

## Schedule I: Demographic Information for Basingstoke and Deane, 2014

### Sources:

1. Local demographic data: [www.basingstoke.gov.uk/about/facts](http://www.basingstoke.gov.uk/about/facts)
2. Indices of Deprivation: <http://www.basingstoke.gov.uk/browse/council-and-democracy/statistics-and-census-information>
3. Market Segmentation: <http://sportengland.org/research/about-our-research/market-segmentation/>
4. Participation and health data: <http://sportengland.org/research/about-our-research/active-people-survey/>

### Location

Basingstoke and Deane lies in the north of Hampshire covering an area of 245 square miles. Although 90% of the area is rural, over 60% of the population live in the town of Basingstoke.

**Key Issues for the Plan:** Access to sport and recreation opportunities in rural areas.

### Population

Borough Population estimate: In 2011 population estimate was 167,800, by mid-2012 the estimated population had exceeded 170,000.

Borough Population could reach 195,000 by 2031 – over 16% growth

81% of all growth to 2026 is projected to occur within the age groups over 45 (18,000 people)

4.6% (7,800) of the population consider themselves to be ‘white non British’ and 7.1% (11,900) as ‘non-white’ (including mixed ethnicity)

**Key Issues for the Plan:** Providing the right sport and recreation opportunities for an increasingly older population. Ensure that sport and recreation provision keeps pace with population growth.

### Economy

84.8% of borough residents aged 16 – 64 are economically active

80.8% employment rate

### Households

70,600 households in the borough at 2013

Household size 2.40 persons at 2011 census, expected to fall to 2.36 persons by 2029

## Strategic Plan for Sport and Recreation Supporting Documents

68% of dwellings are owner occupied

**Key Issues for the Plan:** Provide a range of opportunities to enable equitable access to sport and recreation by all sectors of the community.

### Health

85.8% of residents describe their health as 'good'

21.2% of households have one or more people with a limiting long term illness

23.9% of adults are obese, 16.2% of children (Year 6) are obese – (2013 Health profile)

**Key Issues for the Plan:** Utilise sport and physical activity to contribute to reducing health issues across the borough.

### Deprivation

The borough as a whole remains within the 20% least deprived districts in England. Despite this relatively positive position, the borough does have pockets of neighbourhoods that experience high levels of disadvantage in terms of education, crime and disorder and income (particularly affecting young people and older people).

**Key Issues for the Plan:** Understand the different needs across the borough, particularly 'pockets of deprivation', and plan sport and recreation provision accordingly.

### Market Segmentation Information

The market segmentation provides an insight into the sporting behaviours and the barriers and motivations to taking part amongst our existing participants and those we wish to engage in a more active lifestyle. The information builds on the Sport England Active People Data and the social marketing Mosaic tools from Experian. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. There are 19 market segments which characterise distinct sporting behaviours and attitudes; each is given a 'name'.

## Strategic Plan for Sport and Recreation Supporting Documents

The dominant market segments for Basingstoke and Deane are:

12.8% Tim

Settling down males: Tim is very active and enjoys high intensity sports such as squash, skiing and cycling. Tim enjoys both team and solo sports.

10.4% Philip

Comfortable mid-life males: Philip is in his late forties and is the most active in his age group. Philip enjoys team sports, racquet games and technical sports such as golf and cricket.

7.6% Alison

Stay at home mums: Alison is in her late thirties and is married with two young children. Alison is fairly active and enjoys fitness classes, swimming and racquet sports.

6.8% Elaine

Empty nest career ladies: Elaine is reasonably active and enjoys sports such as swimming, pilates and horse-riding. Elaine is in her early fifties and works full time.

**Key Issue for the Plan:** Develop a better understanding of what influences and persuades people to take part in more sport and physical activity. The information can be used by all providers to tailor services to meet the needs of local people.