

# Sports Participation - Sport England

## Project details

**Full project title:** Sports participation - Sport England

**Sponsor:** [Sport England](#)

**BSMC team:** [Alan Tapp](#), [Sara Bird](#)

## Background

The UK is keen to promote sport participation for many reasons: health benefits, societal benefits, and as a feeder to sporting excellence. Sport England has a remit to promote and encourage sport participation at non-elite levels.

## The research

We were asked by Sport England to provide practical advice on how to best deploy their new geodemographic based segmentation tool. This divides up the population of England into 19 segments according to age, gender and social class, and provides ways of directly finding such individuals.

## Results

Our work involved in depth qualitative focus groups and a subsequent detailed report that gave specific advice to two county sports partnerships in the East of England.