

Rugby League in East Lancashire - a quick profile.

1.0 Participation levels in Rugby League

Sport England's Active People Survey (APS) is the largest telephone survey in Europe around sport and physical activity. Their on-line diagnostic tool allows us to model participation rates in specific sports across Lancashire.

Last year's survey (APS3) data cannot yet be interrogated to provide sport specific data, so the survey from 2007-2008 (APS2) has been used to generate the data below.

More information about the Active People Survey, can be found on the [Sport England web site](#).



District	% of population who participated in Rugby League in the last 4 weeks*
Blackburn with Darwen	no result
Burnley	no result
Hyndburn	no result
Pendle	no result
Ribble Valley	no result
Rossendale	no result
North West Average	0.56%
National Average	0.32%

* = at least 1 session of 30 minutes moderate physical activity.

Source - Active People Survey 2 (2007-2008)

The participation rates above are modelled rates based upon the 500 people for each district that were questioned during 2007-2008. It is likely that people are participating in Rugby League across East Lancashire, although none of the telephone respondents answered so, causing the 'no result' measure above.

2.0 Rugby League Sports Clubs

Lancashire Sport Partnership's club database can be accessed from our website. The data is constantly being updated and modified as sports clubs details change. At this current time, the database is showing the following Rugby League clubs within East Lancashire:

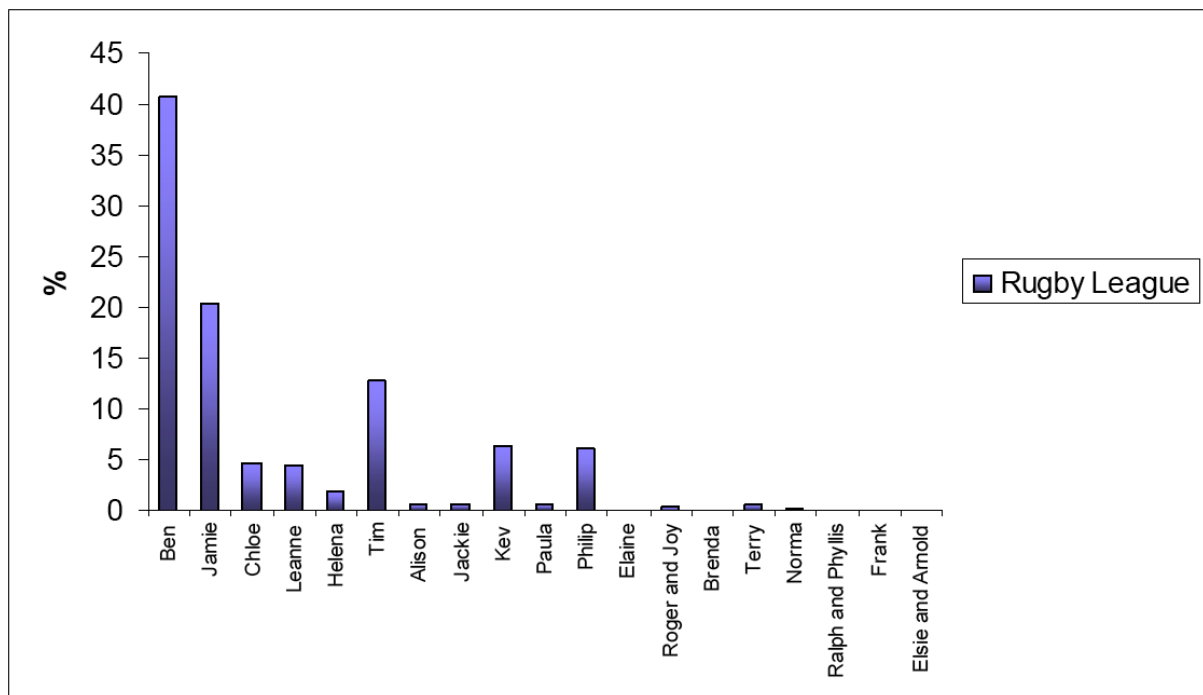
District	Clubs
Blackburn with Darwen	2 Clubs: <ul style="list-style-type: none">• Accrington Rugby League Football Club, BB1 8NB• East Lancashire Lions Rugby League Football Club, BB3 0BB
Burnley	No results
Hyndburn	No results
Pendle	1 Club: <ul style="list-style-type: none">• West Craven Warriors Rugby League Football Club, BB18 5SE
Ribble Valley	No results
Rossendale	No results

