



## Sportivate Programme Evaluation

Annual report April 2011 – March 2012



Developed by the impact study team at **Sport Structures Ltd**

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## 1 Introduction

- 1.1 Sport Structures was commissioned by Sport England in March 2011 as the independent impact study team for the four year Sportivate programme.
- 1.2 This is the first annual evaluation report for the period 1 April 2011 to 31st March 2012.
- 1.3 The first three months of the reporting period were taken up by preparation for the delivery of Sportivate including the submission, assessment and approval of Sportivate plans from each County Sports Partnership (CSP). During the same period Sport Structures developed and launched a series of evaluation tools including:
  - An online data portal to gather 'real time' data including project information, registration forms and attendance registers
  - A hardcopy exit postcard survey to reveal the intentions of teenagers and young adults to continue to take part in sport
  - An online survey to track levels of participation by teenagers and young adults three months after taking part in the Sportivate programme
  - A review process for CSPs to provide qualitative feedback regarding their progress with the programme
  - A review process for project providers<sup>1</sup> and/or deliverers<sup>2</sup> to provide qualitative feedback about the successes and challenges experienced.
- 1.4 Of these tools, the most significant is the online portal which has fundamentally influenced the way the programme is managed and administered. The new system, which was launched on 4 July 2011, replaces the Microsoft Excel based system of data collection used during the Sport Unlimited programme. The new online system offers greater sophistication of analysis and has been designed to be more user friendly for CSPs and their partners. Where properly utilised by CSPs, the system offers 'real time' data on the progress of individual projects and on the overall

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<sup>1</sup> 'Provider' is a term used to describe the intermediary tier between CSPs and the deliverer (see 2 below) which is usually an organisation such as a local authority, community sports network, sports association or community group.

<sup>2</sup> 'Deliverer' is a term used to describe the tier below provider and most commonly will be the coach, instructor or local group actually putting on the activity.

performance of the CSP. The system has been roundly welcomed but has, inevitably, necessitated a change of administrative approach within CSPs. The system requires providers/deliverers to input data throughout the duration of projects which has proven to be a challenge to some. The system must be regularly updated and CSPs need to persuade more providers/deliverers to fully utilise the system.

- 1.5 This report is based on statistics drawn from the system on 27 April 2012 – the deadline for CSPs to upload data for year one. Since this date, some CSPs have continued to enter data but this has not been analysed.

## 2 Overview

- 2.1 It has been an excellent first year for the Sportivate programme. Targets have been exceeded, retention has been high, administrative systems have worked well, there is evidence of innovation and creativity, learning has been applied from Sport Unlimited, and the programme has made significant strides towards embedding 2012 legacy planning into the work of CSPs across the country.
- 2.2 There have been well over half a million attendances at sessions. A total of 98,869 different teenagers and young adults aged 14-25 years have taken part in 6428 completed Sportivate projects. They have been engaged (attended at least one session) 98,987 times which means 118 have taken part in more than one project. Of these 80,870 have been retained (have attended at least 5 out of 6, 6 out of 7 or 7 out of 8 sessions) which constitutes 134.0% of the year 1 retention target. This is an excellent performance by CSPs of which only five have not reached their year one target. (For a breakdown of CSP targets see Appendix 1).
- 2.3 The North East is the best performing region reaching 168.3% of its target, followed by the East with 143.5%. All regions have exceeded their target by a considerable margin. There have been some high performing CSPs within each region.
- 2.4 The proportion of engaged participants who are retained ranges across the regions from 88.1% to 75.7%, the national average is 81.7%. This is 3.2% up on the six month figure (78.5%) and gives a good indication of what to expect in future.

Table 1 National and regional progress against targets

	KPI engage actual	KPI throughput actual	Year 1 target retain	KPI retain actual	% year 1 retain target	% retained vs engaged
<b>National</b>	<b>98987</b>	<b>579311</b>	<b>60373</b>	<b>80870</b>	<b>134.0</b>	<b>81.7</b>
East	11673	63202	6353	9117	143.5	78.1
East Midlands	9338	54735	5377	7499	139.5	80.3
London	14929	86630	8550	11300	132.2	75.7
North East	6315	34525	3145	5293	168.3	83.8
North West	14555	87497	8272	11644	140.8	80.0
South East	13087	81252	9502	11359	119.5	86.8

South West	9632	57452	6216	8318	133.8	86.4
West Midlands	10122	55945	6321	8115	128.4	80.2
Yorkshire & Humberside	9336	58073	6637	8225	123.9	88.1

- 2.5 The results of both the intention and tracking surveys have also been extremely positive. 96.4% of the teenagers and young adults who completed the intention survey enjoyed the sessions they took part in and 89.2% had been inspired by Sportivate to take part in more sport. 97.7% of people who completed the intention survey indicated they were likely or very likely to continue to take part in sport after the Sportivate sessions ended.
- 2.6 Although our tracking survey is in its early stages, the indications are that these good intentions seem to have been turned into tangible behaviour change. 88.9% of the retained participants who completed the sustainability survey were still taking part in sport 90 days from the end of the Sportivate project, 82.1% of these in the same sport they took part in during Sportivate. 47.0% of people are doing more sport than they did before taking part in Sportivate, 42% are doing the same amount and only 11% are doing less. More than half of the people who are doing more tell us it is because of Sportivate. Indeed, our analysis of the pre and post Sportivate activity levels of our 967 respondents has revealed a significant increase in the percentage defined as 'sporty' which rose from 41.8% to 54.7%. The percentage of our sample doing no sport at all dropped from 9.9% to 2.1%. It will be interesting to note whether this pattern is maintained over the duration of the programme as our survey sample grows.
- 2.7 Overall, responses to our surveys indicate that Sportivate is helping to keep people involved in sport, is increasing participation levels among a significant proportion of the young people it reaches, is reducing the number of people who do no sport at all, and is contributing to increasing club membership.
- 2.8 Although there are challenges that remain – for example it has been difficult to attract older participants and more than half so far have been 14, 15 or 16 - CSPs stress that they are still in the comparatively early stages of the programme and there is time to apply learning. They remain very confident that they will use these excellent results as a platform and that Sportivate will go from strength to strength.

### 3 Year one results

- 3.1 This section outlines the key results from the Sportivate programme in year one. The report is divided into three main sections relating to the projects, participants and the performance of CSPs.

#### Projects

- 3.2 A project is defined as a series of coaching sessions in a chosen sport lasting no less than six sessions and a maximum of eight (which for year two has been increased to a maximum of twelve). Sessions should be structured to take place weekly to increase the likelihood of behavioural change, however it is acknowledged that in some cases sessions may occur over a shorter time period. At the end of a project the teenagers and young adults should be supported into a suitable exit route so that their participation is sustained.

#### Project status

- 3.3 There have been a total of 9776 projects uploaded to the online portal. Of these, 6428 (65.8%) projects have been completed<sup>3</sup> and approved<sup>4</sup>, with a further 42 (0.4%) projects awaiting approval at the time of writing. At the end of year one there were 2742 (28.0%) 'live' projects with sessions still taking place. There are clear signs that there are some CSPs that have not completed projects or have missed the administration deadline of the 27<sup>th</sup> of April. We therefore expect the year end statistics to continue to increase for some time to come.

Table 2 Status of projects

Project status	Frequency	Percentage*
Live projects	2742	28.0
Awaiting approval	42	0.4
Project completed and approved	6428	65.8
Project cancelled	564	5.8

\*Based on 9776 Projects

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<sup>3</sup> A project is 'completed' by a provider or deliverer using the online portal when the series of 6, 7 or 8 sessions has taken place.

<sup>4</sup> CSPs are required to 'approve' completed projects to verify that the data is accurate and complete.

3.4 Less than 6.0% (n=564) of projects have been cancelled. Projects are cancelled for a number of reasons, the most common (meaning they have more than n=30 qualitative response) when inputting errors are discounted are;

- Lack of interest in the project, with too few participants to make the project viable to run
- Problems with coach or venue availability
- A breakdown of communication with the delivery organisation.

#### Completed and approved projects

3.5 This report only focuses on completed and approved projects because the data that has been submitted by the project providers/deliverers has been verified by the CSP lead officer through the formal approval process.

