

Physical Activity & Sport Mapping Audit: Cambridgeshire and Peterborough 2017

Introduction and Overview

This mapping audit was undertaken to begin to identify the offer of physical activity and sport across Cambridgeshire and Peterborough. It will inform local partners of the supply and possible areas of need. Its focus shall support new strategy, both nationally and locally, to better understand and highlight methods of creating and maintaining behaviour change to increase levels of physical activity.

Highlights

- 96% of local activities have capacity to take on new people
- 74% of venues or providers do NOT specifically use marketing materials that target those who are inactive
- 64% of venues or providers are willing to develop their activities to include the target groups of older people, disabled people and/or women & girls
- 47% of local sport or physical activity sessions are run solely by unpaid volunteers
- Local clubs, venues and activities DO recommend their activities to beginners, although they are currently more welcoming to females than they are to either older people or disabled people
- Activities for disabled people are focused more on sports than wider physical activity compared to those targeted at older people or females



In 2016, Sport England published '[Towards an Active Nation](#)', a new strategy which sets out the ambition to help everyone, regardless of age, background or ability, to feel able to engage in sport and physical activity. This new approach aligns with the Government's '[Sporting Future](#)' strategy. The forthcoming Peterborough Active Lifestyles Strategy and Cambridgeshire Healthy Weight Strategy will shape our local direction in support of these. The Department of Health publishes the [Public Health Outcomes Framework](#) (PHOF) for England, a set of indicators helping us to understand how well public health is being improved and protected. The indicator highlighting adult physical activity levels is measured through Sport England's Active Lives Survey.

The Active Lives Survey presents information on three levels of activity:

1. **Inactive** (less than 30 minutes moderate intensity physical activity per week)
2. **Fairly Active** (30-149 minutes per week)
3. **Active** (at least 150 minutes per week)

While those already active will focus on maintaining their current level of activity, the main focus for us is those who are Inactive/Fairly Active.

The [second Active Lives Survey Report](#) was published in March 2018. Links to data tables for Cambridgeshire and Peterborough can be found within it.

Figures 1 and 2 below show the current levels of inactivity across Cambridgeshire and Peterborough. A third of people locally are not active enough to a level that would benefit their health.

There are two measures of physical activity that are presented from the Active Lives Survey:

- Sport England report data for age 16+ excluding gardening (represented by * in figures 1 and 2a), within the Chief Medical Officer’s definition of physical activity
- Public Health England report data through the Public Health Outcomes Framework for age 19+ including gardening (represented by ** in figures 1 and 2b), in line with the Chief Medical Officer’s guideline

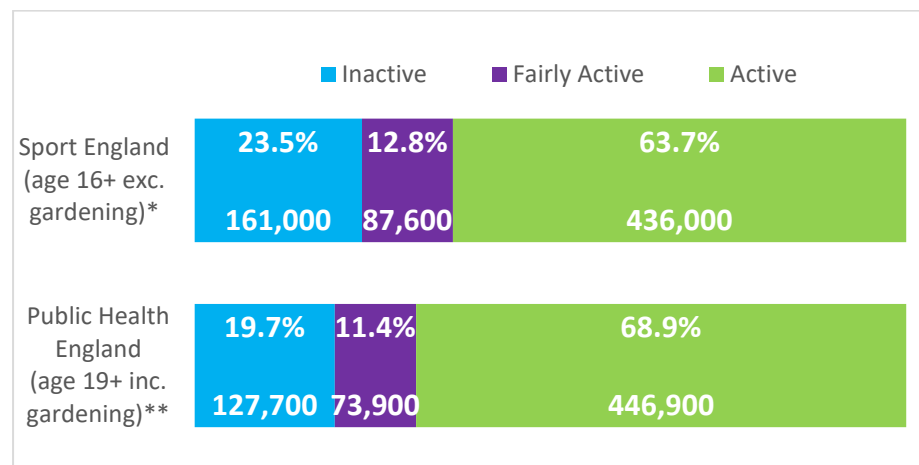


Figure 1: Adult physical activity, Cambridgeshire & Peterborough, 2016/17
 Sources: Sport England (Active Lives Survey 2016/17) and Public Health England Public Health Outcomes Framework Indicator 2.13 (Active Lives Survey 2016/17)

Figures 2a and 2b have been red-amber-green (‘RAG’) rated using the same methodology to allow comparisons between Sport England and Public Health England datasets.

Key:

	Statistically significantly better than the England average
	Statistically similar to the England average
	Statistically significantly worse than the England average
	Not benchmarked

Local Authority	Inactive	Fairly Active	Active
Cambridge	14.8%	10.4%	74.9%
East Cambridgeshire	29.0%	11.4%	59.6%
Fenland	33.5%	14.4%	52.1%
Huntingdonshire	20.4%	12.4%	67.2%
South Cambridgeshire	18.9%	14.4%	66.7%
Cambridgeshire	22.1%	12.6%	65.3%
Peterborough	28.6%	13.5%	57.9%
Cambridgeshire and Peterborough	23.5%	12.8%	63.7%
England	25.7%	12.5%	61.8%

Figure 2a: Adult physical activity levels by district - Sport England definition*, Cambridgeshire & Peterborough, 2016/17

Source: Sport England (Active Lives Survey 2016/17)

Local Authority	Inactive	Fairly Active	Active
Cambridge	13.8%	9.1%	77.1%
East Cambridgeshire	23.3%	13.9%	62.8%
Fenland	27.2%	12.1%	60.7%
Huntingdonshire	15.0%	9.9%	75.1%
South Cambridgeshire	15.2%	11.7%	73.1%
Cambridgeshire	17.9%	11.0%	71.1%
Peterborough	26.0%	12.9%	61.1%
Cambridgeshire and Peterborough	19.7%	11.4%	68.9%
England	22.2%	11.8%	66.0%

Figure 2b: Adult physical activity levels by district – Public Health England definition, Cambridgeshire & Peterborough, 2016/17**

Source: Public Health England Public Health Outcomes Framework Indicator 2.13 (Active Lives Survey 2016/17)

Of the six local authorities, Fenland is RAG rated red based on the Sport England definition and both Fenland and Peterborough are RAG rated red by Public Health England. In East Cambs, Fenland and Peterborough, approximately 1 in 4 adults are inactive.

