



Resources and Links

Please find below resources and links to research, publications and potentially useful websites in the area of physical activity.

Please also see the Be Active in your Local Area and the Activity Links pages.

Please be advised that CSW Sport does not manage the websites that are listed and therefore does not take responsibility for their contents.

Social Marketing, Understanding Participation and Promoting Physical Activity

Promoting Activity toolkit, www.promotingactivitytoolkit.com and the Research page, <http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>

National Social Marketing Centre, <http://www.nsmcentre.org.uk/> and resources and toolkits section, <http://www.nsmcentre.org.uk/document-sharing.html>

BHF National Centre for Physical Activity and Health, research and evaluation centre to improve and extend the practice of physical activity interventions and promoting physical activity in the UK, <http://www.bhfactive.org.uk/>

Sport England Market Segmentation - http://www.sportengland.org/research/market_segmentation.aspx and <http://segments.sportengland.org/> and training resources for market segmentation (and Active People Survey), module 5 and 6, http://www.sportengland.org/support_advice/local_government/apd_training/resources.aspx

Department of Health Market Segmentation and understanding behaviour, 6 clusters, Section 7 of Healthy Weight, Healthy Lives, Consumer Insight Summary, http://www.nhs.uk/change4life/Documents/pdf/Consumer_insight.pdf

Make Sport Fun, Social Marketing Campaigns for sport and physical activity, <http://www.makesportfun.com/>

Experian, Marketing Services (organisation that numerous public sector organisations use) http://www.experian.co.uk/www/pages/what_we_offer/understand_economic_and_market_trends/understand_economic_and_market_trends.html

Association of Public Health Observatories, Health profiles for local areas, http://www.apho.org.uk/resource/view.aspx?QN=HP_REGION_F

National Institute for Health and Clinical Excellence (NICE) Promoting Physical Activity for Children and Young People, <http://www.nice.org.uk/PH17> and other publications at <http://www.nice.org.uk>

The Women's Sport and Fitness Foundation have produced a set of factsheets on participation and other areas, which can be found at <http://www.wsff.org.uk/publications/fact-sheets>



General Physical activity and Sport

See the other sections under Physical activity including Be Active in your Local Area for other links.

Proxy Physical Activity Indicator Results (scroll down to the relevant link) for various governmental targets, collated on one spreadsheet by PAN-WM, plus other useful resources, http://www.pan-wm.org.uk/panlinks.aspx?id=PAN_PROGRESS_MONITORING

BHF National Centre for Physical Activity and Health, research and evaluation centre to improve and extend the practice of physical activity interventions and promoting physical activity in the UK, <http://www.bhfactive.org.uk/>

British Heart Foundation (BHF) publications, http://www.bhf.org.uk/publications/publications_search_results.aspx?m=simple&q=physical+activity

Physical Activity Network, West Midlands, (PANWM), http://www.pan-wm.org.uk/default.aspx?id=PAN_HOME

Sport England, Local Sports Profiles, one stop shop of various information on local areas, http://www.sportengland.org/research/local_sport_profiles.aspx

Sport England Research, <http://www.sportengland.org/research.aspx>

Sport England in partnership with UK Sport, the Value of Sport Monitor, research on various topics, http://www.sportengland.org/research/value_of_sport_monitor.aspx

Sport England, other useful information for support, planning and strategic work, http://www.sportengland.org/support_advice/local_government.aspx

Women's Sport and Fitness Foundation Publications, <http://www.wsff.org.uk/publications/>

Sporting Equals Resources, <http://www.sportingequals.org.uk/resources.php>

Walking for Health Publications, <http://www.whi.org.uk/results.asp?key=2335|0|3518495058248|p|849|0&parentkey=2335|0|3518495058248|p|849|0>

Walk England Resources, <http://www.walkengland.org.uk/WhosWalking.aspx>

Department of Health Publications, <http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/index.htm> and Department of Health Physical Activity page, <http://www.dh.gov.uk/en/PublicHealth/Healthimprovement/PhysicalActivity/index.htm>

National Obesity Observatory Publications, http://www.noo.org.uk/resources/DH_Publications

West Midlands Public Health Observatory Publications, <http://www.wmpho.org.uk/publications/default.aspx>



Association of Public Health Observatories, Health Profiles

<http://www.apho.org.uk/default.aspx?RID=49802>

Sports Development Info, physical activity and sport resources, (please note you need to be a member to access some of the resources) <http://www.sportdevelopment.info/>

World Health Organisation, Move for Health pages, <http://www.who.int/moveforhealth/en/>

NHS Choices, Live Well, information on being healthy, www.nhs.uk/livewell