3.6 The regions with the highest number of projects are the North West (14.6%, n=937) and London (13.4%, n=862). It should be noted that the areas and populations served by CSPs vary considerably and Sport England has set targets accordingly based on the size of the 14 – 25 population. Figure 1 (below) is therefore not a measure of performance but instead a guide to the level of project activity.

Table 3 Regional breakdown of completed and approved projects

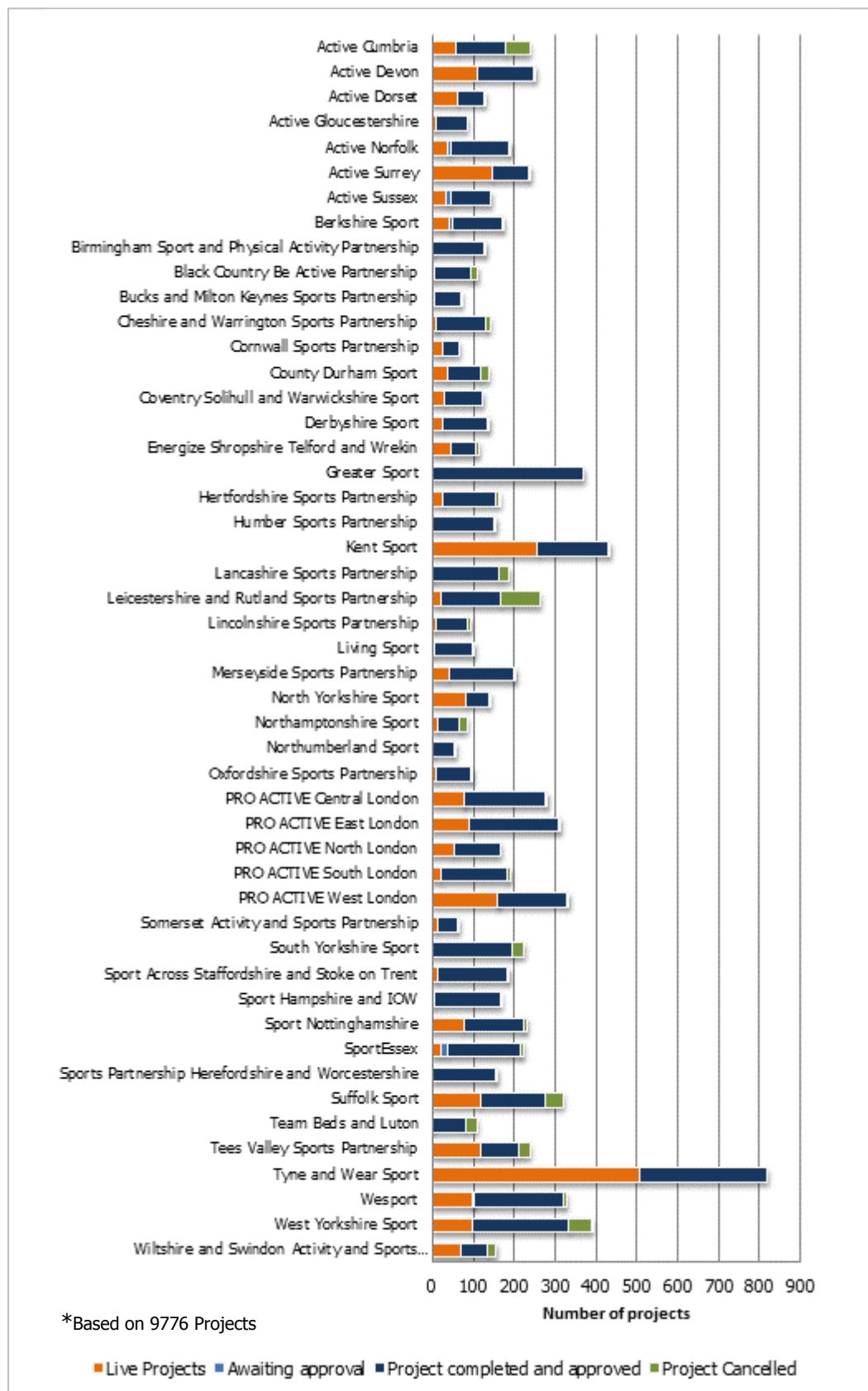
Region	Frequency	Percentage*
East	785	12.2
East Midlands	534	8.4
London	862	13.4
North East	534	8.3
North West	937	14.6
South East	792	12.3
South West	650	10.1
West Midlands	696	10.8
Yorkshire and Humberside	638	9.9
<b>Totals</b>	<b>6428</b>	<b>100.0</b>

\*Based on 6428 Projects

3.7 The CSPs that have completed and approved the most projects are Greater Sport (5.7%, n=371), followed by Tyne and Wear (4.8%, n=309) and West Yorkshire

Sport 3.7%, n=236). This is in line with the size of the CSP and the target set by Sport England. For a full breakdown of projects by CSP please see Appendix 2.

Figure 1 CSP project status



- 3.8 A total of 42,674 sessions have been delivered in completed projects. There has been an average of 6.6 sessions per project. It is logical to assume that it is more difficult to retain people over eight sessions than over six. The data suggests that projects are more likely to be shorter than the maximum; however the changes to the maximum number of sessions for year two could change the average significantly.

#### Organisations involved with delivery

- 3.9 Providers and deliverers have been divided into 15 different types. These categories were defined by Sport England prior to the start of the Sportivate programme. The most common type of provider has been local authority sport development staff with 35.8% of projects (n=2206), followed by NGB staff with 12.3% (n=757) of projects.
- 3.10 From a sample of 2565 projects where the information was provided (see table 4 below), the most common type of deliverer has been youth club staff with 20.9% of projects (n=535) followed by NGB staff with 14.6% (n=374) of projects. It will be interesting to note whether this pattern continues in the long run.

Table 4 Types of organisation delivering Sportivate

Type of Organisation	Providers		Deliverers	
	N	%*	N	%^
College/ HE staff	418	6.8	252	9.8
Community sports trust staff	279	4.5	147	5.7
Community sports organisation	328	5.3	260	10.1
CSP staff	236	3.8	29	1.1
Football in the community	55	.9	24	.9
Local Authority sport development staff	2206	35.8	243	9.5
Leisure centre staff	134	2.2	106	4.1
Mixture	155	2.5	116	4.5
NGB Staff	757	12.3	374	14.6
Private organisation staff	540	8.8	222	8.7
Sport on the doorstep	385	6.3	194	7.6
Sports club staff	35	.6	8	.3
Youth club staff	543	8.8	535	20.9
Youth service staff	12	.2	28	1.1
Other	76	1.2	27	1.1

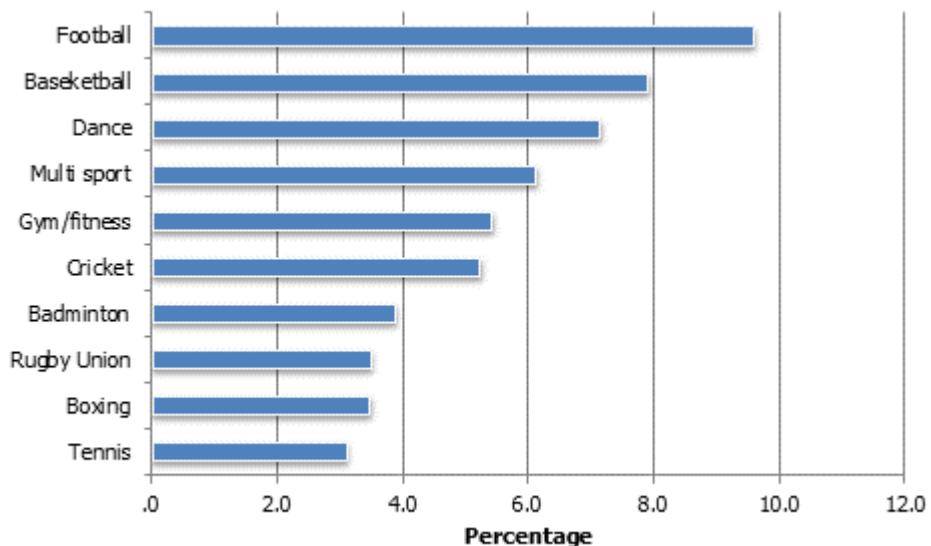
\*Based on 6159 Projects (as this is not a compulsory field within the portal)

^Based on 2565 responses (as this is not a compulsory field within the portal)

### Sports delivered

- 3.11 From the 6428 projects that have been completed and approved the most common sports are football with 9.6% (n=616) of projects, followed by basketball with 7.9% (n=508) of projects, then dance with 7.1% (459) and multi-sport 6.1% (n=393). There is a notable mix between individual and team sports. The 75 categories used for the analysis were again defined by Sport England. For a full breakdown of projects delivered within each category see Appendix 3.