This Cambridgeshire and Peterborough physical activity mapping audit will be categorised where feasible to reflect the Active Lives Survey categories.

Aim of Mapping Audit

An important part of what we do is to build our work around the customer, by which we mean the person who does or might play sport or get active (i.e. a customer centric approach). And that means understanding them much better than we do now, and putting as much information about what people do and enjoy out there so that everyone can benefit from it.

This audit aims to map what activities and opportunities there are currently available across Cambridgeshire and Peterborough. It will act as a platform for partners to build ongoing insight, identify gaps and evidence areas for investment with a focus on those who are inactive and/or beginners. This mapping has initially been focussed on three, less active, target groups which are current priorities across our locality; older people (aged 50+), disabled people, and women and girls.

Method



An online survey (see Appendix 1) was designed and used to collect the research data. Sections within the survey gathered information about type of activity; capacity; location; times and frequency; cost; audience; barriers to welcoming newcomers and targeted individuals, and marketing. This data was standardised as much as possible and inputted into a database for analysis.

Focus of Mapping Audit

This mapping audit identifies:

- Location of venues or activities targeted specifically at **older people**, and location of venues or activities suitable for older people
- Location of venues or activities targeted specifically at **women and girls**, and location of venues or activities suitable for females
- Location of venues or activities targeted specifically at **disabled people**, and location of venues or activities suitable for disabled people

Demographic Profile (used in production of Additional Tool – see page 12)

To contextualise the findings, the audit required existing socioeconomic data for Cambridgeshire and Peterborough to construct a demographic profile of the areas and wards in the catchment area. This data was collected from reliable sources such as the Office of National Statistics (ONS), the Indices of Multiple Deprivation (IMD) and the Active Lives Survey. This information was used to illustrate the level of deprivation experienced by residents within the areas and wards across the county. The information was also used to compare, contrast and identify anomalies between the demographic makeup of an area/ward and the physical activity opportunities available within the area.

Results

Responses

171 completed responses were received, which detail a total of 459 older people, 215 disabled people, and 374 women and girls' accessible sport and physical activity opportunities across Cambridgeshire and Peterborough in 2017.

46 venues (e.g. leisure centres, community centres) and 125 activity providers / services (e.g. sports coaching session, community exercise class) responded.

96% of these physical activity opportunities have capacity to take on new people.

Almost two thirds of venues or providers are willing to develop their activities to include some or all of the target groups (see Figure 3).

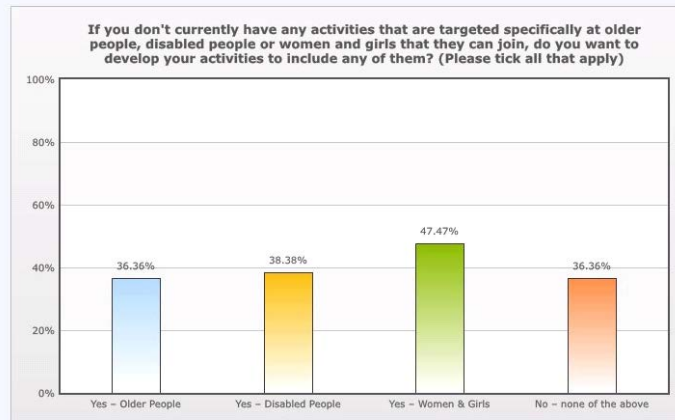


Figure 3: Development of activities to include our target groups

Over 40% of venues or services offer one-off events that encourage people to be active, or regular events that are open to anyone to enter, which suggests there is a lot of promotion happening for local clubs and venues that are inclusive (see Figure 4).

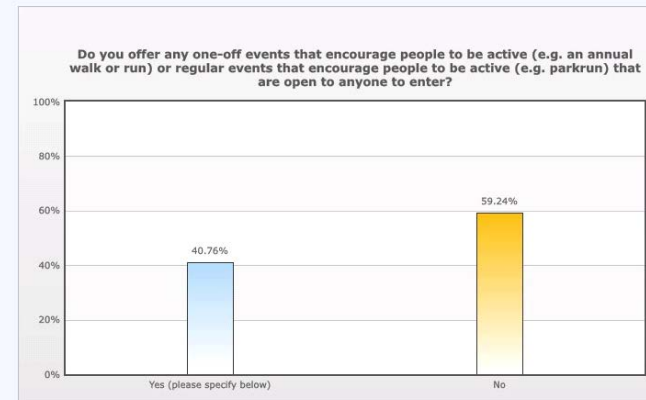


Figure 4: One-off activities for anyone to enter

Of these, only 10% were targeted specifically towards the focus groups (8% were for women & girls, 2% were for older people) showing that events are more likely to be open to anyone, general rather than specific. This may mean that they are not necessarily marketed appropriately to attract those that are currently less active within the groups that are the current focus i.e. disabled people, older people and females.

