APPENDIX 1: Market Segmentation

Segment 1 - Competitive Male Urbanites **- Ben**

Age 18-25. Single, Graduate professional. Recent graduates, with a work-hard, play-hard, drink-hard attitude.

Sports that appeal to **Ben:**

- Rugby
- Cricket
- Squash
- Climbing
- Windsurfing
- Gym
- Tennis
- Football

Characteristics:

- The most active type across the population. Team sports are particularly popular, along with other high intensity activities such as lifting weights at the gym or competitive court games;
- Technical sports such as skiing, climbing and rowing, which may require significant financial outlays, are also enjoyed;
- Motivations include improving performance and training for competition, but meeting friends is also important to them;
- Being less busy, having people to go with and better playing facilities would encourage participation, though those that don't do sport are mainly just not interested;
- Ben is active in volunteering, often sport related or for enhancing his CV. He is also likely to be involved in coaching or tuition, inevitably linked to sport;
- Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise drinking and fast foods are almost daily regimes.

Segment 2 - Sports Team Drinkers – **Jamie**

Age 18-25. Single, Vocational Student. Young blokes enjoying football, pints and pool.

Sports that appeal to **Jamie:**

- Football
- Basketball
- Martial Arts
- Weight training
- Boxing
- Badminton

Characteristics:

- Second highest participation rate of all the types; enjoy watching and playing team sports, especially football. Fitness classes are not appealing to them, but combat sports, social activities and weight training would be;
- Jamie plays football in the local youth league;
- Least likely of the Group to be a member of a health/fitness club, but is a sports club member;
- Motivations for participation include improving performance and being with mates;
- Better sporting facilities locally would encourage this type. People to do exercise with and finding time may be barriers;
- Jamie isn't fussed about his health or diet. He smokes and enjoys fast food, curries and plenty of lager.

Segment 3 - Fitness Class Friends – **Chloe**

Age 18-25. Single, Graduate Professional. Young image-conscious females keeping fit and keeping trim.

Sports that appeal to **Chloe:**

- Body Combat
- Netball
- Swimming
- Pilates
- Gym Running
- Tennis
- Aqua Aerobics

Characteristics:

- An active type that primarily enjoys exercise classes that they can go to with friends, over individual activities or team games. Swimming is popular, as is going to the gym, but combat sports do not appeal
- Likely to be a member of a gym or fitness club, but for the classes and for socialising more than using gym equipment;
- Chloe and her housemates go to classes at their local gym a couple of times a week and like to swim afterwards. They've been salsa dancing a few times after work;
- Primary motivation is to lose weight and keep fit. Tend to exercise with people;
- They would exercise more if they had more free time, people to go with, or facilities were open longer;
- Chloe is reasonably health conscious, watching what she eats and exercising to stay trim.

Segment 4 - Supportive Singles **– Leanne**

Age 18-25. Single, likely to have children. Student/Part time vocational. Young busy mums and their supportive college mates.

Sports that appeal to **Leanne:**

- Swimming
- Aerobics
- Dance Exercise
- Utility Walking
- Gym
- Ice Skating

Characteristics:

- The least active type within the Group, but still participates to some extent. Social activities, swimming and keep fit classes are popular;
- Outdoor activities, water sports and technical sports have low participation, mainly through apathy and cost restrictions;
- Unlikely to be a member of a club;
- Motivations include losing weight and to take children with them. Would exercise more if help with childcare, longer opening hours and cheaper admission;
- Most likely of her peers to participate in dance classes both for fitness and general enjoyment.

Segment 5 - Career Focused Females **– Helena**

Age 26-35. Single. Full time professional ladies enjoying life in the fast lane.

Sports that appeal to **Helena:**

- Gym
- Road Running
- Dance Exercise
- Horse Riding
- Skiing
- Tai Chi
- Body Pump
- Yoga

Characteristics:

- Very active type, particularly enjoys keep-fit and gym related activities, winter sports and swimming are popular;
- Fixes herself a quick, healthy meal before heading out to gym;
- She likes to keep in shape; is very image conscious and her healthy diet and exercise regime is an important part of her social career life;
- Most likely to have private gym membership and receive tuition for sport;
- Would exercise more if places had longer opening hours, if she had people to go with or if she was less busy.

