

Using Taking Part data to measure  
Badminton participation

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*Sport Industry Research Centre*

## Sport Industry Research Centre

### *Who we are*

- An internationally recognised sport research centre
- One of 3 at SHU
- A team of 17 full-time staff
- Not only observers, but also participants



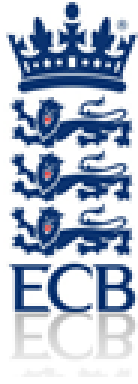
## Sport Industry Research Centre

### *What we do*

- Performance Management
- Programme Evaluations
- Sport Economics
- GIS (Spatial) Analysis
- Elite Sport
- Participation
- Major Events
- Volunteering



## Sport Industry Research Centre Our Clients



**The Brief:**

**A Comprehensive Analysis of Participation**

*Support NGB Decision Making*

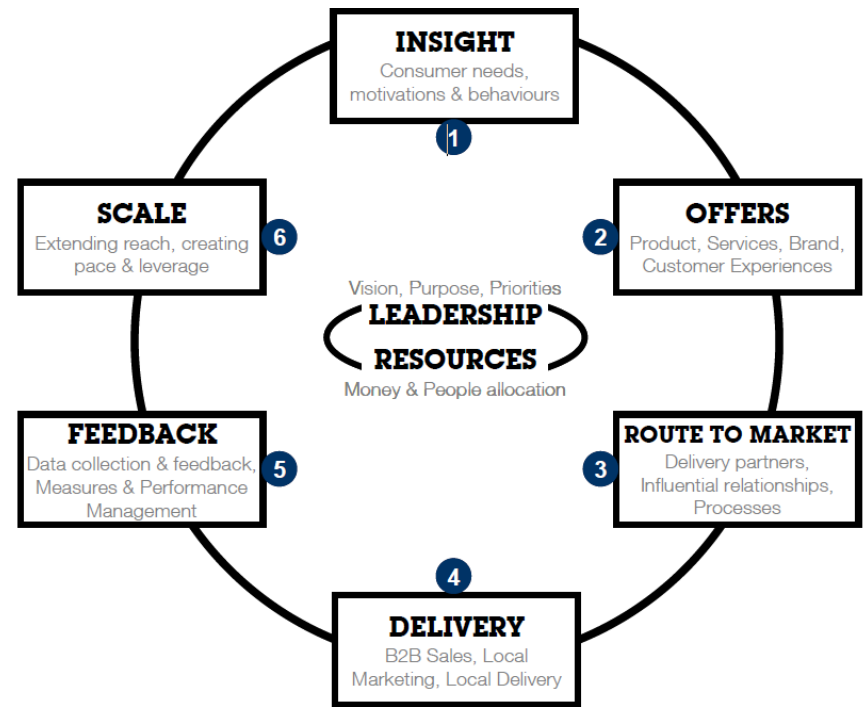
*Review The State of the Badminton Nation*

- **BADMINTON England**
  - Bring range of data sources together
  - Test BE's Participation model
  - Sport England Funding Cycle
    - London, Rio and beyond
- **SIRC**
  - Road test new methods of analysis

## Why examine this?

*NGBs need to provide evidence of delivery against objectives*

- Sport England funding cycle
- Investment of public funds requires evidence
- Supports NGB planning cycle
- Supports evaluation of programme initiatives
  - No Strings Badminton
  - Back to Badminton
  - Community Badminton Networks



		Products	
		Existing	New
Markets	Existing	Market Penetration Strategy	Product Development Strategy
	New	Market Development Strategy	Diversification Strategy

What we did:

Mixed Methods Approach

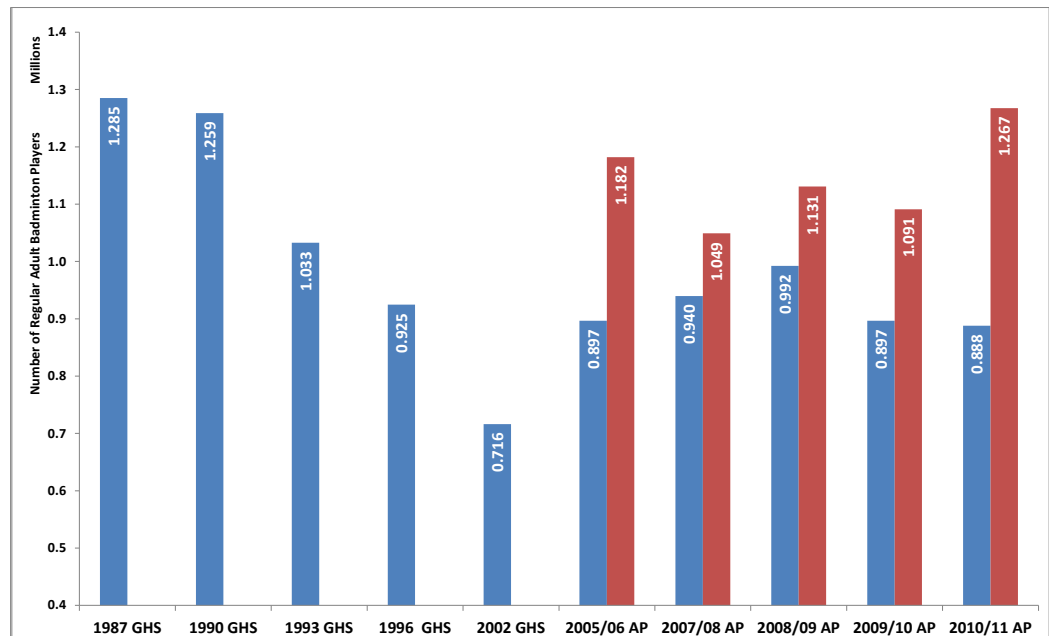
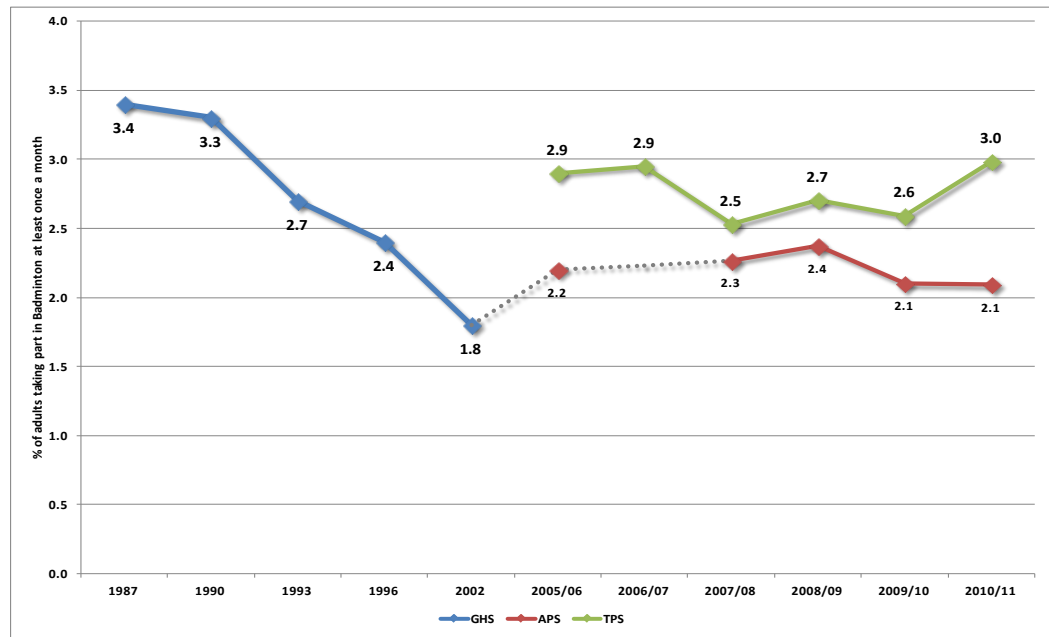
*Primary Research and  
Secondary Data Analysis*