Target Groups



1.0 Disability

In terms of inactivity, nationally there are differences between those with or without a disability; 51% of those with three or more impairments are inactive compared with 21% of those without a disability. There is the same picture across Cambridgeshire and Peterborough in that those who have no limiting illness/disability are more active than those who do, and the greater the number of impairments the greater the level of inactivity (Active Lives Survey, 2016/17).

This Cambridgeshire and Peterborough mapping audit received responses on 215 activities accessible for disabled people. Of these:

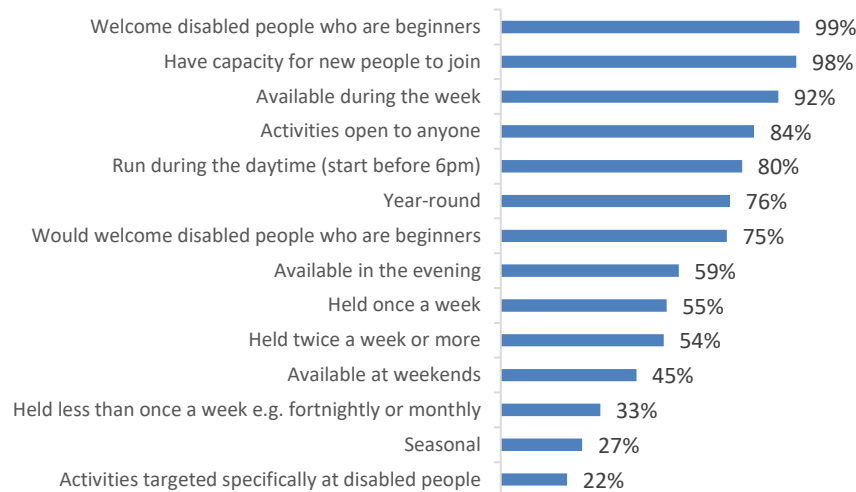


Figure 5 shows the split of activities that are accessible for disabled people based on the broad groupings of activity that makes up sport and physical activity, as per the Active Lives Survey. Most popular activities on offer that disabled people can take part in are sport and fitness-related ones.

When activities that are specifically targeting disabled people are considered, which are less than a quarter of activities that welcome them, a slightly lower percentage of opportunities are fitness-related (19% vs. 22%) and a higher percentage are cycling (7% vs. 3%).

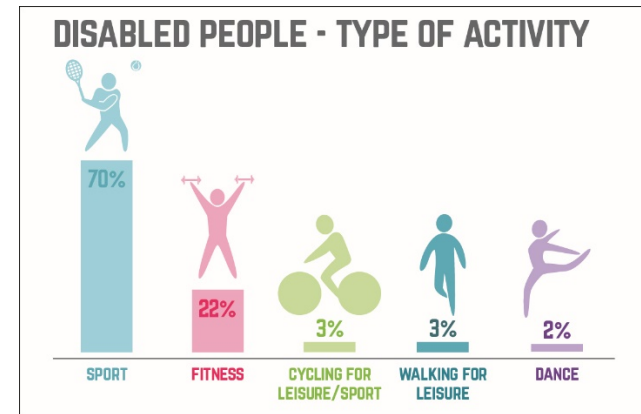


Figure 5: Disabled People – Type of Activity

Figure 6 shows how welcoming the physical activity opportunities would be for a beginner who is disabled and new to that particular sport or physical activity.

A score of 9 or 10 (promoter scores) indicates the activity is likely to be recommended to beginners; a score of 7 or 8 (passive scores) indicates the activity is not likely to be recommended to beginners; and a score of 0 to 6 (detractor scores) indicates the activity is not recommended to beginners.

The Net Promoter Score (NPS), calculated as the difference between the percentage of promoters and detractors, gives a metric that quantifies how likely responders are to recommend their activity to a beginner. It ranges from -100 to +100. An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of +50 or more is excellent.

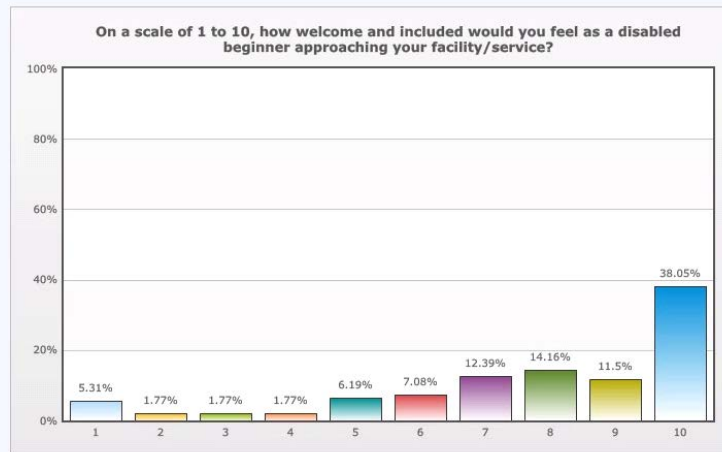


Figure 6: How welcome a disabled person would feel at a new activity (where 1 = not at all and 10 = completely)

Disabled activity Net Promoter Score = + 26 (good)

This highlights that activities that have been stated in this survey DO recommend their activities to this target group.

2.0 Gender

Nationally, men are more likely to be active than women (63% and 58% respectively). We have the same picture locally (66% and 60%) across Cambridgeshire and Peterborough (Active Lives Survey, 2016/17).