Segment 6 - Settling Down Males – **Tim**

Age 26-35. Single/Married, may have children. Sporty male professionals, buying a house and settling down with partner.

Sports that appeal to **Tim:**

- Canoeing
- Cricket
- Cycling
- Squash
- Skiing
- Golf
- Cricket
- Football

Characteristics:

- A very active type, Tim loves sport but busy job means he doesn't do as much as he used to, but still manages trips to the gym and weekends at canoe club and odd mid-week game of squash;
- Enjoys technical sports such as skiing and water sports, uninhibited by the financial outlay;
- Both team games and individual activities feature high on his agenda and personal fitness activities are also popular;
- Likely to have private gym membership and compete in some sports;
- Motivations include to improve performance, keep fit and meet friends;
- Enjoys regular snowboarding holidays but may not be able to enjoy as regularly due to expected new baby;
- May volunteer in areas connected to sport, possibly giving coaching or tuition;
- Takes part in sponsored activities and loves going to watch live sporting events;
- Tim's healthy diet is due to his wife's cooking but he's not particularly health conscious himself;
- Enjoys a pint and burger after squash and drinks most nights, albeit lightly, at home.

Segment 7 - Stay at Home Mums – **Alison**

Age 36-45. Married. Housewife. Mums with a comfortable but busy lifestyle.

Sports that appeal to **Alison:**

- Swimming
- Badminton
- Aerobics
- Pilates
- Tennis
- Cycling
- Horse-riding
- Exercise bike

Characteristics:

- Fairly active type within the group, enjoying keep-fit classes, swimming and racquet sports in particular;
- Alison manages to get an exercise class whilst her youngest is at playschool a few weekdays;
- Likely to have private gym membership and attend a few classes or swim;
- May receive tuition for sport, such as tennis;
- Main motivations for participation include taking children, losing weight and keeping fit;
- Being less busy, help with childcare and better facilities would encourage Alison to do more;
- Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She enjoys a well-deserved glass of wine while she's cooking dinner most nights.

Segment 8 - Middle England Mums **– Jackie**

Age 36-45. Married. Part-time skilled worker. Housewife. Mums juggling work, family and finance.

Sports that appeal to **Jackie:**

- Swimming
- Dance Exercise
- Body Pump
- Ice Skating (with children)
- Walking
- Aqua Aerobics

Characteristics:

- Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays;
- Healthy eating isn't high on her priority list. Dinners have to be quick, easy and something the kids will like;
- Average level of activity, participating in activities that are offered by public leisure facilities such as aqua aerobics, swimming and keep fit classes;
- May take kids swimming, ice skating or bowling;
- Main motivations to take children or lose weight;
- For those who do no sport, finding time is difficult or they are just not interested;
- Help with childcare and cheaper admission would encourage more participation.

Segment 9 - Pub League Team Mates – **Kev**

Age 36-45. Married/Single. May have children. Vocational. Blokes who enjoy pub league games and watching live sport.

Sports that appeal to **Kev:**

- Football
- Karate
- Weight Training
- Boxing
- Tenpin Bowling
- Darts
- Snooker
- Fishing
- Pool
- Cricket

Characteristics:

- A less active type within the group, though likely to be part of a social club that does some physical recreation;
- Enjoys team sports, especially football and also combat sports or low intensity social activities such as darts or pool;
- Enjoys sport in general but other motivations include training to compete, to meet friends or to help with injury;
- Those who do sport struggle with their health;
- Kev trains with the pub football team but is struggling to keep up;
- Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up so instead it is a few games of snooker or darts at the pub;
- Better playing facilities and cheaper entry may encourage more participation;
- He can't understand healthy eating fads – salads just don't seem like a proper meal to him, so he sticks to his traditional and relatively unhealthy pie, chips and processed food diet;
- Evenings and weekends often down the pub, smoking, drinking and watching sport.

Segment 10 - Stretched Single Mums – **Paula**

Age 26-35. Single. Job seeker or part time low skilled. Single mums with financial pressures, childcare issues and little time for pleasure.

