

Where are the customers?



Sport England segmentation and local surveys

There are 2 ways of building a picture of future customers. The first route is by using Sport England's segmentation which builds on Experian's mosaic tool to identify people at a local authority level by 19 typologies of behaviour:

http://www.sportengland.org/research/market_segmentation/our_market_segments.aspx

To potential new pool operators, the most useful aspect is the capacity to search for a breakdown at local authority level and compare this to the regional and national findings.

To find out more about the breakdown by local authority area click here

http://www.sportengland.org/research/market_segmentation/geographical_breakdowns/local_picture.aspx

Further details about the Sport England segmentation tool can be found at

<http://www.sportengland.org/research.aspx>

The second way of building a picture is through surveys at a local level. These will help to formulate a picture of whether people are likely to use the pool in the future. It will help to answer the question 'how much demand will there be and how do I create the extra demand needed?' Local surveys should always include people who do not swim or do not swim regularly as well as those who do.

Sport England customer satisfaction survey

Another useful source of information is the Sport England satisfaction survey which looks at what customers feel about their swimming experience. It can help to shape your policies for the future.

For a detailed review the 2009 Survey can be found at

http://www.sportengland.org/research/sport_satisfaction/detailed_results.aspx?sortBy=alpha&pageNum=4

Headline results for 2010 available from June 2010, can be found at:

http://www.sportengland.org/research/sport_satisfaction.aspx

Active People





The *Active People Survey* for 2010 will be completed in October and will be the fourth national survey of sport and participation. Active People 3 provides information through to October 2009 and will help you to identify the number of people participating in swimming and other aquatic linked past-times in a pool.

The survey enables you to compare swimming with another sport and to compare participation in the vicinity of the pool to that in another geographical area. You can also make comparisons among different groups of the population. It also provides information on who is likely to volunteer in sport on a weekly basis. These details are likely to be of particular interest to community enterprise owned and run pools.

Active People also provides details of those people who receive coaching or tuition in the area examined as well as those that are involved in organised competition and club membership. All of these details will help to build a picture of future customers. On a more general level, it provides information on overall satisfaction with sports facilities in a given area. This latter information is not, however, swimming specific but may be helpful in building a picture on other sports that you may want to run at a centre in addition to swimming.

Active People provides the measurement for National Indicator 8 (NI8), which measures participation in sport and active recreation by adults.

Find our more at http://www.sportengland.org/research/active_people_survey.aspx

A user needs to register first and this can be carried out on-line

Find our more at
http://www.sportengland.org/research/active_people_survey/active_people_diagnostic.aspx