This Cambridgeshire and Peterborough mapping audit received responses on 374 activities accessible for women and girls. Of these:

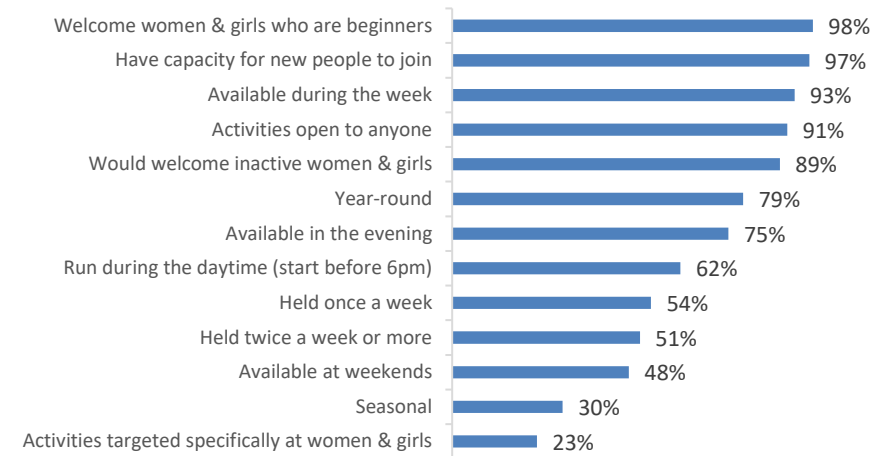


Figure 7 shows the split of activities that are accessible for women & girls based on the broad groupings of activity that makes up sport and physical activity, as per the Active Lives Survey. Most popular activities on offer for females are sport and fitness-related ones.

Less than a quarter of the activities that welcome women & girls are female-only sessions. Surprisingly, when only these activities are considered, a higher percentage of opportunities are sport-related (72% vs. 61%) and a lower percentage are fitness-related (20% vs. 29%) or walking (1% vs. 3%).

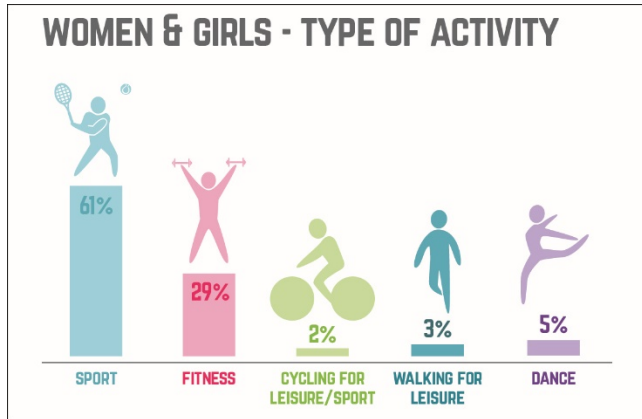


Figure 7: Women & Girls – Type of Activity

Figure 8 shows how welcoming each physical activity opportunity would be for female beginners new to that particular sport or physical activity.

Female activities Net Promoter Score = + 67 (excellent)

This highlights that activities that have been stated in this survey DO recommend their activities to this target group.

For more information about NPS please see page 6.

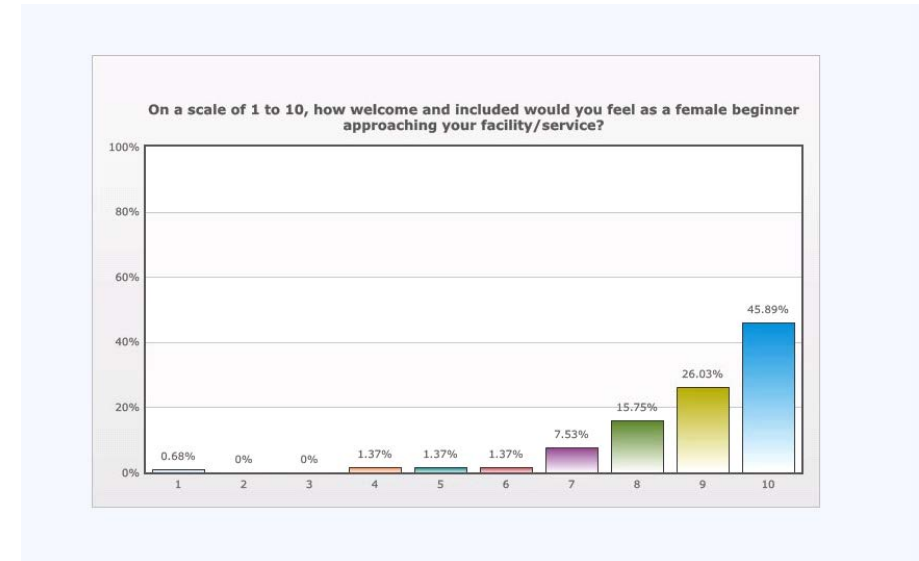


Figure 8: How welcome a female would feel at a new activity (where 1 = not at all and 10 = completely)

AGE 3.0 Age

Nationally, there is a clear pattern in activity levels by age. Those aged 16-24 are most likely to be active (74%) and those aged 85+ are least likely to be active (18%). This pattern of adults being less active as they get older is replicated across Cambridgeshire and Peterborough (Active Lives Survey, 2016/17).

A current focus across Cambridgeshire and Peterborough is adults age 50+. Activities have therefore been identified in this survey that are suitable and accessible for adults age 50+.

