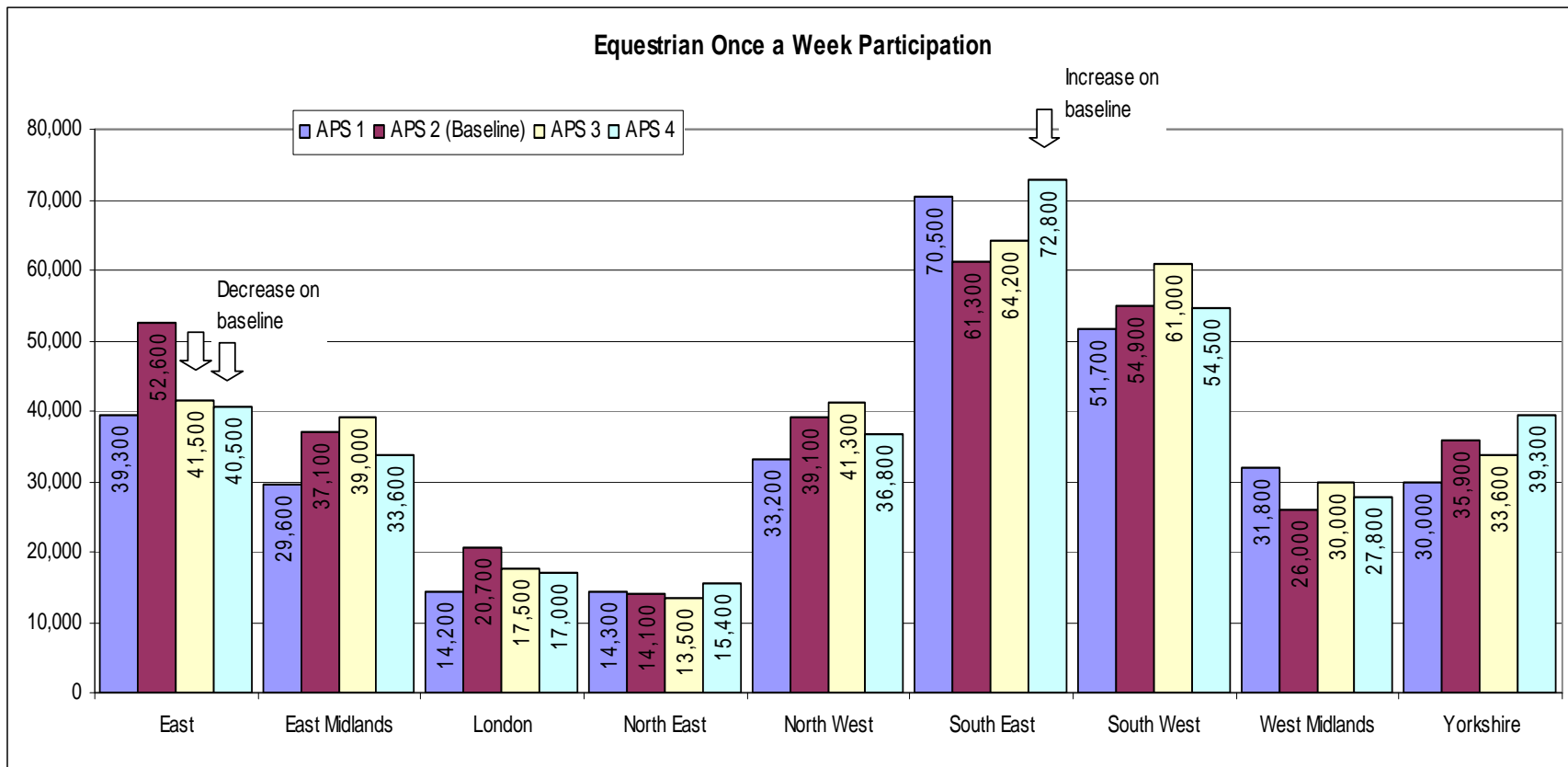
You 'lose' people between the ages of 24 and 34 (in common with a lot of other sports)