The results above are purely based upon what are contained upon the Lancashire Sport Partnership database as of April 2010. If any more Rugby League clubs wish to be listed on this database, they can be added by going to the database registration [pages of our website](#).

3.0 Market Segmentation

Using a variety of data from a number of sources, Sport England has developed 19 distinct segments of society based upon their habits and activities around sport and physical activity. For more information about market segmentation and how Sport England developed the segments please visit the [market segmentation website](#).

Some of these segments are more likely to get involved with certain sports than others. The graph below shows which segments are most likely to be interested in playing Rugby League.



Source: Sport England Market Segmentation

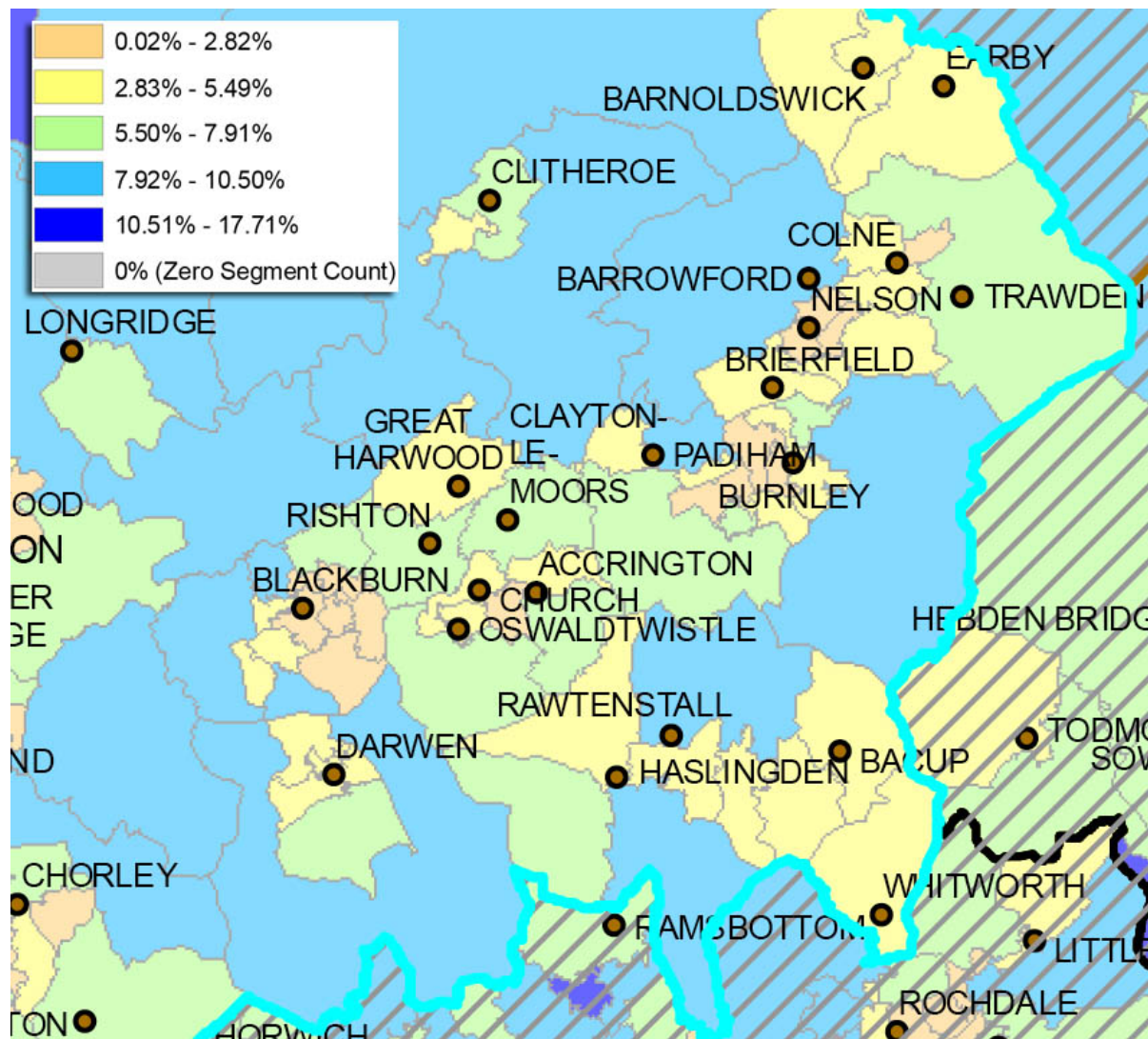
The top segments most interested in playing Rugby League are listed below, in ascending order: (clicking each name will launch the fact-sheet associated with each segment).

