The chart above details the population numbers of each segment living within a 5 km radius of Lelant as a representation of the Hayle & St Ives Community Network.

It can be seen that the 5 dominant segments are Roger & Joy, Elsie & Arnold, Philip, Tim and Elaine.

Here, we can see the exact numbers of each segment within Penryn’s immediate catchment (5 km radius) – the 5 most prevalent segments are highlighted in yellow and are, typically, your primary audience.

It should be noted here though, that there are not many more Elaines (ranked 5th) than Phyllis’ (light yellow) in this catchment and that this segment of the population might be worth focusing on too – particularly if they are more prone to activity!

Detailed profiles of each segment are available on the Sport England website (see link below) and should be used in conjunction with this highlight sheet to fully understand the motivations, behaviours, and marketing tactics best employed for getting them in to your activities.

**Sporting characteristics: Are they keen...?**

Roger & Joy (56-65, Married, Retired or Part time)

44% of Roger & Joy say they would like to do more sport, compared to 52% of all adults.

The top sports that Roger & Joy would like to do more of are swimming (28%), keep fit/gym (11%), cycling (11%) and golf (5%). A smaller proportion of this segment would also like to do more athletics (running), badminton or tennis.
Elsie & Arnold (66+, Widowed, Retired)
25% of this segment would like to do more sport, compared to 52% of all adults.

The top sports that Elsie & Arnold would like to do more of are swimming (30%); keep fit and gym (13%); cycling (3%); tennis (3%) and bowls (2%).

Philip (46-55, Married, Professional, Older children)
58% of Philip's would like to do more sport, compared to 52% of all adults.

Top sports that Philip would like to do more of are swimming (18%), cycling (17%), keep fit (10%), and golf (7%).

A smaller proportion of this segment would also like to do more athletics (running), badminton, tennis and football.

Tim (26-35, Single/Married, Professional, May have kids)
66% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 17% would like to do more cycling compared to 10% of all adults; 17% of this segment would like to do more swimming compared to 27% of all adults.

Other sports Tim would like to do more of are keep fit/gym (10%); athletics (6%); and golf (6%).

Elaine (46-55, Married, Professional, Kids left home)
55% of Elaines say they would like to do more sport, compared to 52% of all adults.

The top sports that Elaine would like to do more of are swimming (34%), keep fit/gym (17%), cycling (8%) and badminton (4%).

A smaller proportion of this segment would also like to do more athletics (running), equestrian or golf.

Ralph & Phyllis (66+, Married/Single, Retired)
27% of Ralph & Phyllis' would like to do more sport, compared to 52% of all adults.

The top sports that Ralph & Phyllis would like to do more of are swimming (25%); keep fit/gym and golf (each 7%), cycling (6%) and tennis (5%).

Their demand for these sports is just below the national average in most cases.

Key questions for Hayle & St Ives

Are we seeking to maximise participation or profit – are these synonymous?
How does this knowledge of our local population effect what we offer?
How does this knowledge of our local population effect how we market our services?

Full Profiles of all 19 segments can be found at http://segments.sportengland.org/querySegments.aspx

For further info or additional analysis, please contact Cornwall Sports Partnership on 01872 32 3344 or info@cornwallsportspartnership.co.uk
In terms of population density we have identified 6 predominant segments within the Hayle & St Ives catchment area. Some analysis of what is currently being offered, or what is proposed, could give us a really useful insight into how well matched one’s ‘offer’ is to its public and some quick wins in terms of what services are maximising participation and not.

Below is a simple survey in which we seek to assess current patterns of usage. In each box we ask you to rate the effectiveness of your offer by entering a number in the box below each segment – 1 = Very effective, 10 = Not effective at all.

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<th>Roger &amp; Joy Philip</th>
<th>Elsie &amp; Arnold</th>
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<th>Tim</th>
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Do you market specifically to this segment?

Does timetabling/scheduling enable you to maximise usage among this segment (e.g. working age audiences vs. retirement age audiences)?

Thoughts:
- Is there a large amount of people migrating in or out of your area during the week for work? Who are these people and are they worth targeting? Should this influence activity provision: e.g. – weekday vs. weekend or daytime vs. evenings?
- How do other factors influence uptake of activity – Location, Parking, Cafeteria, Crèche, Bar, Changing rooms, Public transport links etc?
- If this is purely a numbers game then are you better off targeting active segments who may be a smaller proportion of the local population or attempting to cajole a larger mass of relatively inactive users from their sofas?

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