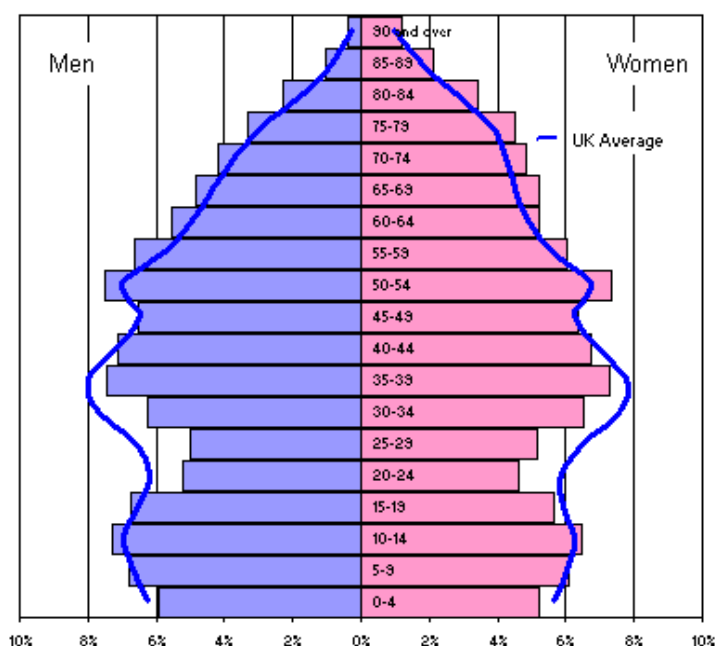


Marketing

The Population Pyramid from the 2001 Census of the Dover District



Age Range	Total	Males	Females
0 - 4	5803	2971	2832
5 - 9	6710	3408	3302
10 - 14	7160	3658	3502
15 - 19	6457	3382	3075
20 - 24	5137	2639	2498
25 - 29	5322	2517	2805
30 - 34	6689	3156	3533
35 - 39	7699	3740	3959
40 - 44	7221	3580	3641
45 - 49	6735	3285	3450
50 - 54	7745	3769	3976
55 - 59	6612	3332	3280
60 - 64	5624	2787	2837
65 - 69	5265	2446	2819
70 - 74	4732	2106	2626
75 - 79	4130	1674	2456
80 - 84	3008	1146	1862
85 - 89	1663	524	1139
90 & over	854	201	653

The percentages on the pyramid represent the percentage of 'all males' (to the left) and the percentage of 'all females' (to the right) that are in that age group.

Totals 104,566 50,321 54,245

Sport England's Market Segmentation

Why do some people play sport? And why do some simply not want to join in? Sport England has developed nineteen sporting segments to help us understand the nations' attitudes to sport and motivations for doing it (or not). For more information, visit www.sportengland.org click on 'Research' then 'Market Segmentation'

Sport England's Photo Library

The image library contains free-to-use images of community sport that can be used to help promote your sport or project. You can search by sport or by topic. To access high quality pictures, visit www.sportengland.org click on 'Media Centre' then 'Image Library'

Places in the Dover District to send your posters/flyers

For a full list of places to send your flyers, visit www.dover.gov.uk/sportsdevelopment then click on 'Marketing', the list includes; Council Offices, Libraries, Community Centres, GP Surgeries, Shops, Pharmacies, Convenience Stores, Newsagents, Schools/Youth Centres, Residential Homes, etc

DDC's Web-based Community Directory

Local authority websites feature highly on internet search engines, therefore to get your club noticed, register you clubs on the Community Directory. To do so visit www.dover.gov.uk and click on 'Community' in the left hand menu, followed by 'Facilities, Organisations & Events', then 'Community Directory'. Don't forget to add all your contact details, a piece about your beginner sessions under 'club description' and if you have any open days or community events, list them in the event organiser.

Creative Design & Printing

Company	Contact
RK Graphics (printing & design)	Tel: 01304 821000
Adams (printing & design)	Tel: 01304 211202
Stone (banners & pop-ups)	Tel: 01233 636617
County Print & Design (Design)	Tel: 01622 605372

Media Contacts

Media Contacts	Telephone	Email
Kent Sport	01622 605053	chris.walker@kent.gov.uk
Dover Express	01304 240 660	newsdesk.doverexpress@krmmedia.
East Kent Mercury	01304 365 526	mercurynews@thekmgroup.co.uk
Your Kent Newspapers Kent on Saturday Kent on Sunday	01303 817 000	editorial@kosmedia.co.uk
KMFM	01233 895813	marketing@thekmgroup.co.uk
BBC Radio Kent	01892 670000	radio.kent@bbc.co.uk
Town & Parish Councils	01304 872304	democraticservices@dover.gov.uk
Workplace Bulletins	various	Use your members to gather contacts
School News Bulletins	Elaine Head	Elainehead1@hotmail.co.uk

Disclaimer: This information is intended as a guide only and if in any doubt, please seek the advice of a professional. Dover District Council is not acting as an agent or partner to the above external agencies. These are organisations that we have worked with on various projects and by publishing their details it is our intention to give you an option to contact them for any enquiries if necessary.