- [Ben - Competitive male urbanites - \(Segment A01\)](#)
- [Jamie - Sports team drinkers - \(Segment A02\)](#)
- [Tim - Settling down males - \(Segment B06\)](#)
- [Kev - Pub league team mates - \(Segment B09\)](#)
- [Philip - Comfortable middle-life males \(Segment C11\)](#)

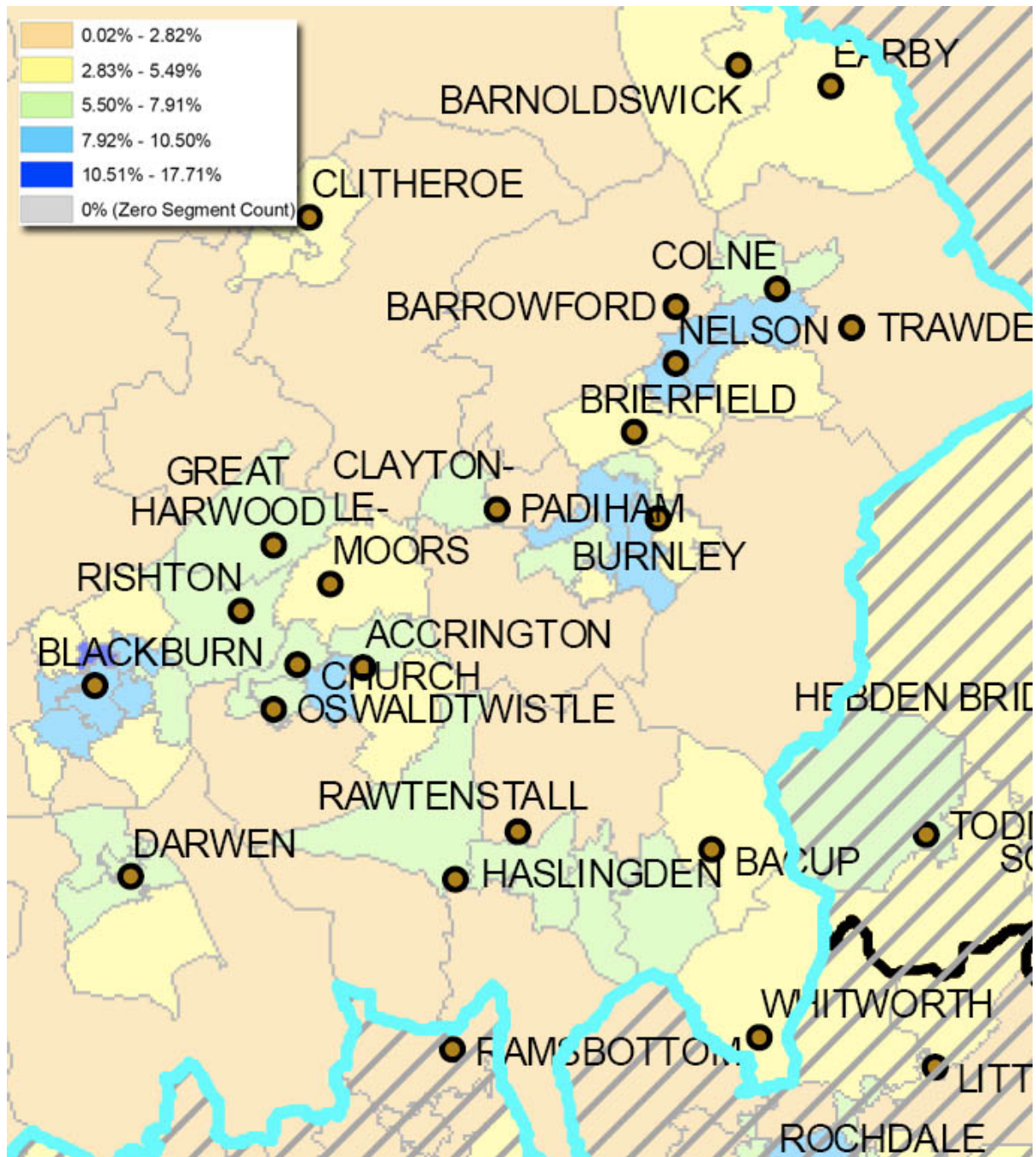
3.1 Where these segments live in East Lancashire