**Equestrian Once a Week Participation  
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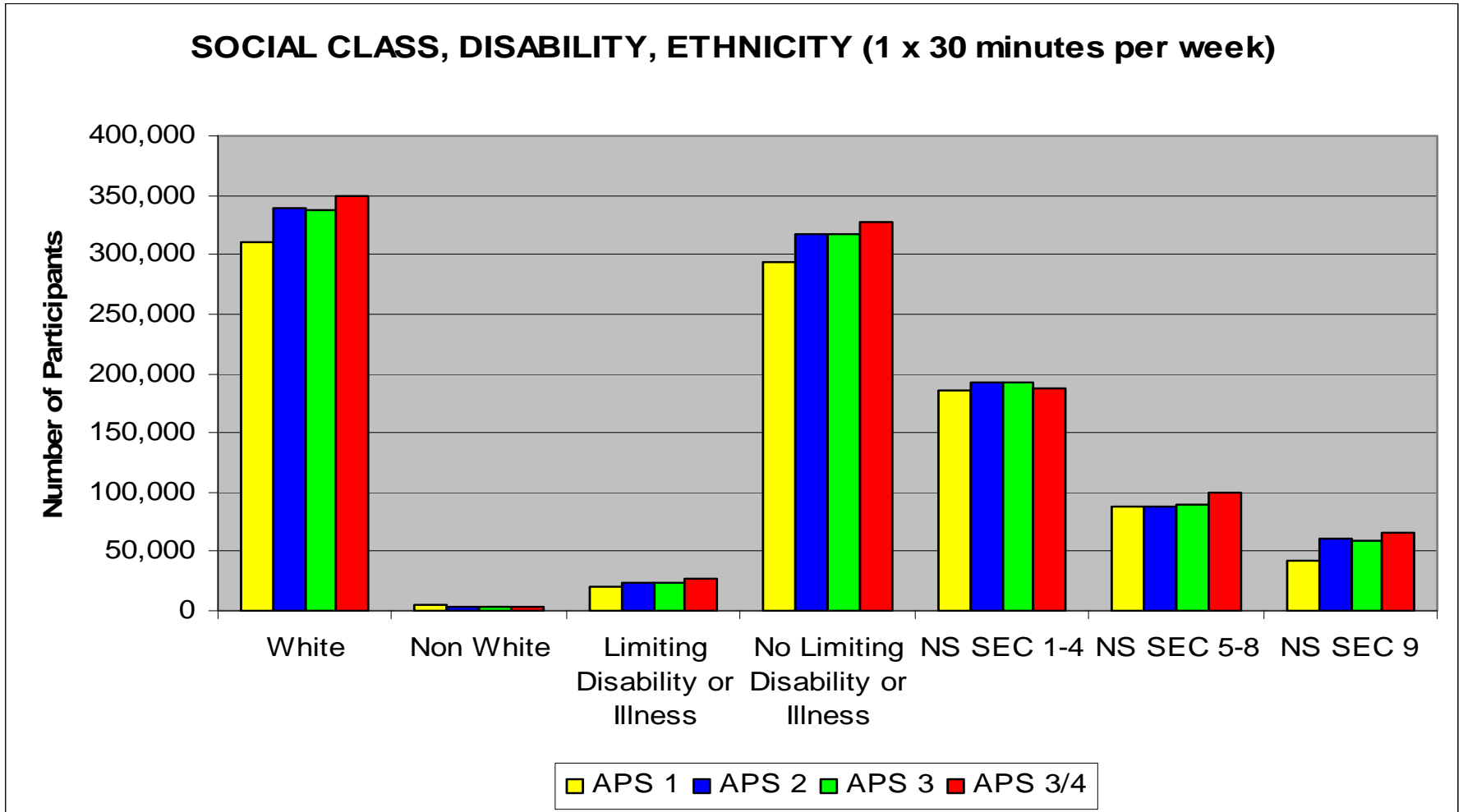