- Primary Research
  - Online surveys of participants and stakeholders
  - Telephone interviews with volunteers
- Secondary Data Analysis
  - Badminton England Data
  - Active People v Taking Part

## What we found

*Participation is holding steady*

- Participation fell up to 2002
- Since 1<sup>st</sup> APS, participation stable
- Just under 0.9 million regular players
- TPS suggests there are more
- Difference of 400,000 players
- Important issue for NGBs - FUNDING

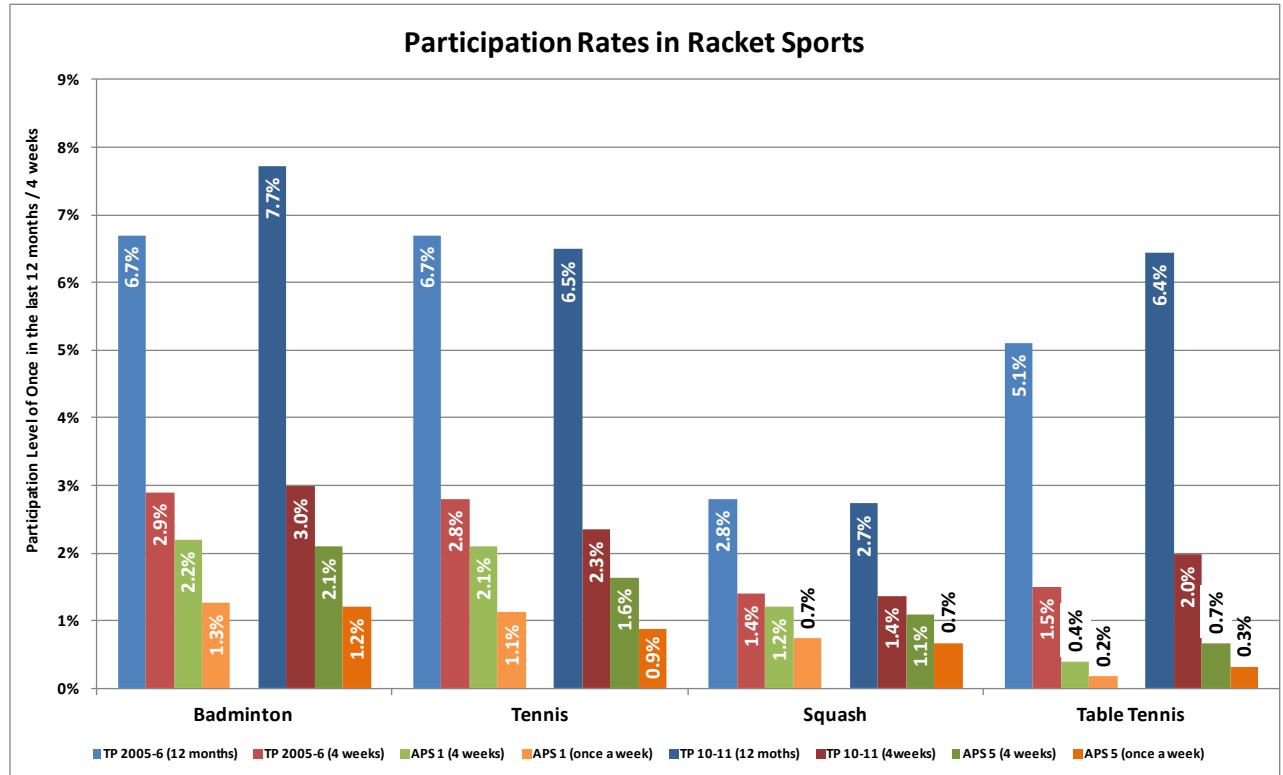




## Comparison with other Racket Sports

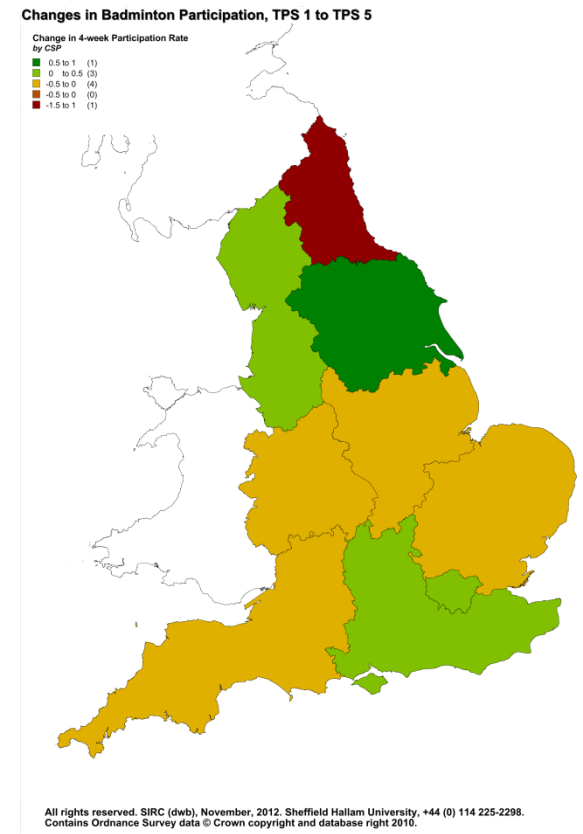
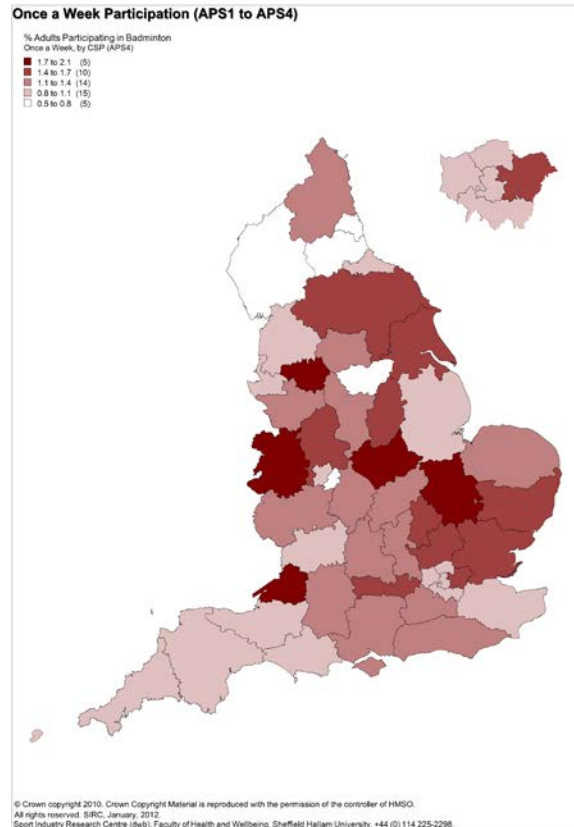
*By any measure, Badminton participation is steady*

- Badminton growing according to TPS
- Contrasts with APS findings
- Similar TPS result for Table Tennis
- Minimal change in Squash
- Tennis down across the board
- APS says Tennis shrinkage significant



## Further Comparison between APS and TP Variations by CSP not possible with TP data

- Sample size restricts spatial analysis
- APS better suited to GIS mapping
- Importance of measuring change to NGBs:
  - Spatial variations in participation
  - Casual / irregular participation
  - Young people's participation



**BADMINTON England's Model:  
The Badminton Population**  
*Testing a Hypothesis with Real Data*

- Based on population pyramid
- Developed from analysis of BE membership
  - General membership
  - Elite level players?
- Gaps identified in casual and youth markets
  - Taking Part Data ideally suited



**BADMINTON England's Model:  
The Badminton Population**  
*Testing a Hypothesis with Real Data*

- Data supports BADMINTON England hypothesis
- Process demonstrates value of TPS data
  - Time series data
  - Comparison with other (survey) datasets
- NGB has developed model further
- Potential application to other sports...

| Thank you for your attention.  
| Questions?

Picture courtesy of [www.teamgb.com](http://www.teamgb.com)

