

Preston Sports Centre sees a growth of 75% in users over an 8 month period

1610 Ltd Preston Sports Centre

Key messages

- Market segmentation can be used in conjunction with the current user database to understand your customer's needs.
- In an area of high competition, the Sport England segments allow you to focus on the key groups and tailor marketing activities.
- Before any marketing campaign, firstly identify the key user groups, and messages you want to achieve to see the greatest return.

Background and issue

- 1610 is a non-profit making leisure trust managing sites across Devon, Somerset & Dorset.
- Preston Sports Centre reopened in Sept 2012 following an £800,000 investment, and included the development of a fantastic new 25 station fitness studio with state of the art equipment, a brand new Exercise studio, plus a newly refurbished four court sports hall.
- With increased competition in the area the sports centre needed a strong targeted marketing approach and an improved programme to suit the communities needs and to increase usage and income.



What did we do?

- Preston Sports Centre used Gladstone's MRM data system to analyse the sites current users demographic, focusing on age, gender and postcode.
- We then used the segmentation tool to research the dominant groups in the immediate area.
- By using the centres user data and the segmentation tool, the sports centre highlighted a number of gaps in the market and more importantly that the centre's programme didn't match that of the dominant groups preferences.
- From analysing our user database in conjunction with the sport England data we highlighted that the demographic of our users was not representative of the local area. We were doing well to attract a high number of young users but there was a clear gap for the 30+ males (Tim) and the 45+ market (Roger & Joy, Kev, Brenda, Paula, Phillip and Jackie), which were all shown as the dominant segments in the area.

What did we do? (continued)

- Research was undertaken looking at each groups preferences to exercise, marketing and brand association.
- With the data collected and the key groups identified, we firstly looked at our offer and programme. We launched new classes such as Zumba Gold, a drop in badminton club, Wellness Works membership and developed our children's programme.
- With the new programmes/classes ready to launch, a 6 month marketing plan was implemented. By using the knowledge gained from the Sport England segments we could specifically target groups in certain areas by their preferences and linked to their associated brands.
- Examples of the marketing were personalised letters to Roger & Joy, digital adverts and text campaigns to capture Phillip and Kev, and targeted discounts for Brenda & Paula.
- The final part of the marketing plan was a targeted leaflet drop. The leaflet targeted retired 50+ and Social Groups C1, C2 & D in postcodes BA21 3, BA21 4, BA21 5 & BA20 2. To maximise impact, the flyer was designed around the social groups preferred brands and likes, as specified by the Sport England segments.

The results

Overall we found growth in most areas, with an increase of 90% for 50+, 75% for 30+, 300% for Under 11s, and in terms of location we increased users in the immediate postcodes quite significantly, BA21 4' area by 64%, BA20 2 by 40% and BA21 5 by 57%.

Lessons

- Know your customers, take the time to evaluate your current user data.
- Ensure all marketing campaigns deliver a clear concise message to your audience.
- Use Sport England's data to help build your marketing plan.

For more information

- Matt Harras, 1610 Ltd, mharras@1610.org.uk

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