# Where do you focus your efforts

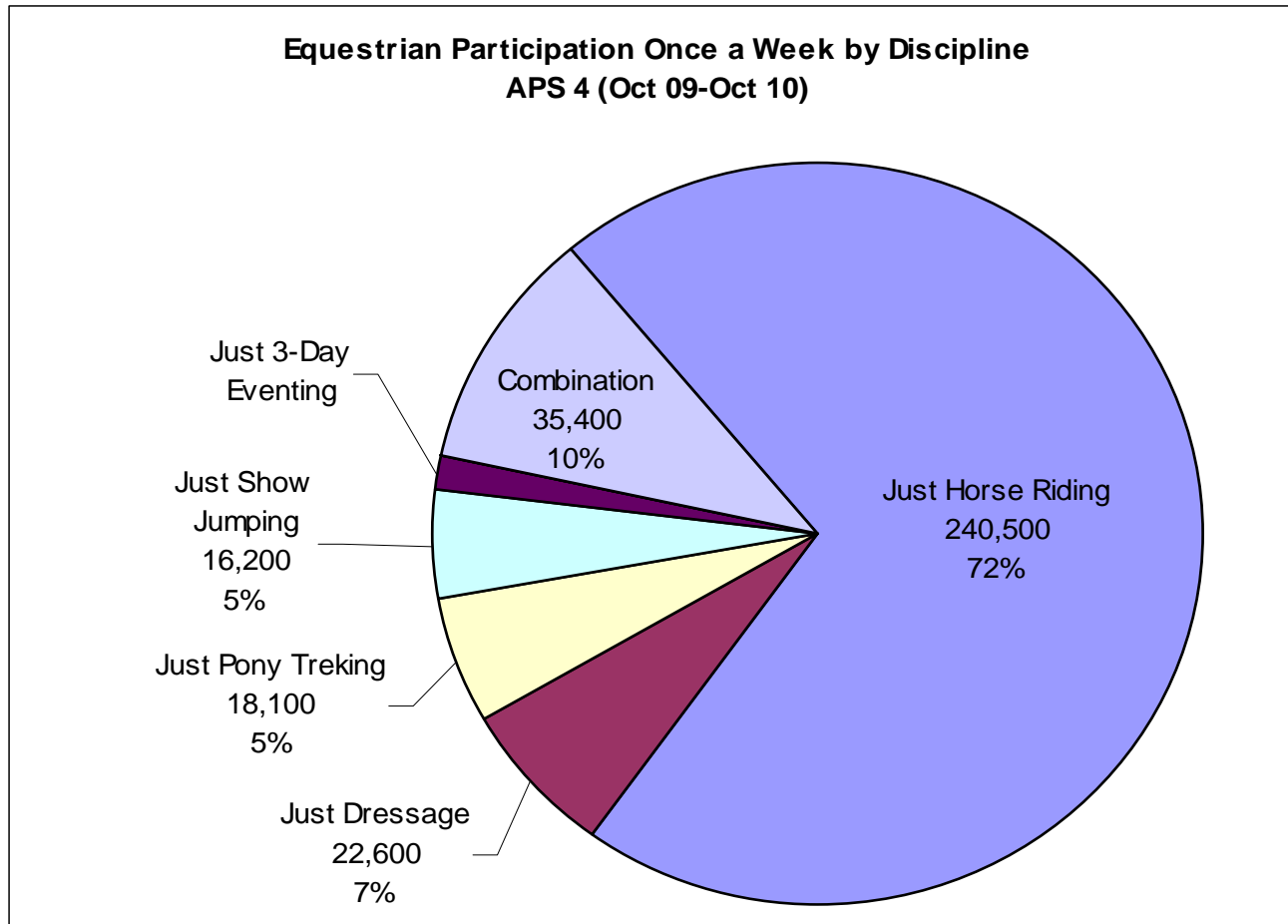
Your biggest current participant bases are the South East and South West.