Figure 2 Top ten sports delivered



\*Based on 6428 Projects

### Throughput (attendances)

- 3.12 The cumulative number of attendances at completed and approved projects was 579,311. Therefore there was an average of 13.6 participants at each session; this is a similar figure to that of the six month report (13.5). The East Midlands has the highest average number of attendances per session with n= 15.4 and the North East has the lowest with n =10.4.
- 3.13 The maximum number of engaged participants on a single project was 328 at a New Year fitness initiative for which qualitative feedback suggests was a success. A

further 28 projects engaged more than 100 people and these varied from gym, fitness, dance to more traditional sports like rugby, football and basketball.

Table 5 Throughput (attendances)

	KPI engage actual	KPI throughput actual	Total Number of sessions	Average Number attendance per session
<b>National</b>	<b>98987</b>	<b>579311</b>	<b>42674</b>	<b>13.6</b>
East	11673	63202	4937	12.8
East Midlands	9338	54735	3552	15.4
London	14929	86630	5915	14.6
North East	6315	34525	3312	10.4
North West	14555	87497	6355	13.8
South East	13087	81252	5450	14.9
South West	9632	57452	4286	13.4
West Midlands	10122	55945	4533	12.3
Yorkshire & Humberside	9336	58073	4334	13.4

\*based on 6428 projects

## Participants

### Engage measure

- 3.14 The Sportivate registration system and online portal allow us to determine the number of unique participants accurately. A total of 98,869 different teenagers and young adults have taken part in Sportivate. The engaged total of 98,987 (people that have attended at least one session) means only 118 participants have attended more than one project.

### Profile of engaged participants

- 3.15 Sportivate is aimed at both male and female participants. Women and girls should be equally represented on Sportivate projects to help counteract low levels of participation amongst the 14-25 year old age group and to represent the gender

demographics of each local area. CSPs have been encouraged to specifically tailor a suitable proportion of projects to address the needs of female participants.

- 3.16 The engaged participant profile shows that 58.6% (n=58,040) were male and 41.4% (n=40,947) were female. This imbalance has decreased by 5.5% since the six month report. Clearly CSPs should be encouraged to continue to address participation by women and girls during year two. Analysis of Active People Survey results conducted by the Women's Sport and Fitness Foundation shows the greatest difference between male and female is actually at age 19 when double the proportion of men than women do sport regularly.
- 3.17 The gender imbalance is not uniform across the age groups, 25 year olds are nearly evenly split with 48.1% (n=1819) male and 51.9%, (n=1959) female but at ages 17 and 18 64.9% (n= 7479) were male and only 35.1% (n=4052) female. This broadly reflects the Active People findings outlined above.
- 3.18 There was a high proportion (24.3%, n=24,041) of 14 year olds attending Sportivate projects and this has increased by 2.1% since our six month report. There was also another peak at age 16 (18.2%, n=18038) and this has also increased during the past six months. In total 14, 15, 16 year olds make up 57.7% (n= 57,090) of all participants. The older age groups, namely the 19-25s, were less well represented with the lowest level of engagement from those aged 24 years (2.1% n=2122). There was a slight rise at age 25 with 3.8% (n= 3778). However, uptake by the older age groups has decreased since our six month report.

Figure 3 Engaged participants by age and gender

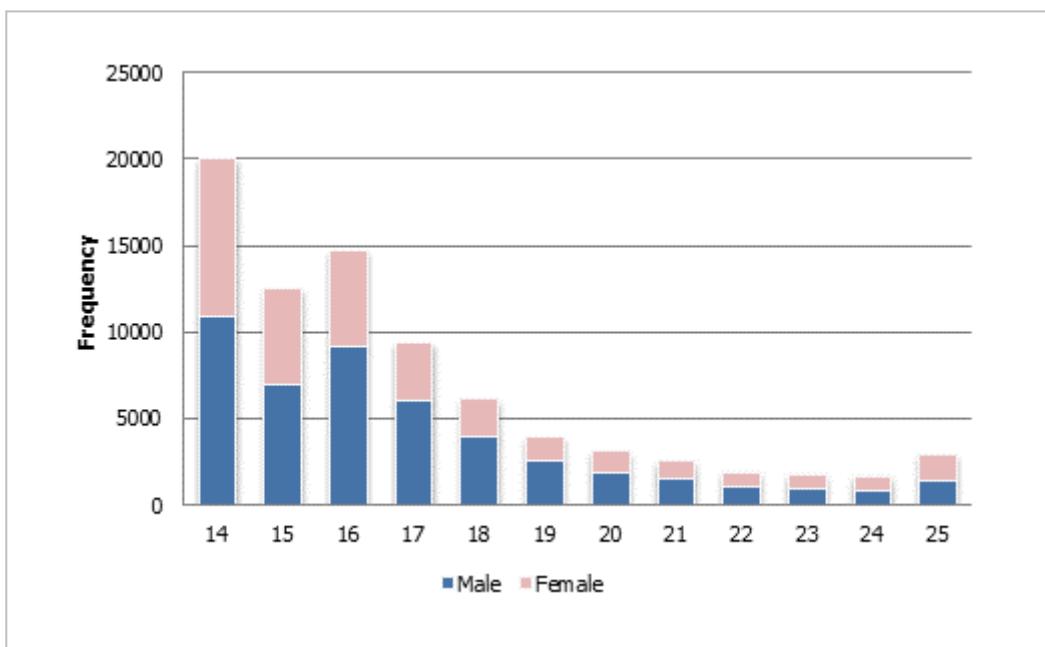
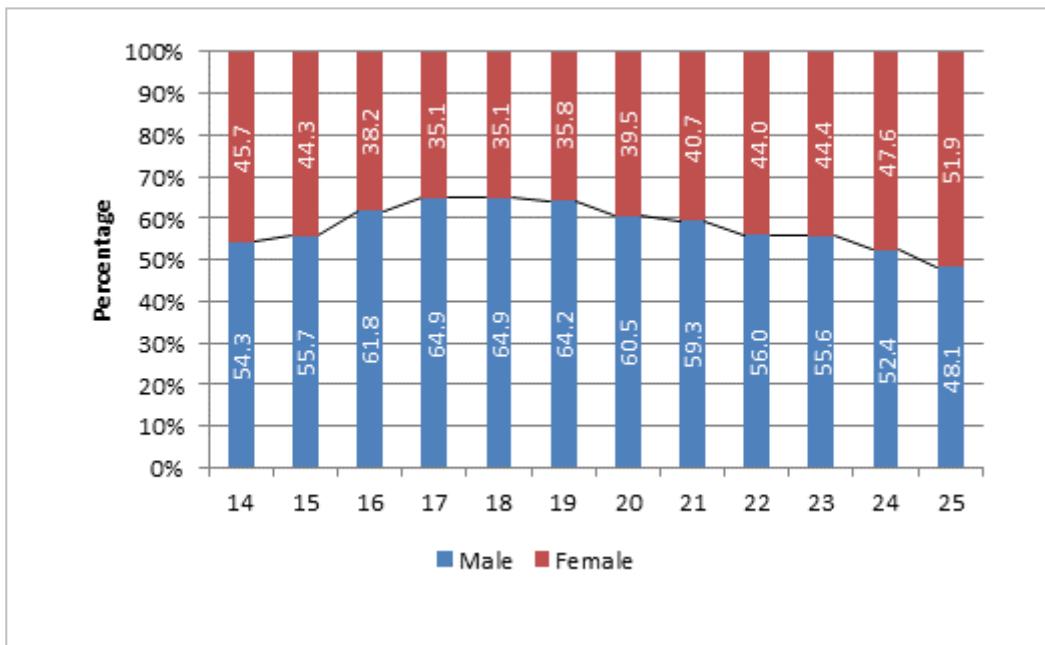


Figure 4 Engaged Participants by age and gender trends



- 3.19 The ethnic breakdown of people engaged in Sportivate will also be important to Sport England and CSPs. The vast majority, to this point, are white, 73.3% (n=72,544), however this has decreased by 6.1% since our six month report. As for other ethnic groups, 17.7% (n=17,422) identify themselves as being from a black and minority ethnic (BME) populations. The largest proportion of BME participants were Asian with 8.0% (n=7903), followed by Black with 5.9% (n=5799) and mixed with 3.8% (n=3720). A relatively large percentage (7.0%) preferred to not reveal their ethnicity. This data indicates a broad diversity of people engaged on the Sportivate programme when compared with overall 2009 census estimates which show 12.8% of the 15 – 24 age group population are from BME groups.

