

## Sports Participation - UK - September 2018

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“With participation rates effectively static, growing the player base is now a common challenge for all sports. Breaking down barriers to play, however, will require an individual rather than collective approach as their strength and nature vary significantly from activity to activity.”  
**– David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **Sports clubs need new players, not just new members**
- **How can elite sport do more for grassroots growth?**

The UK sports participation market continues to grow in value but, with participation rates static, it is increasingly dependent on current players spending more, on both membership subscriptions and facility fees.

That is creating a twin pressure to expand the player base and reward current participants for their continued willingness to spend – a task made more complicated by priorities for future investment in sport being guided by self-interest across all playing groups.

In the current funding climate, many sports will have to choose one or the other. Of those options, bringing in new players is likely to be the priority for most, particularly if they can demonstrate to their core participants that a bigger player pool will have a positive effect on their own experience too.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Rising fees fuel value growth

Fitness focus puts pressure on team sports

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UK Athletics

British Cycling

The FA

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