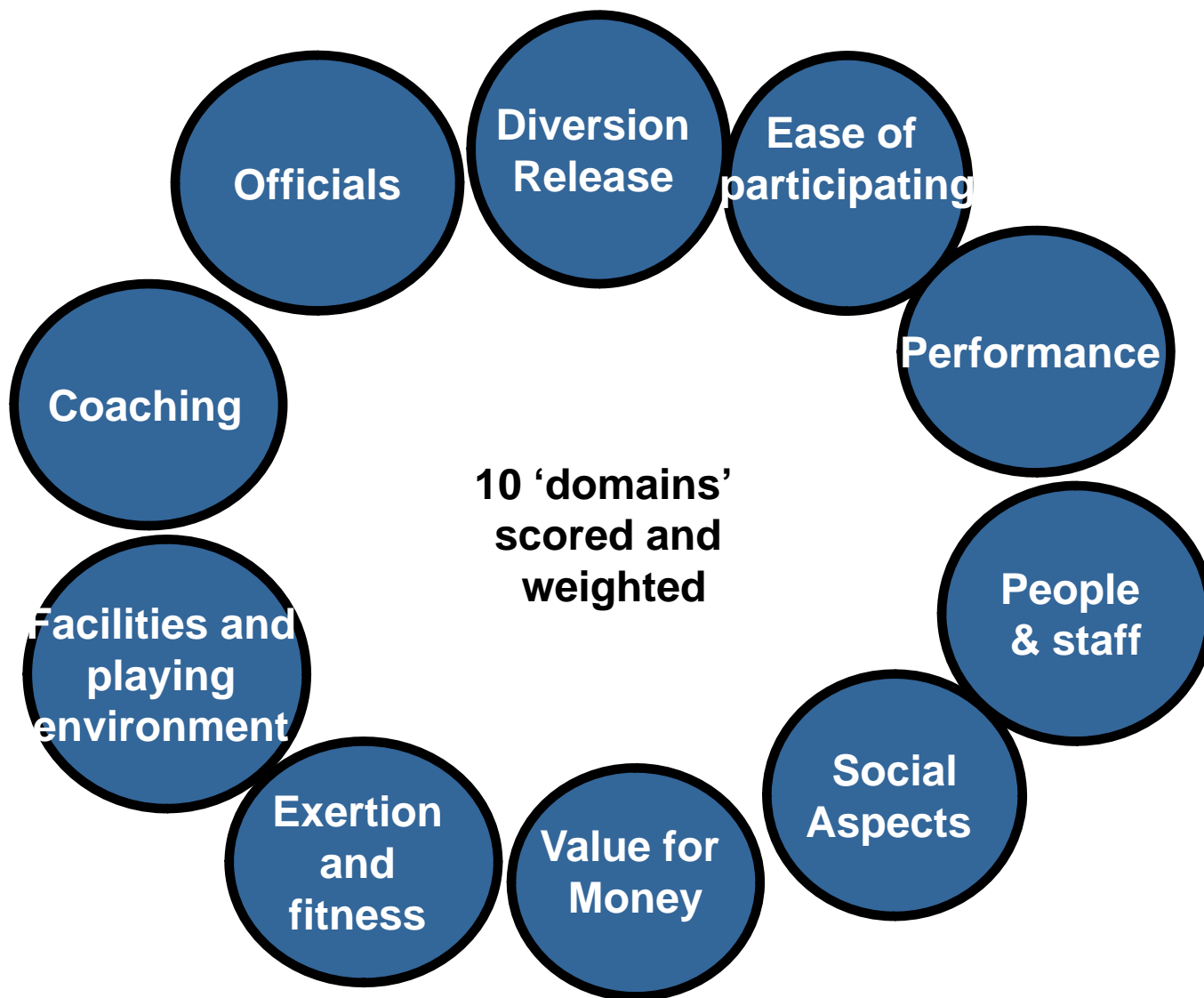
# Other demographics



# What are your participants doing?



# What factors influence people playing sport?



# What is Market Segmentation?

- Insight into the sporting behaviours and the barriers / motivations to taking part in sport
- **19 ‘Segments’:**
  - Distinct sporting behaviours and attitudes
  - Specific sports people take part in
  - Why people do sport
  - Whether they want to do more sport / barriers to participation
  - Information on media consumption & communication channels