Table 6 Engaged participants by ethnicity

Ethnicity	Frequency	Percentage*
White	72544	73.3
Mixed	3720	3.8
Asian	7903	8.0
Black	5799	5.9
Other	2011	2.0
Prefer not to say	7010	7.0

\* Based on 98,987 participants

- 3.20 Only 5.9% (n=5757) of people who engaged in Sportivate identified themselves as having a disability, whereas the majority (85.1%, n=84,272) of people who engaged in Sportivate did not have a disability. A further 5.8% (n=436) preferred not to say. For more information on disability please see 3.38.

#### Pre-Sportivate level of participation among engaged participants

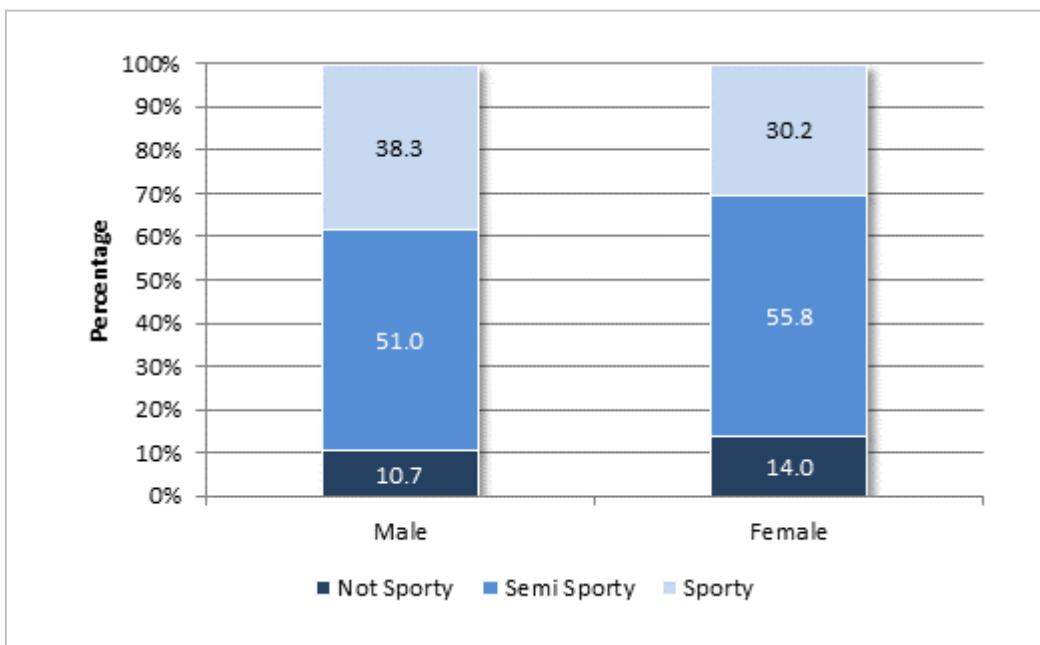
- 3.21 Sportivate is aimed at 14 to 25 year olds who may not seek out sporting opportunities themselves, would not prioritise doing sport in their own time or those who are doing sport for a very limited amount of time. These participants are defined as 'semi sporty'.
- 3.22 Registration forms are collected from each young person prior to them participating in the Sportivate programme. As well as providing contact details and basic demographic information, people are asked to identify their level of participation in sport and/or recreational activity over the previous four weeks. This information provides the baseline measure for their level of activity prior to involvement in Sportivate.
- 3.23 The majority (52.9%, n=52,460) of the teenagers and young adults that engaged in Sportivate are classified as 'semi-sporty', a further 35.0% (n=34,061) are classified as 'sporty', with the remaining 12.1% (n=11,926) classified as 'not sporty'. This figure reveals that, in order to fulfil its original declared purpose, the programme could and perhaps should be better targeted in future.
- 3.24 There are gender differences regarding previous activity level. Women and girls have been more likely to define themselves as 'semi sporty' or 'not sporty', whereas men and boys have been more likely to define themselves as 'sporty'. Again efforts should be made to re-address this balance by carefully targeting activities.

Table 7 Baseline measure of previous activity level of engaged participants

Activity Level	Classification	Frequency	Percentage*
Not sporty	0 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	11926	12.1
Semi-sporty	Between 1-11 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	52460	52.9
Sporty	12 days or over of 30 minutes of sport and/or recreational physical activity in the past four weeks	34061	35.0

\*Based on 98,987 participants

Figure 5 Participants by gender and previous activity level



#### Retain measure

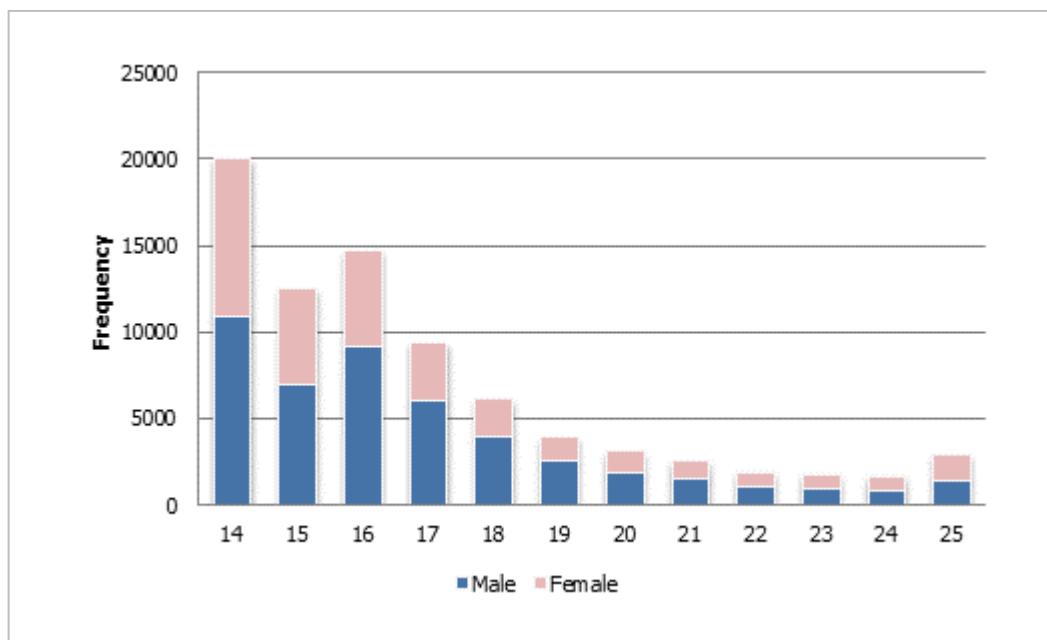
- 3.25 We suggest that the relationship between engaged and retained will be of particular interest to Sport England over the four years of the programme. There is currently a wide spread of results between CSPs. The proportion of engaged participants that have been retained varies between 62.6% and 95.6% with the mean being 81.6%. Over the course of the four year programme, we suggest that Sport England should take note of significant variations from this mean figure and investigate the reasons.
- 3.26 CSPs differ in what they consider to be a successful conversion rate (from engaged to retained) and no targets for this have been set by Sport England. See Appendix 1 for more details of results.