This Cambridgeshire and Peterborough mapping audit received responses on 459 activities accessible for people aged 50+. Of these:

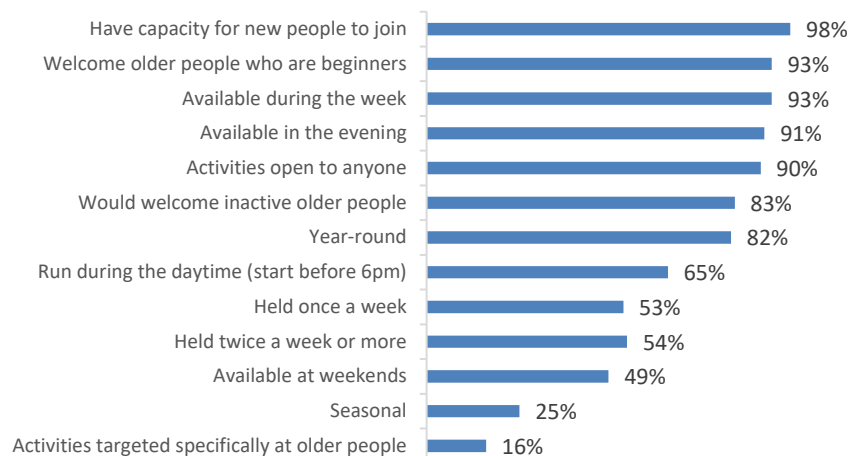


Figure 9 shows the split of activities that are accessible for older people based on the broad groupings of activity that makes up sport and physical activity, as per the Active Lives Survey. Most popular activities on offer for older adults are sport and fitness-related ones, although a smaller percentage than for either disabled people or women & girls.

When only activities that are specifically targeted at older people are considered, none are cycling and more are dance-based (10% vs. 6%). Interestingly, 15% of activities could possibly be thought of as an upper age group within the whole 50+ older adult age band. These are chair-based classes and walking for health sessions.

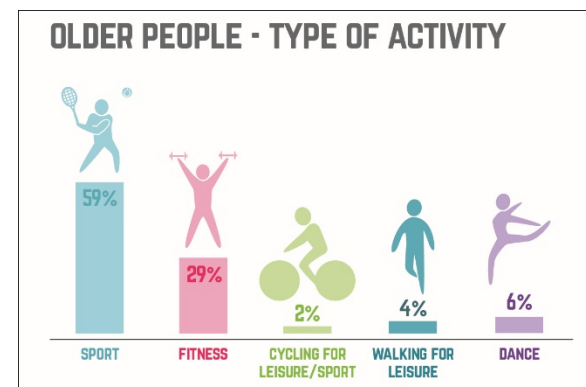


Figure 9: Older People – Type of Activity

Figure 10 shows how welcoming each physical activity opportunity would be for individuals aged 50+ and new to that particular sport or physical activity.

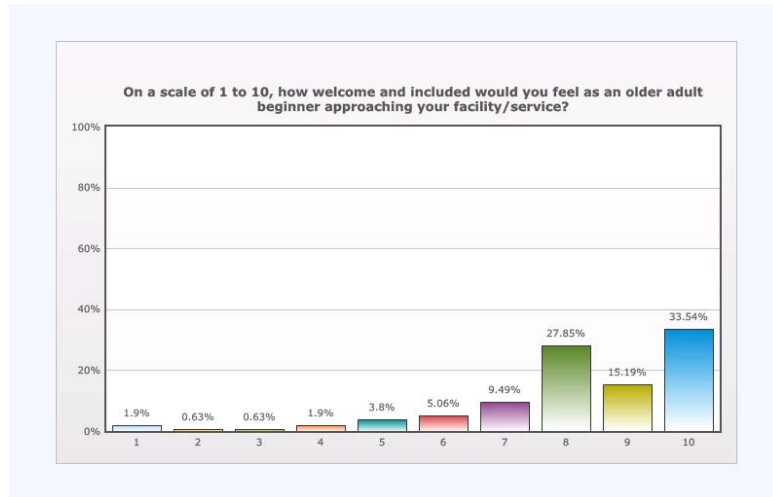


Figure 10: How welcome a female would feel at a new activity (where 1 = not at all and 10 = completely)

Older people activities Net Promoter Score = + 35 (good)

This highlights that activities that have been stated in this survey DO recommend their activities to this target group.

For more information about NPS please see page 6.

Barriers

The health benefits of regular physical activity are well documented and the Chief Medical Officer has recommended minimum guidelines for the amount of physical activity people should carry out to benefit their health (see [CMO Guidelines](#)). However, a third of adults across Cambridgeshire and Peterborough are not active to these levels. There are barriers that prevent these people from being more active and we need to understand these to help overcome them.

To begin to address some of these barriers, this survey asked venues and activity providers a number of questions relating to the following areas which can be seen as barriers:

- Who runs the activities
- Taking on new people
- Cost
- Marketing



Who runs the activities?

Almost half of local sport or physical activity sessions are run solely by unpaid volunteers (see Figure 11). However, barriers to volunteering still exist including perceptions of:

- what a volunteer looks like
- that it's only for the 'fit' and 'sporty'
- that it has to be in a traditional sports club setting

Sport England recognises the value of volunteers in this industry and has launched its [Volunteering Strategy](#) stating that communities will see even greater benefits when there are more volunteers from their own ranks.

