



KNIGHT KAVANAGH & PAGE



**MANAGEMENT CONSULTANTS**  
Integrity, Innovation, Inspiration

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## Research & Evaluation

**Whether gathering participation data, developing England's only LAA arts stretch target, analysing the Northwest economy or producing interactive web based systems, we deliver high quality products to meet the needs of our clients.**

Our research, analysis, intelligence and quality control, described as 'strategic and highly practical' by Oldham's Cultural Partnership, spans a broad spectrum from policy development and strategic planning to feasibility studies and market appraisals.

### Market research

We are the leading market research provider in the youth sport sector but our work extends much further. We offer the full portfolio of web, paper, telephone and street-based, quantitative and qualitative research, supported by extensive GIS mapping, database and analytical capability. Our service ranges from interviewing company directors to community-based focus groups and questionnaire surveys of over 100,000 people.

Effective design is key to achieving worthwhile results and outcomes. Asking the right questions in the right way to generate meaningful information is a skill we have honed through many years of practical experience. Our research staff are professionally recognised and regulated via membership of the Market Research Society.

### Strata survey

Our acclaimed patented census style participation and lifestyle surveys of young people have been delivered for more than 100 local authorities covering more than 200,000 young people across the UK. These help our clients to determine key factors to address if participation levels in sport and the arts are to be maintained and increased. Equally importantly they complement and enhance Sport England's data such as 'Active People' and the PESSYP school sport surveys.

### Data analysis

Our analysis and related systems are top class. Written reports, visual presentations and interactive tools combine tables, diagrams, maps and charts with clear commentary to ensure that core messages are put across and we do not drown our clients in numbers.

Our ability to enhance the depth and usability of data is made more powerful via the use of research tools such as Mosaic, Mintel, Active People and Active Places; all of which we offer as part of our comprehensive research package.

### Data presentation

From regular performance measurement support and talented athlete tracking in Northern Ireland, to mapping Clubmark clubs and signposting arts and cultural venues in Edinburgh, our experts are recognised as

leading industry specialists, getting the most from the information gathered.

Our Geographical Information System (GIS) is the most sophisticated in the sector. It is a key analytical tool to support performance measurement, making it easier to understand and interpret data using industry leading software 'Mapinfo' to provide pictorial maps of responses and data.

**Whatever the brief, you can rely on us to assist you to define and refine what you want to do and apply our expertise and experience to deliver a targeted, value for money solution.**

*"KKP's review has provided an entirely new level of detail in our analysis of data for the different sectors which comprise the regional economy and will form a key aspect of the forthcoming review of the Regional Economic Strategy."*

**Emma Charnock, Information Manager, NWDA**

*"The forensic analysis conducted by KKP has given us reassurance as well as invaluable insight to inform our future planning."*

**Jon Best, Senior Research Manager, sportscotland**

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1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF

**T** 0161 764 7040 ◀ **F** 0161 764 7490 ◀ **E** mail@kkp.co.uk ◀ **www.kkp.co.uk**