#### Profile of retained participants

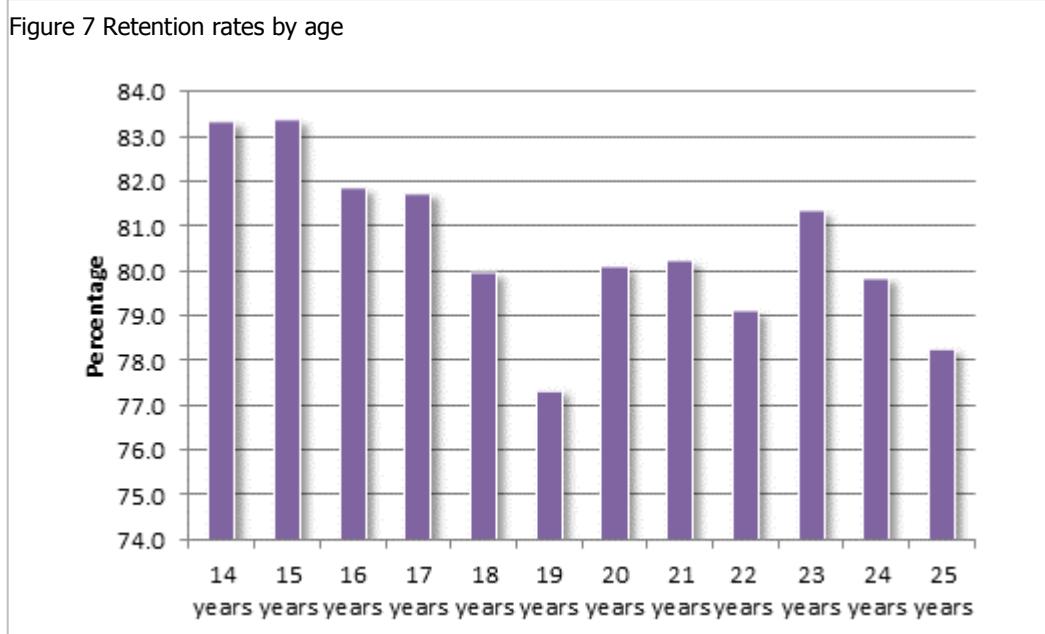
- 3.27 We have analysed the 80,870 retained participants to identify any significant differences from the engaged profile above.

- 3.28 The retained participant profile shows that 58.8% ( $n=47,585$ ) are male and 41.2% ( $n=33,285$ ) are female. This shows a similar trend to the engaged profile and shows that gender does not seem to influence retention. Indeed, 81.9% of males have been retained compared to 81.2% of women and girls.
- 3.29 The age profile of retained participants is also similar with a high proportion (24.8%,  $n=20,041$ ) of people attending Sportivate projects aged 14 years old with another peak for those aged 16 years old (18.3%,  $n=14,770$ ). The older age groups, namely the 19-25s, are again less well represented with the lowest level of engagement from 24 year olds (2.1%  $n=1695$ ). As with engaged participants, there is slight rise at age 25 (3.7%  $n=2958$ ).

Figure 6 Retained participants age and gender



- 3.30 Retention rates vary by age. It has proven easier to retain 14 and 15 years (83.4%) but harder at age 19 (77.4%). The older age groups are marginally more difficult to retain than the younger age groups.



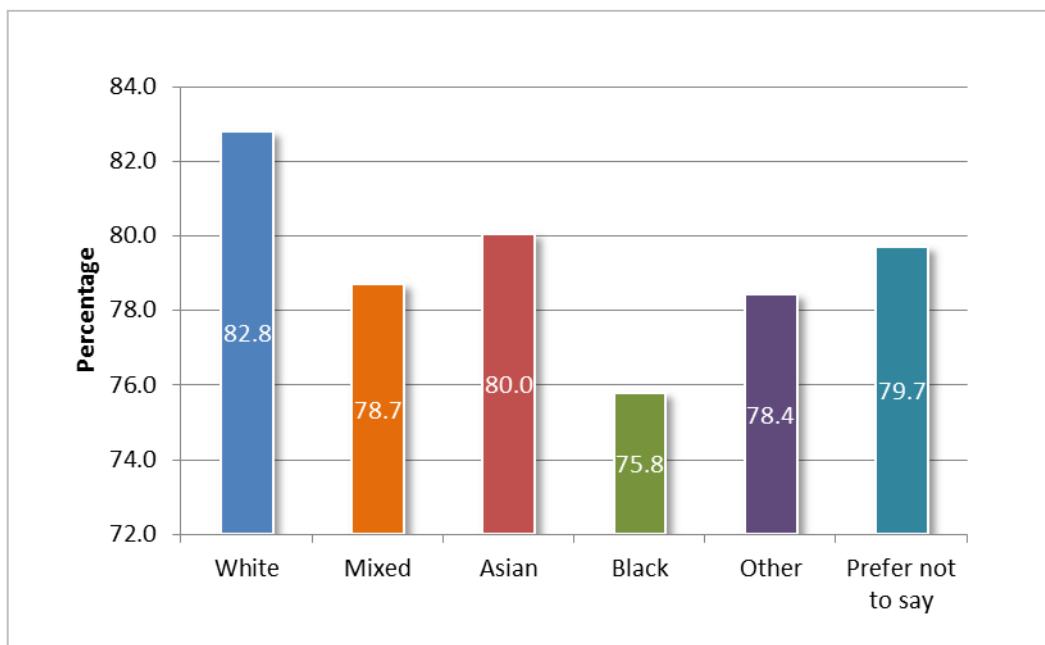
- 3.31 74.3% (n=60,060) of retained participants are white with 16.8% (n=13,647) identifying themselves as being from a black and minority ethnic population. The largest proportion of BME participants have been Asian with 7.8 % (n=6325), followed by Black with 5.4% (n=4395) and mixed with 3.6% (n=2927).
- 3.32 Retention rates vary by ethnicity. The programme has been more successful retaining white participants (82.8%) than black participants (75.8%).

Table 8 Retained participants by ethnicity

Ethnicity	Frequency	Percentage*
White	60060	74.3
Mixed	2927	3.6
Asian	6325	7.8
Black	4395	5.4
Other	1577	2.0
Prefer not to say	5586	6.9

\* Based on 80,870 retained participants

Figure 8 retention rates by ethnicity



- 3.33 85.3% (n=69,013) of those retained did not have a disability, 5.9% (n=4761) did have a disability and 8.8% (n=7096) did not want to say. This follows the same pattern as the engaged participant profile.

#### Level of previous sport and/or recreational activity for retained participants

- 3.34 The baseline figure for the year one period indicates that half (53.1%, n=42,978) of the people that are retained in Sportivate are classified as 'semi-sporty'. Again a significant proportion of retained participants were classified as 'sporty' before they began their involvement in Sportivate.

Table 9 Baseline measure of sport and/or recreational activity of retained participants

Activity Level	Classification	Frequency	Percentage retained*	Percentage engaged
Not sporty	0 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	9212	11.4	12.1
Semi-sporty	Between 1-11 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	42978	53.1	52.9
Sporty	12 days or over of 30 minutes of sport and/or recreational physical activity in the past four weeks	28680	35.5	35.0

\*Based on 80870 participants

3.35 Currently, the sports with the highest retention rates (including only sports with more than 200 engaged participants) are;

- Angling - 95.3%
- Lacrosse - 91.5%
- Snowsport - 90.9%
- Multi skills - 90.8%
- Water Polo - 90.5%

3.36 The sports with the lowest retention rates (again only including sports with more than 200 engaged participants) are;

- Rollersport - 67.0%
- Skateboarding - 70.2%
- Athletics - 72.0%
- Badminton - 73.8%
- Cheerleading/ baton twirling - 74.0%

3.37 There are significant differences in which sports retain the most male and female participants. The most successful sports in retaining men and boys are football 15.4%, (n= 7363), followed by basketball 11.3%, (n=5408) and multi-sport 7.1%, (n=3405). For women and girls the top three activities are dance 13.8% (n=4583), followed by gym/fitness 10.8% n= 3616, and basketball 5.9% (n=1994). This information will be of interest to CSPs in targeting girls and women.

