

Sports Participation - UK - September 2014

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“While Britons may be increasingly willing to do the right thing for the good of their health, their preference for doing the easy thing means sports participation will not automatically gain as consumers change their dietary habits before their activity ones.”
– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Is diet-beating activity on the healthy living agenda?
- Can club membership volumes catch up with their value?
- Will formal competition win its relegation fight?

The UK sports participation market has enjoyed a positive last 12 months in headline terms, with the playing number gains achieved around the Olympics of 2012 being sustained through 2013 and 2014, and consumer expenditure rising as a result.

However, longer-term participation trends on a sport-by-sport basis are largely flat, many governing bodies are struggling to respond to changing player preferences and lifestyles and forthcoming cuts in local authority spending present a real threat to the depth and quality of future facility provision.

This report assesses the factors underlying current and recent trends in sports participation in the UK, examines consumers' attitudes towards sport and identifies ways in which governing bodies, facility providers and sports brands and sponsors can help grow playing numbers in the short and medium term.

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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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