Sports that appeal to **Paula**:

- Swimming
- Utility Walking
- Aerobics
- Ice Skating

Characteristics:

- Least active type within Group. Unlikely to be a member of a fitness or sports club, though may occasionally pay for an exercise class;
- Enjoys ten-pin bowling and social activities, particularly those that are low intensity. Unlikely to participate in team games or technical sports;
- Motivations possibly include to lose weight or to accompany children
- Improved transport, help with childcare and cheaper admission would encourage greater participation, although there is general disinterest;
- At the weekend she sometimes takes the kids swimming or ice skating;
- Paula can't afford fresh healthy food; instead she buys convenience meals from the discount freezer store;
- Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.

Segment 11 - Comfortable Mid-Life Males – **Philip**

Age 46-55. Married. Mid-life professional, sporty males with older children and more time for themselves.

Sports that appeal to **Philip:**

- Sailing
- Football
- Badminton
- Cycling
- Gym
- Jogging
- Golf
- Cricket

Characteristics:

- Most active type within this Group, plays badminton in local team and enjoys a swim at a health club;
- Plays cricket for a local side and shares football season tickets with his son;
- Enjoys participating in a number of activities, including team sports, racquet games and technical sports;
- Member of fitness or sports clubs and takes part in competitions;
- Motivations include meeting friends, taking the children, improving performance and enjoyment;
- Reasonably health conscious, Philip wants to stay healthy for later in life;
- Help with childcare might encourage this type to participate more, though most just find their lives too busy;
- Those who don't participate find it difficult to find time. Cost is not an issue.

Segment 12 - Empty Nest Career Ladies – **Elaine**

Age 46-55. Married. Mid-life professionals who have more time for themselves since their children left home.

Sports that appeal to **Elaine:**

- Swimming
- Walking
- Aqua Aerobics
- Step machine
- Yoga
- Horse riding
- Pilates
- Gym

Characteristics:

- Reasonably active type, enjoying swimming, exercise classes, going to the gym and walking;
- Team sports do not appeal;
- Likely to be a member of a health or fitness club. May have received tuition in an activity;
- Elaine goes to a class at the gym one evening a week, at weekends she goes to the stables, gardening or walking;
- Motivations include keeping fit, losing weight and to help with injury;
- Longer opening hours, having more time and people to go with would encourage more participation;
- Those that don't participate are just not that interested;
- When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner.

Segment 13 - Early Retirement Couples - **Roger & Joy**

Age 56-65. Married. Retired or part time. Free-time couples nearing the end of their careers.

Sports that appeal to **Roger & Joy:**

- Swimming
- Walking
- Aqua Aerobics
- Bowls
- Sailing
- Golf
- Shooting
- Fishing

Characteristics:

- Likely to be a member of a sports club;
- Sometimes Joy goes to over fifties aqua aerobics class;
- Participate one/two times a week;
- Enjoy walking, swimming, table tennis, golf, keep fit classes;
- Motivations include keeping fit, to help with injury and because they generally enjoy sport;
- Better facilities and improved transport may encourage greater participation;
- Those that don't participate are not really interested or their health is not good enough.

Segment 14 - Older Working Women – **Brenda**

Age 46-55. Single/Married. May have children. Low skilled worker. Middle aged ladies, working full time to make ends meet.

Sports that appeal to **Brenda:**

- Swimming
- Utility Walking
- Dance Exercise
- Aerobics
- Step machine
- Keep fit

Characteristics:

- Likely to be without a car so she walks, rather than cycles, to get to places;
- Unlikely to be a member of a sports club;
- Some participation;
- Enjoys swimming and keep fit classes;
- Main motivation is to lose weight;
- Longer opening hours and cheaper admissions would encourage those wanting to do more;
- Many aren't interested in participating in sport;
- After a long day on her feet at work in a local food factory and then a walk back home, dinner is inevitably oven food – she's too tired to go to any effort;
- Looks after grandchildren on Saturdays and often takes them swimming.