Figure 9 Top ten sports by retained males

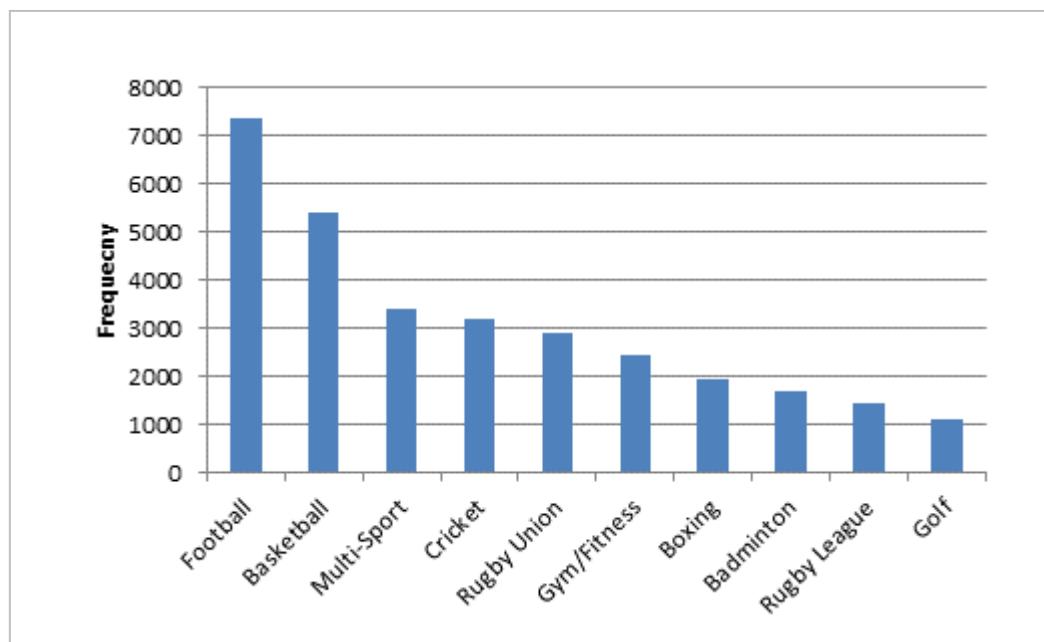
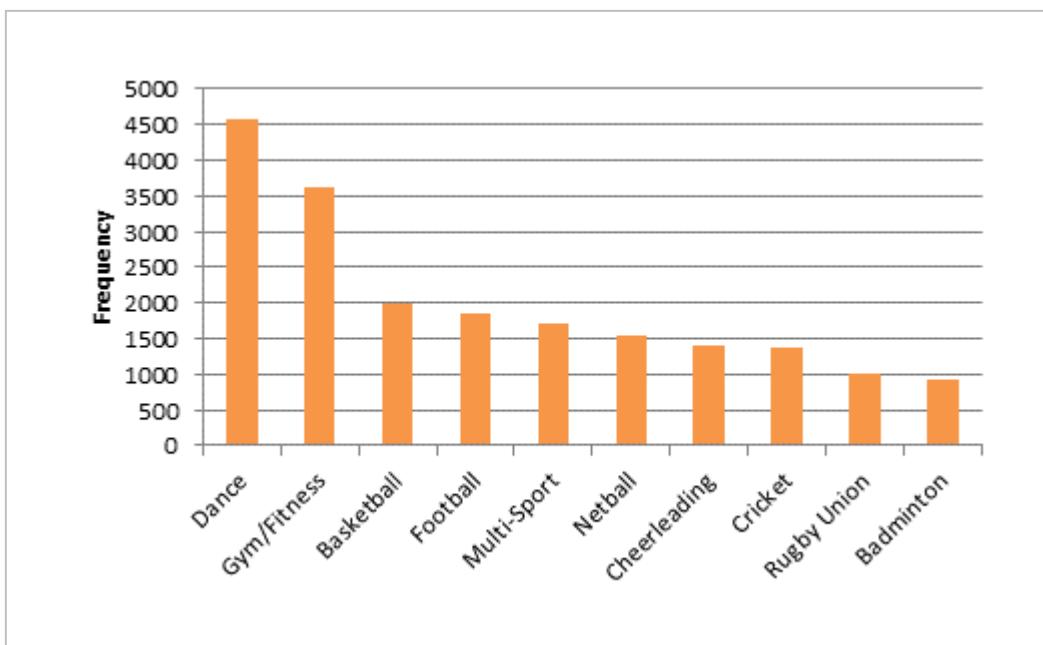


Figure 10 Top ten sports by retained females



#### Retained disabled participants

- 3.38 We have looked specifically at disabled participants of whom 82.6% have been retained; this is marginally higher than the overall average. The retained disabled participant profile shows that 65.4% (n=3113) were male and 34.6% (n=1648) were female. This show a significantly greater gender imbalance than either the overall engaged or retained participant profile.
- 3.39 As with both the overall engaged and retained participant profiles, there was a high proportion (25.5%, n=1215) of 14 year old disabled people attending Sportivate projects. The older age groups, namely the 19-25s, were less well represented with the lowest level of engagement from those aged both 23 (2.0% n=94) and 22 years old (2.0% n=97). There was slight rise among 25 year olds (5.5%, n= 262).
- 3.40 The ethnic profile of disabled people is also significantly different from the overall engaged and retained participant profile with 80.7% white participants; this is 5.0% more than the engaged and retained profile. 5.7% (n=271) are Asian, 4.0 % (n=189) are Black and 3.8% (n=182) are from mixed backgrounds.

- 3.41 Analysis of previous activity levels reveals a lot more disabled participants are classified as 'not sporty' (19.5% n= 930) compared to the overall retained participant profile.

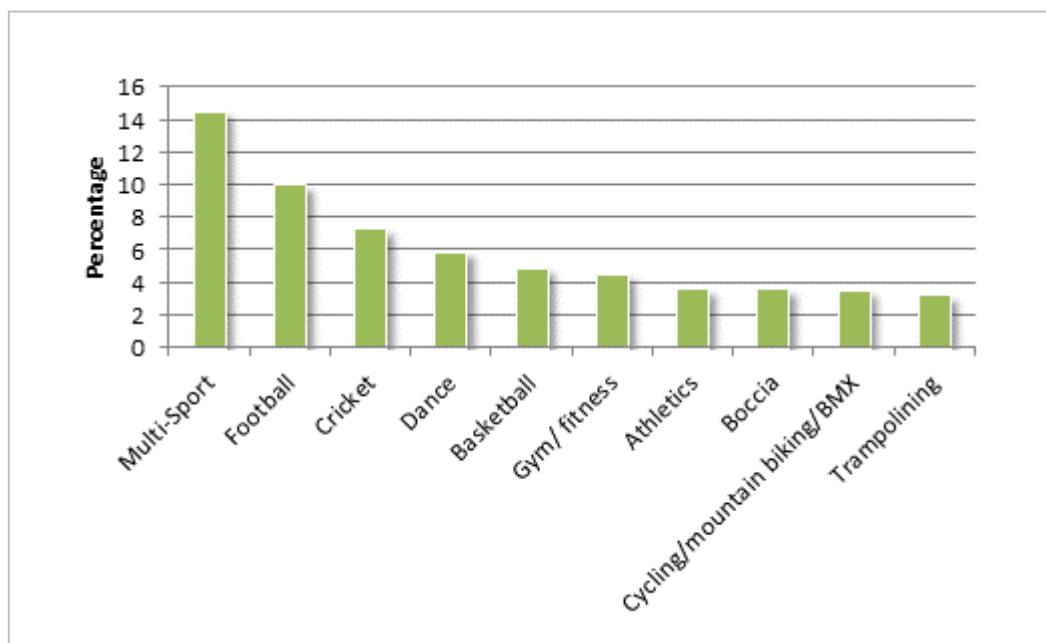
Table 10 Previous activity level of disabled participants

Activity Level	Classification	Frequency	Percentage retained*
Not sporty	0 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	930	19.5
Semi-sporty	Between 1-11 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	2802	58.9
Sporty	12 days or over of 30 minutes of sport and/or recreational physical activity in the past four weeks	1029	21.6

\*Based on 4781 participants \* Based on 80870 participants

- 3.42 The most common sports to attract disabled participants are multi sports with 14.5% (n=837) of participants, followed by football with 10.0% (n=573) of participants, then cricket with 7.3% (421) and dance 6.1% (n=337). There are notable differences between these results and the overall results set out in figures 8 and 9 above.