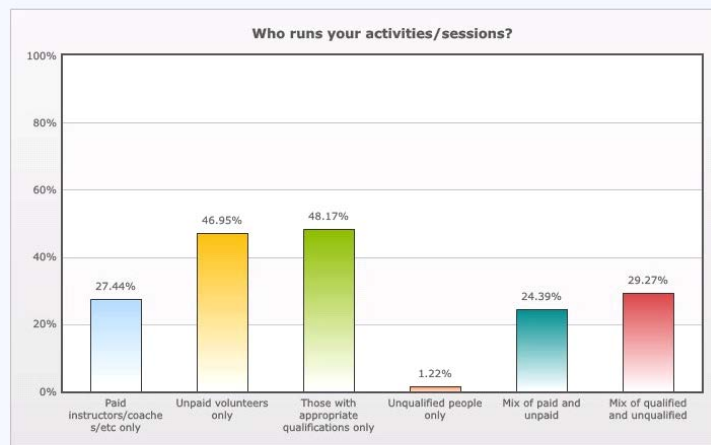


Figure 11: Who runs the activities?



Taking on new people

Figure 12 shows that:

- 40% of venues or providers highlight that a lack of skilled staff to work with disabled people is the primary reason for not being in a position to take on new participants
- 35% cannot meet the instructor to participant ratios
- 33% are at full capacity already e.g. for room size
- All 'other' options were a mixture of all options given

With a third of responses stating that instructor: participant ratios are a barrier to taking on new people, and almost half of the reported sessions being run only by volunteers, this indicates a reliance in part on volunteers being involved in physical activity sessions for them to actually run.

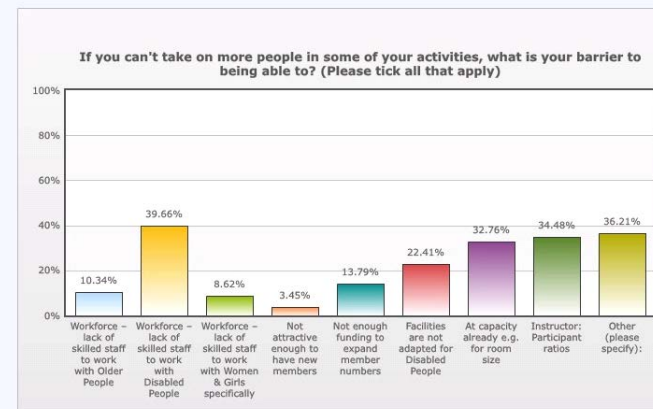


Figure 12: Barriers to taking on new people



How much does it cost to take part?

Understandably some activities are only available to those who pay a monthly or annual fee but predominantly activities are approximately £3-£4 per session. Interestingly, two thirds of activities are less than £5.

Table 1: How much does it cost to take part?

Cost per session						
£0-0.99	£1-1.99	£2-2.99	£3-3.99	£4-4.99	£5-5.99	£6+
8%	1%	10%	38%	10%	18%	15%

As there were so many independent variables involved in cost (e.g. pay & play, yearly membership required), the information collected could not be categorised by type or by location at this stage.

In addition, the whole question around cost is very individual in relation to whether a certain cost to someone is affordable, good value for money, both or neither.



Are activities advertised appropriately for target groups?

Targeting Focus Groups Generally

More than half of venues or providers do NOT consciously target older people, disabled people, or women and girls by tailoring their marketing material (see Figure 13).

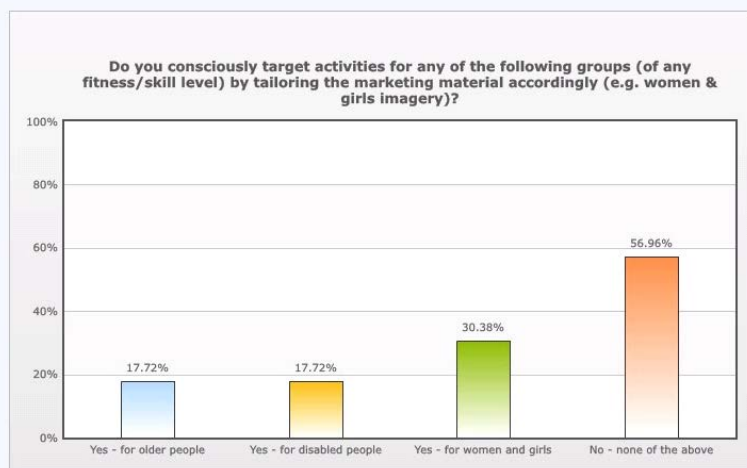


Figure 13: Are activities targeted for focus groups?

This suggests there is scope to provide support and tailored materials to reach older people, disabled people or women & girls. This might also

suggest that there is either a lack of knowledge or lack of resources available to target these groups.

Targeting Focus Groups for those who are Inactive

Almost three quarters of venues or providers do NOT specifically use marketing materials that target those who are inactive (see Figure 14).

This suggests there is scope to provide support and tailored materials to reach those who are inactive. This might also suggest that there is a lack of knowledge or resources available to target those who are inactive.