Segment 15 - Local 'Old Boys' – **Terry**

Age 56-65. Single/Married. Low skilled worker. Job Seeker. Generally inactive older men, low income and little provision for retirement.

Sports that appeal to **Terry:**

- Fishing
- Shooting
- Pool
- Utility Walking
- Darts
- Snooker
- Utility Cycling

Characteristics:

- Some participation, but focused on lower intensity sports that can accommodate health problems and low income;
- Main motivations for participation are to help with injury and to meet friends;
- May be a member of a social club that does physical recreation, but very unlikely to be a health or fitness club member;
- People to go with would encourage this type to do more whilst those who don't participate particularly struggle with their health;
- As part of the local darts team, he plays the occasional competitions at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours;
- Terry eats oven food or at the pub most nights;
- Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Segment 16 - Later Life Ladies – **Norma**

Age 56-65. Single/Married. Low skilled worker. Older ladies, recently retired, with a basic income to enjoy their lifestyles.

Sports that appeal to **Norma:**

- Walking
- Swimming
- Keep Fit
- Aqua Aerobics

Characteristics:

- Lowest participation of the Group, mainly enjoying walking and other low intensity activities;
- Younger members of this Type may participate in keep fit classes or swimming;
- She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner;
- She walks to buy a lottery ticket, go to the library or to afternoon bingo;
- Main motivation for participation is help with injury or disability, but this is also the most inhibiting factor;
- Many of this type do very little or no sport;
- Cheaper admissions and people to accompany them might encourage this group to do more;
- Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Segment 17 - Comfortable Retired Couples - **Ralph & Phyllis**

Age 65 +. Married. Retired couples, enjoying active and comfortable lifestyles.

Sports that appeal to **Ralph & Phyllis:**

- Bowls
- Golf
- Tennis
- Table Tennis
- Snooker
- Walking
- Fishing
- Swimming

Characteristics:

- Highest participation of the Group - enjoy a variety of activities and are likely to be members of sports and social clubs;
- Particularly enjoy individual activities such as swimming, fishing or golf and lower intensity sports such as bowls;
- They enjoy playing golf together and Ralph sometimes competes at weekends;
- Phyllis still likes to go for an occasional swim;
- They love to go for long walks together;
- Main motivation for participation is to meet friends, improve performance and keep fit, but also because they enjoy it;
- Better transport and people to go with would encourage participation.

Segment 18 - Twilight Year Gents – **Frank**

Age 66 +. Married/Single. Retired men with some pension provision and limited exercise opportunities.

Sports that appeal to **Frank:**

- Bowls
- Golf
- Darts
- Pool
- Snooker
- Walking
- Fishing
- Swimming

Characteristics:

- Likely to be part of a sports or social club that does physical recreation;
- Main motivation is to meet friends and because they just enjoy it;
- Frank spends most of his days watching TV or having a pint at his local, where he enjoys playing snooker and has taken part in mini tournaments occasionally;
- At weekends he may take his grandson fishing;
- Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke;
- Improved transport and cheaper accommodation would encourage more participation;
- Those who don't participate struggle with their health.

Segment 19 - Retirement Home Singles - **Elsie & Arnold**

Age 66 +. Widowed. Retired singles or widowers, predominantly female, living in sheltered accommodation.

Sports that appeal to **Elsie & Arnold**

- Walking
- Dancing
- Bowls
- Low-impact exercises

Characteristics:

- Lowest participation of the Group, with health problems and disability being major inhibitors to activity;
- Those that do participate tend towards low intensity activities, such as walking, bowls or dancing (traditional ballroom);
- Safer neighbourhoods or people to go with would encourage this segment to walk more;
- Elsie can no longer drive, instead she walks once a week to the post office to collect her pension;
- Organised low-impact and low-intensity events would be welcomed.

APPENDIX 2: Use of Kettering Conference Centre (KCC) by Volleyball England

Use of whole hall - 99 days in total

45 days of weekend use
30 days of mid week use
4 days of international events – (weekends)

Use of 8 badminton courts – 20 days in total

10 days of weekend use
10 days of mid week use
NB day time use is up to 4.30pm. Agreement runs to March 2013.