The following maps show the density of each segment based upon the local population. More detailed maps are available from Lancashire Sport Partnership upon request.

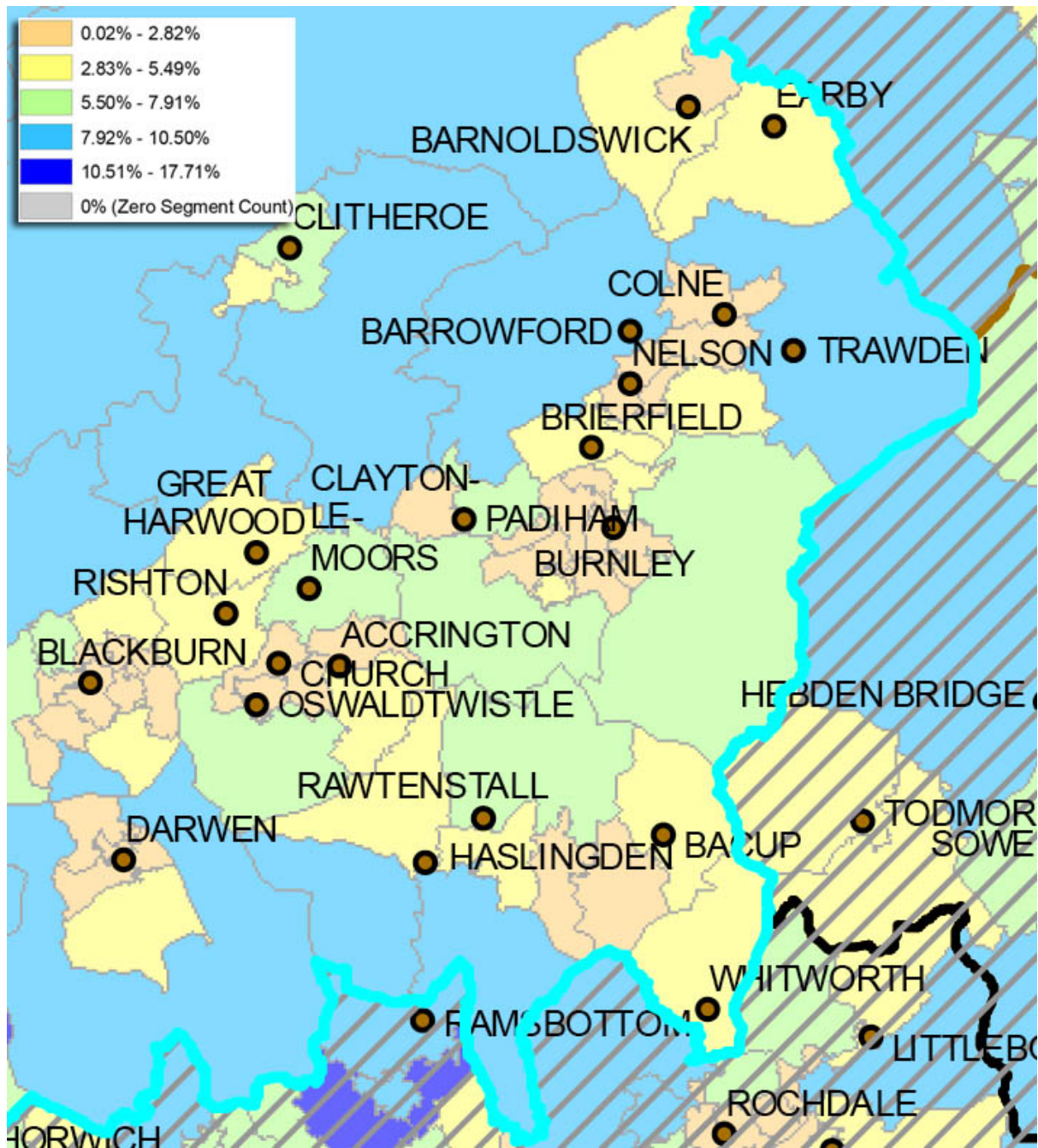
- Where Ben is most likely to live



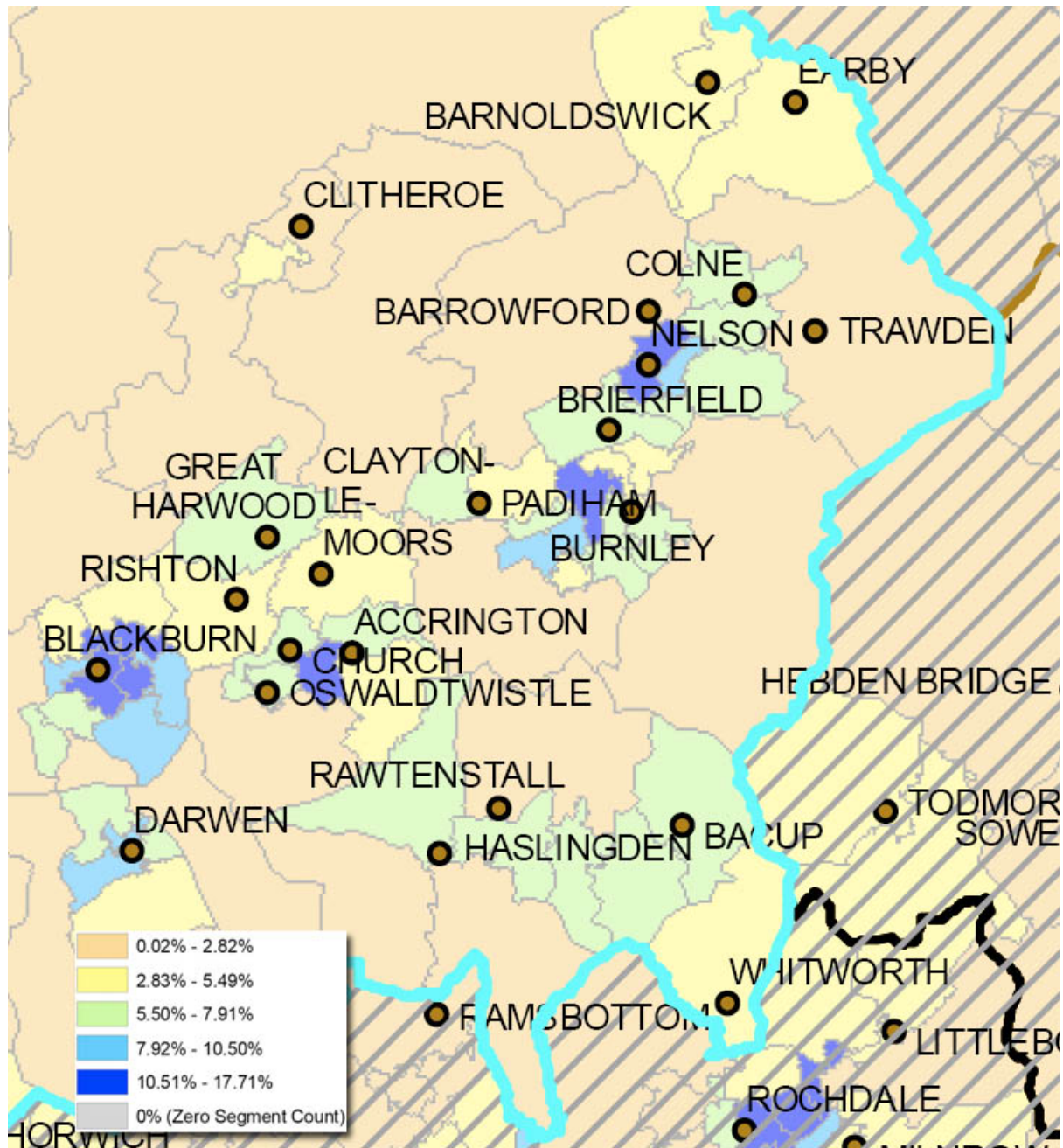
- Where Jamie is most likely to live



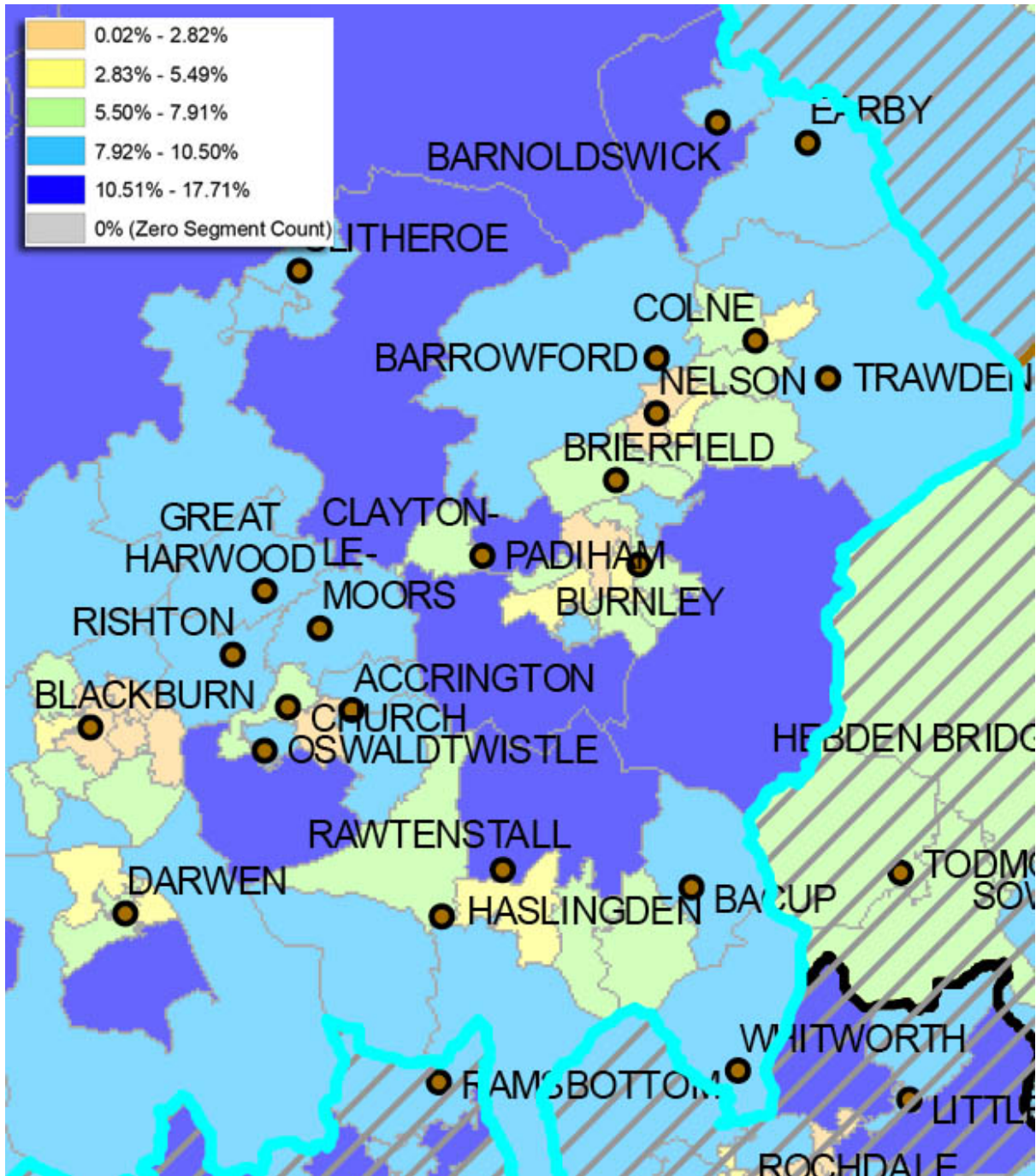
- Where Tim is most likely to live



- Where Kev is most likely to live



- Where Philip is most likely to live



4.0 Grass pitches surrounding the potential site - Highams Fields - BB5 6BD