# Chloe



**Aged 18 -25**



## About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

# Chloe

## What drives Chloe's participation?

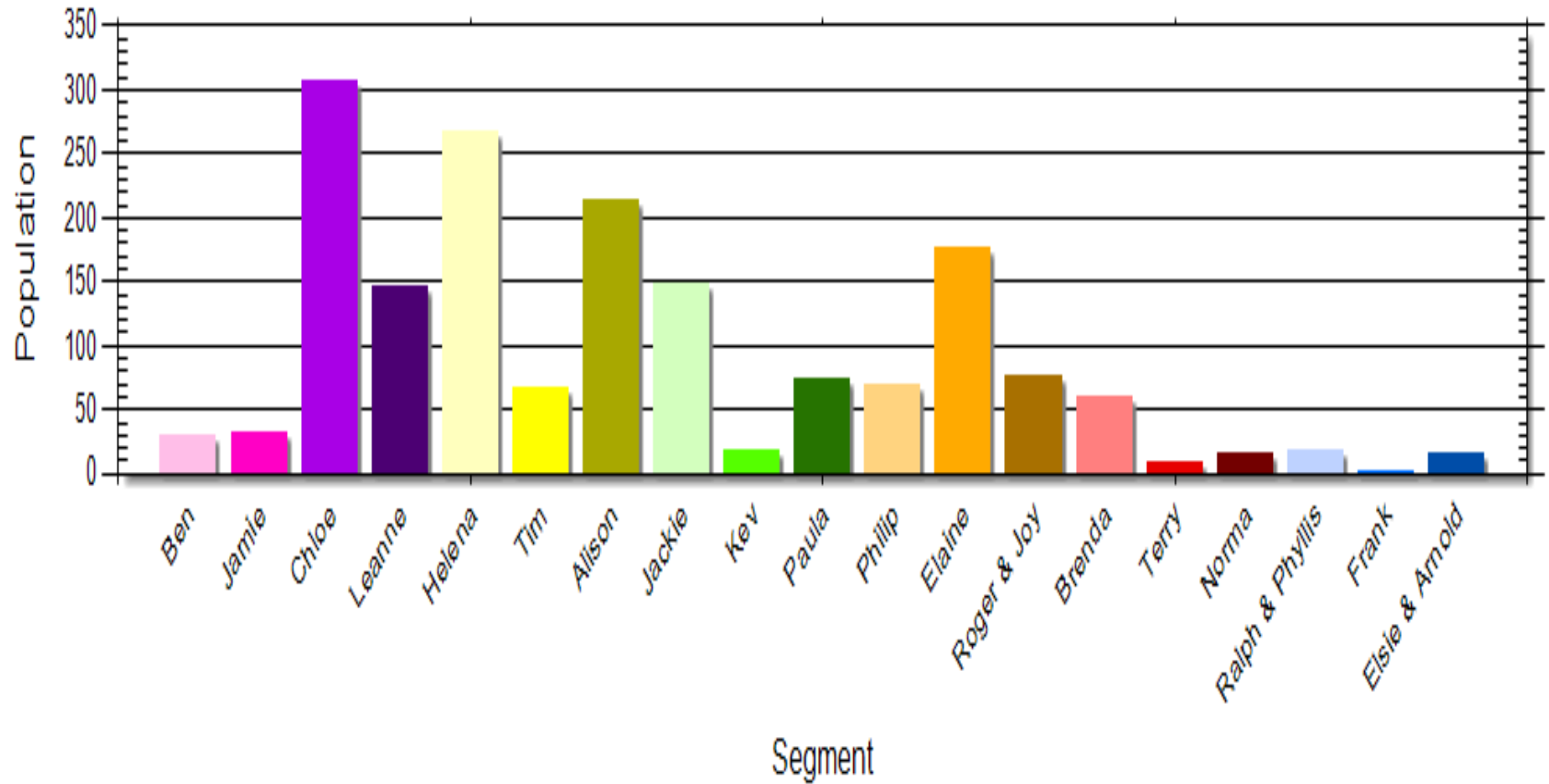
### Motivations for Chloe

- The main motivations for Chloe are **enjoyment** (47%), **keeping fit** (45%), socialising (15%) and losing weight (12%).
- Enjoyment and keeping fit are more significant motivating factors for Chloe than they are for all adults.
- 'Improving performance', and 'training/taking part in competition' are much less relevant motivating factors for this segment.