Figure 11 Sports with highest participation by disabled teenagers and young adults



## County Sports Partnership performance

### Review of targets by CSP

- 3.43 This section reviews the performance of each CSP against their year one targets. This does not take into consideration any projects that have not been completed, and also does not consider projects that have been uploaded to the online portal after the 27th of April 2012 (the deadline for data submission).
- 3.44 The vast majority of CSPs have exceeded their target by a considerable margin. Indeed, such was their confidence at the start of the year, some CSPs set themselves ambitious targets far higher than those set by Sport England.
- 3.45 The most successful CSPs have achieved more than 200.0% of their year 1 retention targets. Cheshire and Warrington Sport Partnership has led the way with 254.4%, (n=2307), followed by the Sports Partnership Herefordshire and Worcestershire with 240.9%, (n=1698), followed by Active Cumbria with 232.3%, (n=1129) and Tyne and Wear Sport 224.8%. (n= 3289). It is perhaps interesting to note that in the case of each of these four CSPs there is at least one significant variation from the national average for age, gender or sport profile.
- 3.46 CSPs that have not achieved their year 1 targets are North Yorkshire Sport with 49.6% (n=450), Birmingham Sport and Physical Activity Partnership with 95.9% (n=1438), Coventry, Solihull and Warwickshire Sport with 96.8% (n= 1198), Sport Hampshire and IOW with 98.4% (n=2180) and Living Sport with 99.3% (n=912).
- 3.47 Five CSPs were rewarded for good performance in the first six months with stretch targets and increased funding from Sport England. Each of these CSPs surpassed their revised targets by a significant margin.

Table 11 Revised retain targets for five CSPs

CSP	Previous retain target	Increase	New targets	Retained actual	% Year 1 retain target
Suffolk Sport	687	257	944	1444	153.0
Lincolnshire Sports Partnership	741	150	891	1553	174.3
Oxfordshire Sports Partnership	788	300	1088	1340	123.2
Active Devon	1304	175	1479	1947	131.6
Cornwall Sports Alliance	533	240	773	991	128.2

## 4 Sustain measure – intention survey

- 4.1 Sportivate is designed to address a trend prevalent in British sport and society since the 1950s. Since the Wolfenden Report in 1960, research has consistently shown that the period in which people leave full time education and start to lead more independent lives is when many stop, and do not resume, regular sports participation. Sport England has set out its ambitions in the Sportivate operations guidance document;

*By transitioning participants to settings in which regular sporting opportunities are available (within the structure of their newly found independence) Sportivate will play a part in promoting long term behaviour change by opening up new and exciting opportunities to them.*

- 4.2 The intention survey is conducted via a hardcopy form distributed at the final session of a project. The survey features five questions designed to reveal whether or not participants are likely to continue their involvement in sport as a result of the Sportivate sessions they have attended.
- 4.3 A total of 12,500 postcards were sent to CSPs who were advised to allocate them to projects throughout the year. A total of 2505 postcards were received, but not all participants answered all questions and not all CSPs returned their minimum quota. Despite this, the sample should provide a good level of confidence in the response received over the one year period<sup>5</sup>.

### Enjoyment and inspiration

- 4.4 On the whole, people who attended the Sportivate programme were very positive about their level of enjoyment in taking part, with 96.4% (n=2399) enjoying the sessions they attended. Very few people (0.7%, n=17) indicated that they did not enjoy the sessions they attended, whilst a further 2.9% (n=73) were unsure. As well as having enjoyed sessions a very high proportion (89.2%, n=2220) felt inspired to

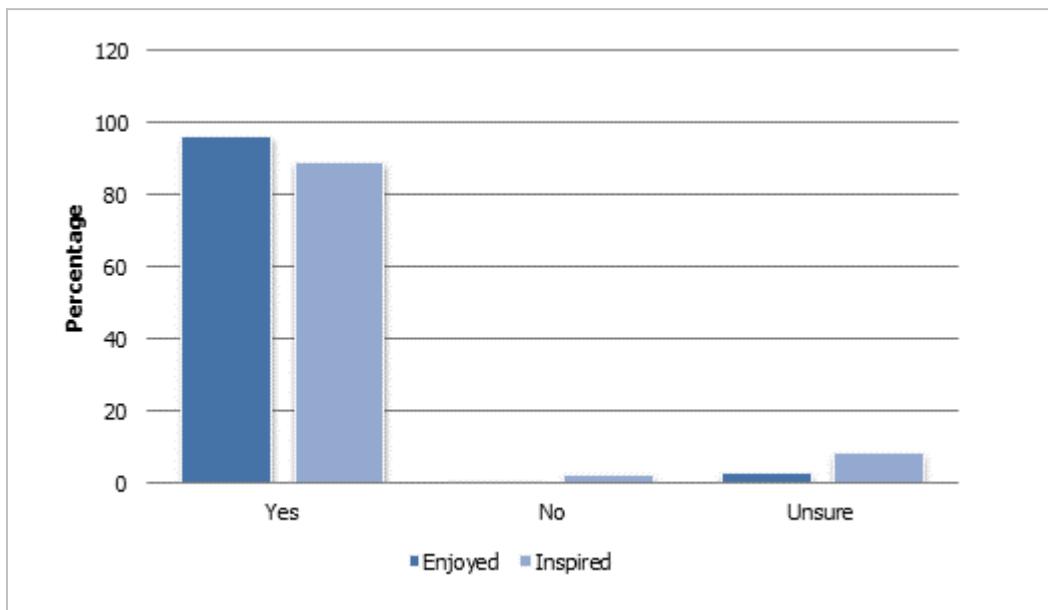
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<sup>5</sup> At a 95% confidence level the confidence intervals are:

	50%	40% or 60%	30 or 70%	20 or 80%	10 or 90%	5 or 95%
2505 responses	+ or - 1.93	+ or - 1.89	+ or - 1.77	+ or - 1.55	+ or - 1.16	+ or - 0.84

continue taking part in sport. In contrast only 2.5%, (n=62) were not inspired and a further 8.3%, (n=207) were unsure as to whether the sessions were inspirational.

Figure 12 Teenagers and young adults enjoyed and inspired by Sportivate



#### Likelihood of continuing to take part in sport<sup>6</sup>

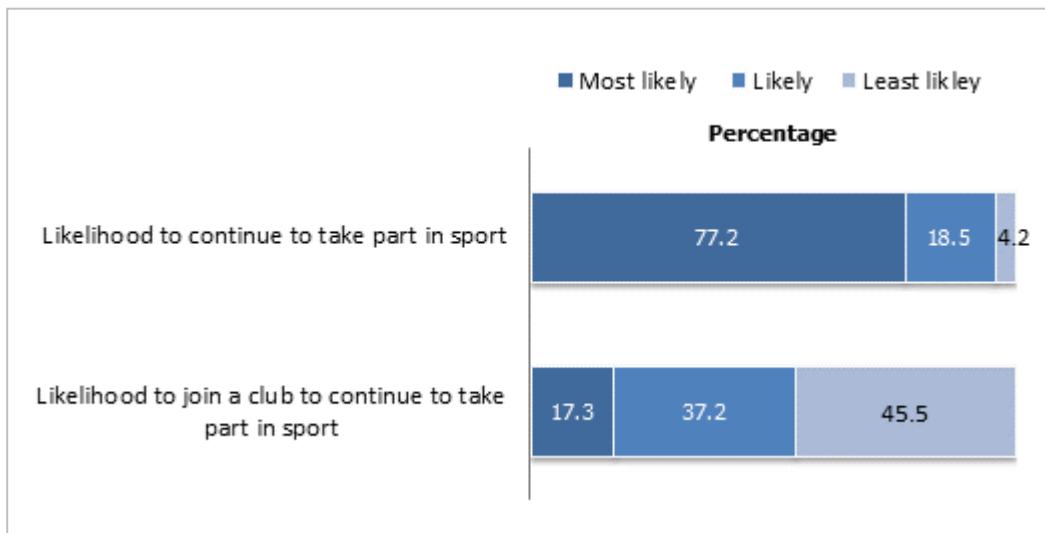
- 4.5 The majority of teenagers and young adults (77.2%, n=1913) that took part in Sportivate sessions suggested that they were very likely to continue to take part in sport in the next three months, a further 18.5% (n=458) were likely to continue taking part in sport over that period. The remaining people (4.2%, n=103) felt that they were not likely to continue to take part in sport in the next three months.
- 4.6 A high proportion (59.5%, n=1462) of people indicated that they were currently a member of one or more clubs where they could take part in sport, whereas 40.5% (n=993) were not a member of a club. From those that were not a member of a club 17.3% were very likely to join a club to continue taking part in sport in the next three months, a further 37.2% were likely to join a club. The remaining 45.5% were not likely to join a club.
- 4.7 Furthermore, by combining analysis of the responses to question 4 and question 4a we can estimate that 81.5% of retained participants are currently a member of a

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<sup>6</sup> Participants were asked how likely are you to continue taking part in sport in the next three months (on a scale 1 not likely - 10 very likely). Answers 1-4 = not likely, 5,6,7 = likely and 8, 9, 10 = very likely

club or likely to join a club in the next three months. This is re-enforced by the results of the tracking survey below.