Sport England and local authorities maintain a database of facilities called Active Places, it can be used to search and report on all sport facilities within a certain area. There are 12 grass pitches set up to accommodate Rugby League that are within a 15 mile radius of Highams Fields at the postcode of BB5 6BD*

* Please note, this report includes all facilities including private use only.

1. HIGHAMS PLAYING FIELD 1208692	0.11 mile(s)
☎ 01254 356265 Accrington, BB5 5BD	
2. RIBBLESDALE HIGH SCHOOL AND TECHNOLOGY COLLEGE 1201753	7.42 mile(s)
☎ 01200 422563 Clitheroe, BB7 1EJ	
3. HODGE HOUSE PLAYING FIELDS 6005756	8.46 mile(s)
☎ 01282 661598 Nelson, BB9 7QP	
4. LEVEN GREIVE SPORTS FIELD 1041401	9.78 mile(s)
☎ 01706 252501 Rochdale, OL12 8NP	
5. WITHY GROVE PARK 6005272	12.21 mile(s)
☎ 01772 625674 Preston, PR5 6RP	
6. THE DERBY HIGH SCHOOL 1201443	12.51 mile(s)
☎ 0161 764 1819 Bury, BL9 9NH	
7. WEST CRAVEN HIGH TECHNOLOGY COLLEGE	

1041295 12.79 mile(s)

☎ 01282 812292

Barnoldswick, BB18 5TB

8. VICTORY PARK

1208423

13.24 mile(s)

(Alias :VICTORY PARK PLAYING FIELDS)

☎ 01282 661598

Barnoldswick, BB18 5EN

9. LOSTOCK HALL SPORTS CENTRE

1004612

13.39 mile(s)

(Alias :LOSTOCK HALL COMMUNITY HIGH SCHOOL AND ART COLLEGE)

☎ 01772 336293

Preston, PR5 5UR

10. MAYFIELD SPORTS CENTRE

6016131

13.61 mile(s)

☎ 01706 527103

Rochdale, OL11 3AG

11. KING GEORGE V

1208109

13.8 mile(s)

☎ 01257 515574

Chorley, PR6 9LP

12. BALSHAWS CHURCH OF ENGLAND HIGH SCHOOL

1203212

14.3 mile(s)

☎ 01772 421009

Leyland, PR25 3AH

5.0 Further Information

For further information about this report, or to request further research, please contact James Ventham, Marketing and Information Manager at Lancashire Sport Partnership.

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