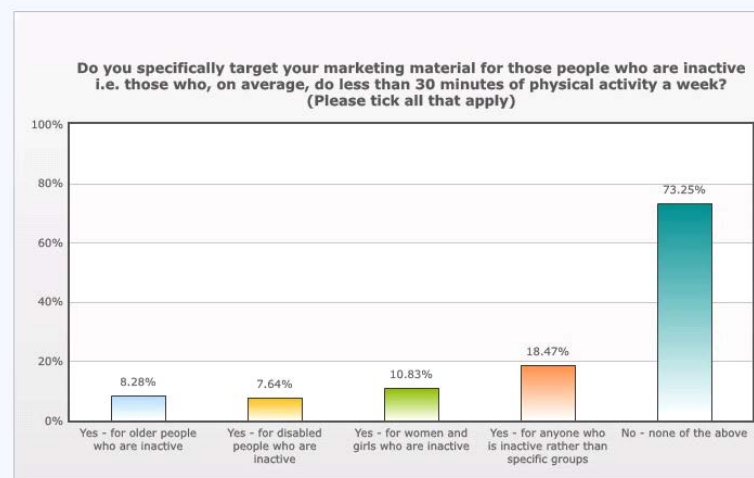


Figure 14: Are activities targeted for inactive people?

Additional Tools Produced

A number of local maps have been put together to allow you to overlay other data with this mapping audit. The aim of this is to help you identify areas of supply / need, any gaps, and provide evidence for investment and focus.

The maps and this report can be found on the [physical activity section of the Cambridgeshire Insight website](#).

Mapped data include:

- Activity venue/facility locations from the survey
- Deprivation quintile of ward (2015)
- Percentage of residents inactive (MSOA) (2015/16) – Sport England definition
- Percentage of residents inactive (LA) (2016/17), including statistical significance – Sport England and Public Health England definitions
- Residents with long-term illness or disability (Ward) (2011)
- Percentage of Year 6 children obese (Ward) (2013/14-15/16)
- Percentage of adults obese (Ward) (2006-08)
- Number and percentage of residents aged 50+/75+ (Ward) (2016)

It is important to remember that indicators rating similar to or better than the national average do not necessarily mean that they are not important issues. They may still affect large numbers of people or disproportionately affect particular vulnerable groups or deprived areas.

In addition, two further links have been included separately on the website to use alongside our mapping as these tools are created with their own mapping ability which would be lost in the current tool:

- Active Places Power
- Ordnance Survey Green Space Mapping



How to Use this Report

This insight report should be built into the conversations of where to invest resources, be that people on the ground or financially. It will be one of a suite of tools to inform decisions.

It can be used to help identify gaps in provision of activity and to expand provision of activities where it is wanted (after talking to local people to identify their need).

This mapping can also be used as a baseline to build on to expand knowledge of 'supply' in individual local authority areas. For example, the Let's Get Moving Cambridgeshire programme can use this to build knowledge of activities.

These findings can be used in conjunction with the conclusions from the [Press Red](#) research commissioned by Living Sport that is being carried out across the County, to really understand local communities and their needs and build a local picture.

Examples of how to use this mapping audit with the additional mapping tool:

- Identify coverage of activities where beginners/inactive people would be welcomed
- Highlight proximity of targeted activities and facilities to where there are greater levels of inactivity
- Highlight proximity of targeted activities and facilities to where there are greater levels of overweight/obesity in children and adults

For example, Health Trainers from Everyone Health and Solutions4Health could use this as an additional tool to support them in helping individuals to make positive lifestyle changes.



Potential Next Steps

- Apply next data updates:
 - Active Lives Survey twice yearly data releases – next due October 2018
 - Active Lives Survey Small Area Estimates – planned annually; timings TBC
- Investigate further and if suitable, add to the mapping. For example:
 - local walking e.g. local circular walks
 - Green Wheel for Cambs
 - cycling routes e.g. national cycle network routes
 - healthy workplaces e.g. with bike / walk schemes
 - healthier options workplaces
 - healthy schools
 - colleges/universities/children's centres etc.
- *Activity density*: We know the responses from this mapping audit are far from an exhaustive list. It cannot therefore provide an accurate reflection of spread of activities across the County (and identify any potential areas of demand / need) e.g. a higher density of activity opportunities could just indicate a better response rate rather than spread per square km/spread per population size. **We will be working with colleagues across Cambridgeshire and Peterborough to populate the spread of activities further.**
- When a more comprehensive list of activities is added, analyse the spread, and identify any gaps in rurality e.g. calculate density of activities per population measure and identify any associations between the measures, to see if provision seems to reflect demand/need. If possible, this could be linked to the distance to walk/cycle/drive to activity.
- Investigate a feasible and sustainable method of developing this mapping to be a comprehensive, live and updated database / search engine of local activities / opportunities for local people to search.
- Areas for Research through consultation and/or focus groups:
 - What do people want and expect from a beginners activity session?
 - What are the primary motivations for inactive target groups taking up an activity?
 - What are the primary motivations for inactive target groups keeping up an activity?

Notes

This Cambridgeshire and Peterborough mapping audit has been categorised where feasible to reflect the Active Lives Survey categories.

Activities included in this survey are not an exhaustive list and therefore results are reliant upon those who responded to the survey. **Thank you to those who took the time to complete it.**

Most recent available adult obesity data is from 2006-08 modelled estimates. Adult obesity mapping is only available at district level so is difficult to translate in terms of analysis in comparison to this mapping audit.

The current map is based on small area estimates from the Active Lives Survey (2015/16). It is Sport England's intention to update the Middle Super output Areas (MSOA) small area estimates each year following the publication of the annual Active Lives Survey data. New local area estimates based on the active / inactive measures using Active Lives Survey year two data is expected to be available later in 2018/2019.

The plotted locations include where respondents have listed multiple postcodes under one response. There will be more than one activity at many of the locations.

Chief Medical Officer Guidelines for physical activity in England can be found [here](#).

