



Sports, Leisure and the Arts

Increased life expectancy, a greater knowledge of the impact we have on our own health and the pressures of a modern society have all led to a greater awareness of the role that sport, leisure and the arts can have in our lives.

A cross-Governmental Action Team has looked at the contribution of arts and sports to neighbourhood renewal and a report has been published showing the valuable contribution that art and sport make to delivering key outcomes of lower long-term unemployment, less crime, better health and better qualifications.

At TNS we have recently worked with both public and private sector clients to develop research to investigate issues around widening participation and evaluating initiatives designed to operate with both social inclusion and health agendas.

Recent examples of projects include:

Evaluation of the School Sport Partnership Programme

TNS has been commissioned since 2003 to conduct the annual school sports survey with primary, secondary and special schools in England. The survey collects detailed quantitative information about the provision and take-up of PE and schools sport activity across schools involved in SSCo Partnerships. This survey involves a mixed-method approach, with schools offered a choice of a self-completion paper questionnaire or a self-completion online questionnaire. In the survey for the academic year 2006/07, we achieved a response rate of 99% with over 22,000 schools participating in the survey. The results of the survey are used to measure against a PSA target. The findings of the survey can be accessed via the survey website: www.tnsinfo.com/sportsurvey

Evaluation of the Sport Action Zones (SAZ) initiative

The SAZ initiative is part of Sport England's Lottery Strategy set up in direct response to the need to address sporting deprivation in some of the most socially and economically deprived areas of the country.

TNS was commissioned to undertake a three year contract to evaluate the process and approaches undertaken to establish and develop Sport Action Zones. The research involves conducting a series of depth interviews with stakeholders in each SAZ.



Benchmarking Sports Facilities

TNS were commissioned to conduct the fieldwork and data processing for a benchmarking survey of 41 local authority/charitable trust sports centre Sport Action Zones. The survey involved distributing more than 17,000 self-completion questionnaires among sport centre users.

Fieldworkers were present at each centre for the whole of its opening hours for an entire term-time week, distributing questionnaires to users and counting visitor flows (to be used to weight the data). The user profile and satisfaction information was supplemented by a management/financial audit and an analysis of the actual usage of each area of the centre.

Higher education sport

Together with Sport England, Universities UK and University & College Sport, TNS has developed a programme to audit the capacity of sports provision in the higher education sector. The aim is to provide a better understanding of the current contribution that higher education makes to sport.

The first phase of this project involved sending audit forms to all higher education institutions in England. The second phase comprised detailed case studies of eight institutions demonstrating good practice and innovation that can be shared across the sector.

Educational visits to museums

This study examined the reasons for a decline in the number of educational visitors to a group of museums and art galleries. The study used available customer data, as well as specially commissioned research, to examine aspects of satisfaction with three different venues.

Depth interviews were conducted with teachers, young people and LEA advisors in and around the venues' catchment areas. In addition, a postal questionnaire was sent to head teachers to collect their views on the target venues. The final part of the study involved telephone interviews with the marketing managers of the top educational 'attractions' in the region.

Leisure consortium

TNS worked with a consortium of leisure club providers to profile their members, lapsed members and non-members, and to identify marketing strategies to maximise membership and attendance at their clubs.

This large-scale project involved an extensive phase of qualitative research, with a second phase of 1,600 in-street interviews.

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