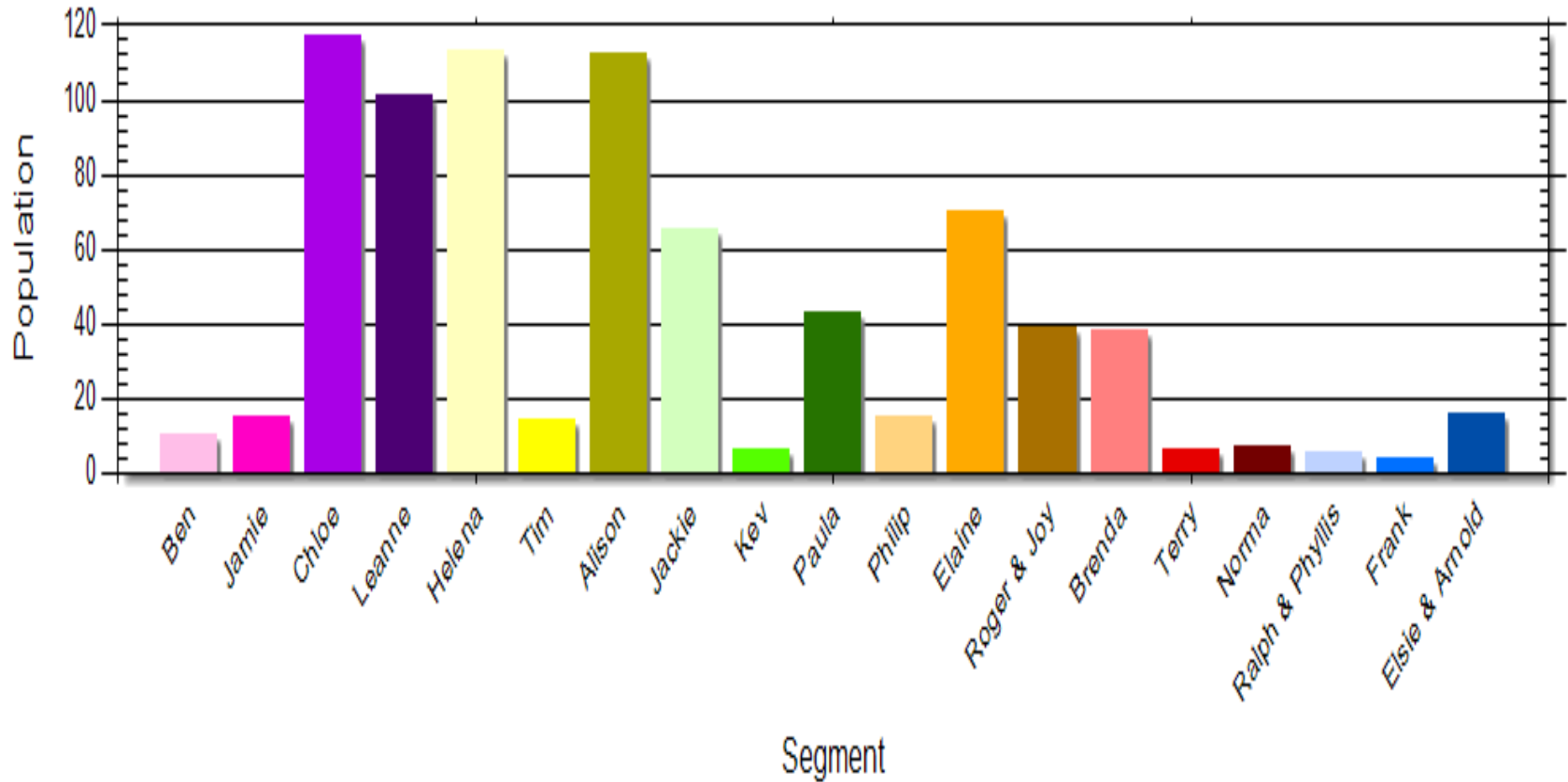
### Barriers for Chloe

- 30% of this segment give their main barrier as 'Other factors'. This includes 'left school', 'no opportunity', and 'economic/work reasons'.

