

## County Durham Sport – Move into Sport project

In planning for delivery of 'Move into Sport' there was an early recognition that engagement of inactive beneficiaries into traditional sports clubs would be challenging, compared with engagement into independent exercise routes which we had a strong background in delivering previously. Plans therefore accounted for the underlying factors behind this.

In our project which received significant support and funding from Public Health, target groups would need to be at an increased risk of lifestyle related disease, which by necessity would fit a specific age grouping (age 40-74.) Based on this, Sport England segmentation data allowed us to narrow the target group down to six of the most typical and dominant segments in our local area. The segments were also scattered geographically across the County, guiding delivery area choices also based on GIS mapping around Indices of Multiple Deprivation.

Layering available inactivity data, with disease risk prevalence, GIS and market segmentation data, gave confidence around who the project should be targeting, where these people lived, in what numbers and how delivery should be promoted and designed in such a way that provided best fit with the most dominant segments.

Guided by target market segment preferences, budget and time constraints, we recognised we could only work meaningfully with a selection of sports and clubs (372 registered in the area) so, the need to maximise the available budget for delivery was essential in getting maximum impact and a return on investment.

Move into Sport worked on a unit cost based budget and tariff payment system for delivery, centralising functions such as administration, marketing and monitoring, essentially reducing the burden on providers and allowing them to focus on their strengths and maximise resources for delivery. This approach achieved significant cost savings by reducing back room costs.

The resulting delivery budget and calculation of the number of participants needed to provide maximum value equated to £140 per head, also incorporating estimations on income generation. This approach was also compared against previous programme delivery, where costs were traditionally balanced between unit cost per head (per participant) and also calculation of the financial return on investment (ROI), where ROI tended to be highest when unit costs were low and/or, the number of target beneficiaries was maximised.

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## Process followed by County Durham Sport to develop Move into Sport

The following approach provided Durham with confidence regarding who they were targeting, where people lived, potential numbers, delivery of promotion for the programme and ensuring the projects best fit with dominant market segments.