For local statistics on additional physical activity measurements such as walking and cycling levels at District level, see [Public Health England's Fingertips tool](#).

[Return to front page](#)

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Images designed by Freepik. Available at <http://www.flaticon.com>

Type of Activity Images provided by Good Egg. www.goodegg.design

Appendix 1 – Online Survey

The following questions were asked in the online survey 'Cambridgeshire & Peterborough Physical Activity Mapping Audit' which was open until the 10th February 2017. It was available for all venues/facilities and activity providers/services to complete and was distributed widely.

Venue or Activity Provider

Are you completing this as a ...(please tick one)?

- Venue/Facility e.g. leisure centre, community centre
- Activity Provider/Service e.g. parkrun, Everyone Health, sports club

Contact Details

Please provide your contact details so that we can contact you for any additional information that would help, and so we can share the insight that we find with you. Your details will not be shared with anyone or used for any marketing purposes and will only be used for the sole purpose of this survey.

Name

Job Role in organisation/club/service

Name of organisation/club/service

Telephone number

Email address

Please provide details of your venue/facility/meeting point of activity where the majority of your activities take place.

Name

Postcode

Web address

The following questions were asked for each of the three focus groups individually:

Activities for Older People 50+ / Disabled People / Women & Girls

The following questions all relate to activities that [*named focus group*] could come to. Please complete as many as applicable (and leave the rest blank). If you don't provide any activities that would be suitable for [*named focus group*], please leave this section blank and go straight to the next page.

What activities do you provide that [*named focus group*] could come to?

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Activity 7

Activity 8

Activity 9

Activity 10

In the same order as the activities you've put above, please provide further details for each (yes/no drop down options provided for each)

Is it a generic activity open to anyone?

Is it targeted specifically for older people?

Does it welcome inactive older people?

Does it welcome older people who are beginners?

Does it have room for new people to join?

Is it year-round?

Is it seasonal?

Is it run at weekends?

Is it run on weekdays?

Is it a daytime activity (start time before 6pm)?

Is it an evening activity (start time from 6pm)?

Is it held once a week?

Is it held 2x a week or more?

Is it held less than once a week e.g. fortnightly or monthly?

On a scale of 1 to 10, how welcome and included would you feel as an [named focus group] beginner approaching your facility/service?

Other activity details

Can you take on more people if any new people wanted to come along?

Yes

No

If you can't take on more people in some of your activities, what is your barrier to being able to? (Please tick all that apply)

Workforce – lack of skilled staff to work with Older People

Workforce – lack of skilled staff to work with Disabled People

Workforce – lack of skilled staff to work with Women & Girls specifically

Not attractive enough to have new members

Not enough funding to expand member numbers

Facilities are not adapted for Disabled People

At capacity already e.g. for room size

Instructor: Participant ratios

Other (please specify): _____

If you don't currently have any activities that are targeted specifically at older people, disabled people or women and girls that they can join, do you

want to develop your activities to include any of them? (Please tick all that apply)

Yes – Older People

Yes – Disabled People

Yes – Women & Girls

No – none of the above

Do you offer any one-off events that encourage people to be active (e.g. an annual walk or run) or regular events that encourage people to be active (e.g. parkrun) that are open to anyone to enter?

Yes (please specify below)

No

Comments: _____

Who runs your activities/sessions?

Paid instructors/coaches/etc only

Unpaid volunteers only

Those with appropriate qualifications only

Unqualified people only

Mix of paid and unpaid

Mix of qualified and unqualified

What is the cost to take part in your activities? (complete whichever are applicable and use the 'comments' box to explain any different rates you have for different groups e.g. families, older people etc)

Per session

Per month

Per year

Other (please specify): _____

Comments:

Marketing your activities

Do you consciously target activities for any of the following groups (of any fitness/skill level) by tailoring the marketing material accordingly (e.g. women & girls imagery)?

- Yes - for older people
- Yes - for disabled people
- Yes - for women and girls
- No - none of the above

Do you specifically target your marketing material for those people who are inactive i.e. those who, on average, do less than 30 minutes of physical activity a week? (Please tick all that apply)

- Yes - for older people who are inactive
- Yes - for disabled people who are inactive
- Yes - for women and girls who are inactive
- Yes - for anyone who is inactive rather than specific groups
- No - none of the above

NO QUESTION TO ANSWER HERE, WE ARE JUST DIRECTING YOU TO A FEW RESOURCES THAT MAY BE USEFUL: If you want to market your activities in a more targeted way, the following links provide an array of help/advice/guidance which may be of help to you:

This Girl Can for Women and Girls insight: <http://www.thisgirlcan.co.uk/>

Club Mark: <http://www.sportenglandclubmatters.com/club-mark/>

Sport England website and Image Bank where images are free to use: <https://www.sportengland.org/news-and-features/image-library/>

Older people insight: <https://www.sportengland.org/research/understanding-audiences/sport-and-age/>

Disabled people insight: <https://www.sportengland.org/our-work/disability/mapping-disability/>

Tackling inactivity essential insight: <https://www.sportengland.org/our-work/health-and-inactivity/tackling-inactivity-essential-insight/>

Final question!

Please use the box below to tell us about anything else you think we would need to know. For example,
> This could be the name of other clubs that you know who provide sessions for older people age 50+, disabled people and/or women & girls (even if yours doesn't).
> This could be an expanded explanation of what your venue/facility/club/service offers for older people age 50+, disabled people and women & girls to ensure we have a clear picture of what you can offer.