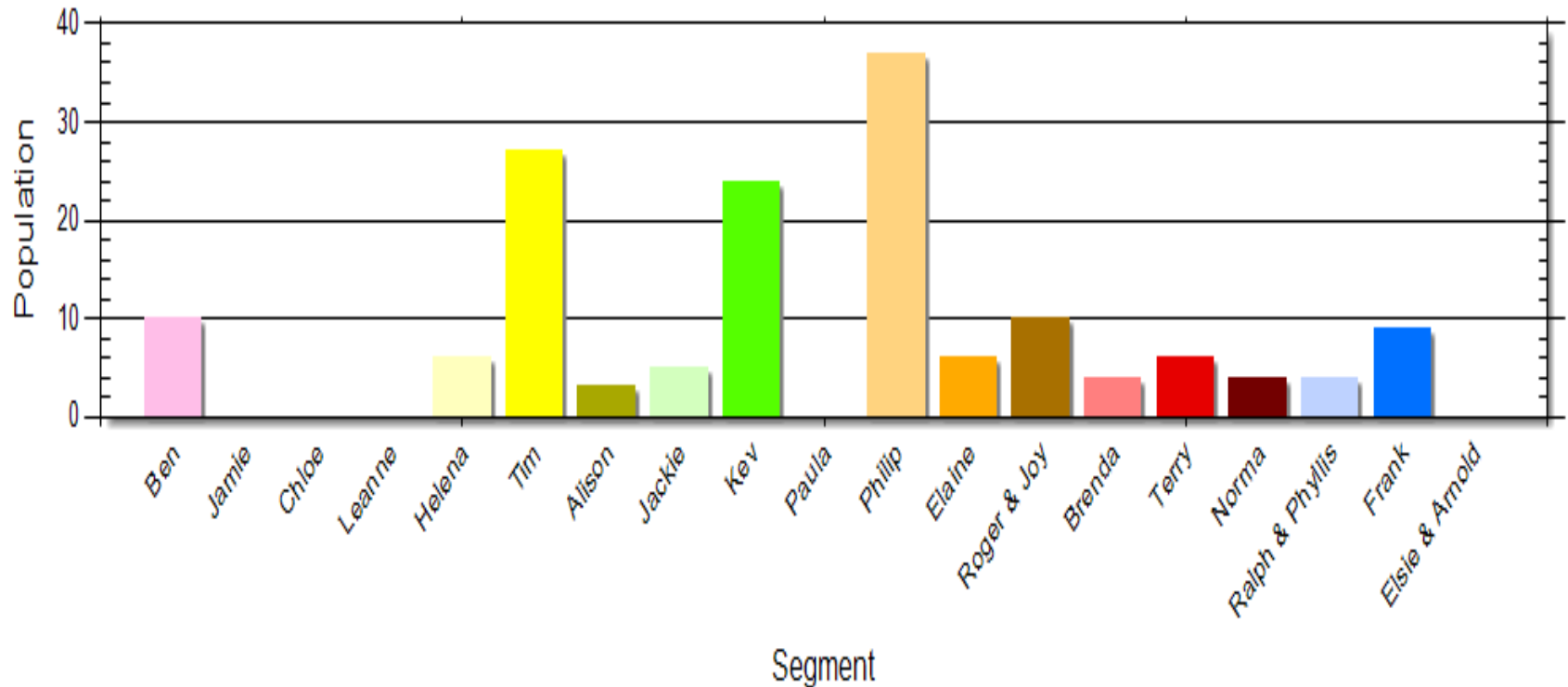
# People who currently ride in Northampton District



# People who would like to ride in Northampton District



# People who want to sail in Leicester

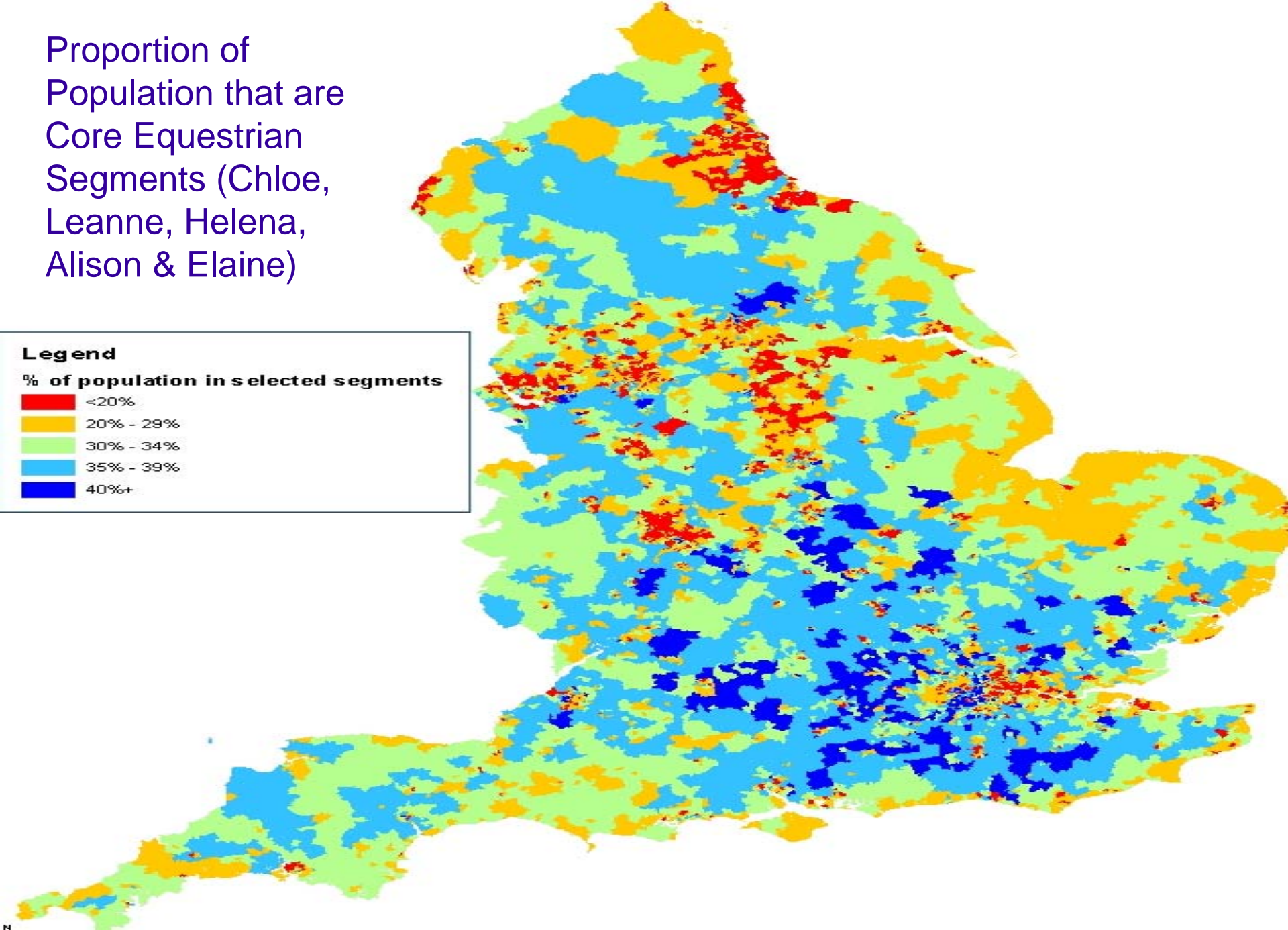


Proportion of  
Population that are  
Core Equestrian  
Segments (Chloe,  
Leanne, Helena,  
Alison & Elaine)

**Legend**

**% of population in selected segments**

- <20%
- 20% - 29%
- 30% - 34%
- 35% - 39%
- 40%+



# Trends across sport

- Those sports that 'fit' around busy lifestyles are growing.
- Expectations of 'consumers' of sport are getting higher.
- Communication channels for young people have been transformed.
- Events/challenges are a huge catalyst.
- 2012 a huge focus



Creating sporting opportunities in every community



# Thank you

## Questions?