Figure 13 Likelihood of continuing to take part in sport or join a club<sup>7</sup>



- 4.8 Nearly three quarters of people (72.8%, n=1081) felt that taking part in sport was very important to them, 23.2% (n=564) felt that taking part in sport was important and only 4.1% (n=100) felt that sport was not important.

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<sup>7</sup> Answers 1-4 = not likely, 5,6,7 = likely and 8, 9, 10 = very likely

## 5 Sustain measure – tracking survey

- 5.1 The online tracking survey was sent to all people that were retained in the Sportivate programme but only those who consented to receive the survey by email. CSPs face an ongoing challenge to ensure that deliverers collect the email addresses of participants and convince them of the importance of the impact study.
- 5.2 The online survey is sent to people 90 days from the last session. A further two reminder emails are then sent over a period of two weeks.
- 5.3 A total number of 967 participants responded to the tracking study by the time of writing, which will provide moderate confidence in the results<sup>8</sup> at this stage of the programme. Given the responses what follows is an analysis of selected questions.
- 5.4 The profile of people who took part in the tracking study broadly reflects the overall Sportivate participant profile. Responses were drawn from all CSPs but there was a significant variation in response rates - Active Devon were the best represented with 5.8% (n=56) and Coventry, Solihull and Warwickshire Sports Partnership were the least represented with 0.1% (n=1). In term of gender 55.5% (n=537) were males and 44.5% (n=430) females. 14 year olds accounted for 25.5 % (n=247) followed by 16 year olds with 14.0% (n=135) and 15 year olds with 11.3%, yet again the older age groups were underrepresented. White people accounted for 83.7% (n=809) of responses, a higher percentage than the overall participant profile. Black people were underrepresented with 2.8% (n=27) and so were mixed with 2.5% (n=24) compared to the overall Sportivate data. 90.6% (n=876) did not have a disability (slightly higher than the overall participant profile) whilst 5.1% (n=49) did have a disability and remainder preferred not to say.

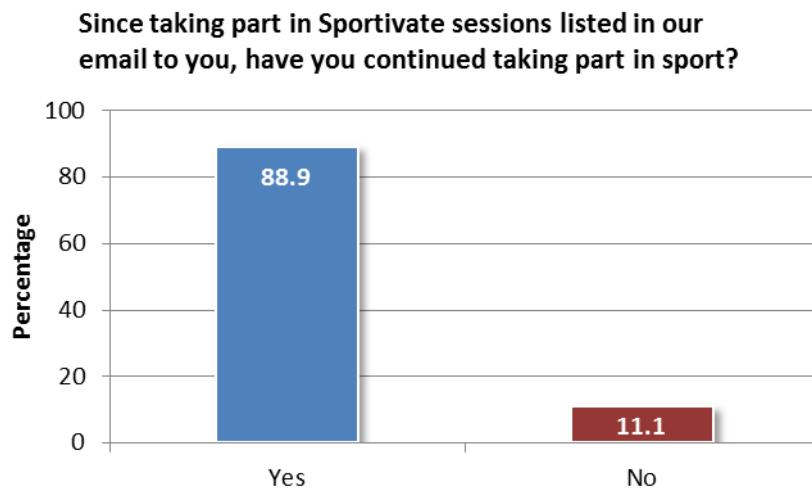
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<sup>8</sup> At a 95% Confidence Level the Confidence intervals are:

	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	5% or 95%
967 responses	+ or - 3.14	+ or - 3.07	+ or - 2.87	+ or - 2.51	+ or - 1.88	+ or - 1.37

- 5.5 Although our tracking survey is in its early stages, the indications are that these good intentions seem to have been turned into tangible behaviour change. More than three quarters (88.9%, n=860) of the people who responded to the tracking study suggested they have been sustained in sport. Very few (11.1%, n=107) have not continued to take part in sport since taking part in Sportivate.

Figure 14 Sustainability – continued participation in sport

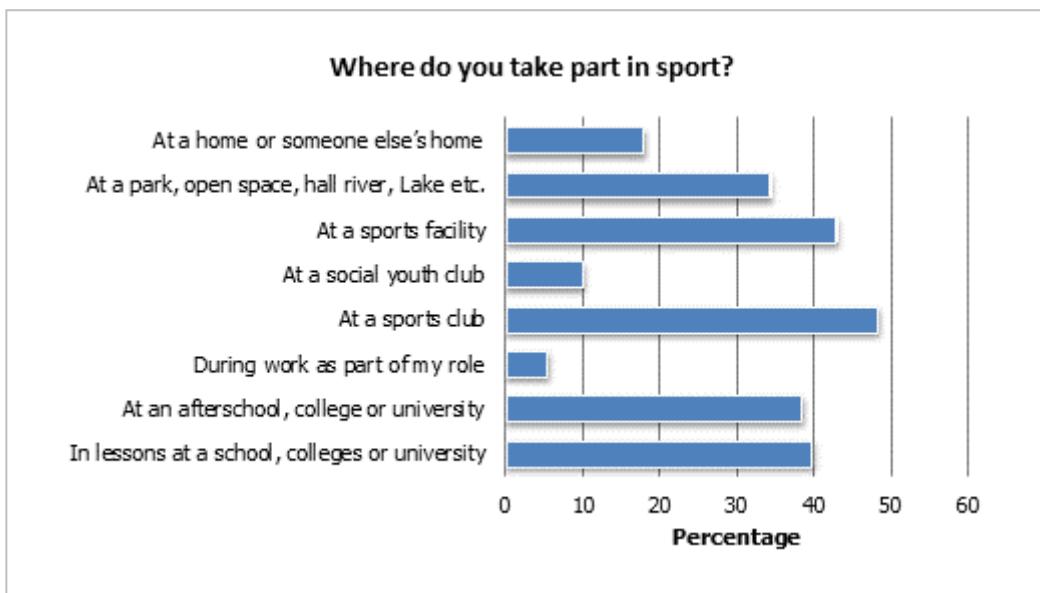


- 5.6 From the responses provided the data can be extrapolated to estimate the national sustain figure (88.9% of the overall retain figure) which suggests that 71,893 participants have been sustained in sport during this period. (+/- 1.88). Our confidence in this sustain figure is based on statistical theory<sup>9</sup>.
- 5.7 The main reasons that people have continued to take part in sport since taking part in Sportivate are:
- 73.0% (n=706) Because I enjoy it
  - 62.6% (n=605) I want to keep healthy
  - 43.8% (n=424) I have always taken part in sport.

<sup>9</sup> Accuracy also depends on the percentage of the sample that picks a particular answer, if 99.0% of the sample said "yes" and 1.0% said "no" the chances of error are remote irrespective of sample size. If the percentages are 51.0% and 49.0% the chances of error are greater, it is easier to be sure of decisive results.

- 5.8 The most common setting where sustained sport takes place is at a sports club with 48.2% (n=466) followed by a sports facility with 42.9% (n=415). A further 39.8% (n=385) took part in lessons at school, college or university.

Figure 15 Settings where sustained sport takes place



- 5.9 77.8% (n=664) of people are currently member of a club where they participate in sport whilst 22.2% (n=190) are not a member of a club. This is a lot higher than the intention data where 59.5%, (n=1462) of people indicated that they were currently a member of one or more clubs. This is encouraging and suggests that participation in Sportivate leads to more teenagers and young adults joining a sports club.
- 5.10 We analysed the pre and post Sportivate activity levels of the respondents with interesting results. The tracking survey indicates that 2.1% of our sample (n=20) are "not sporty", 43.2% (n=407) are "semi sporty" and 54.7% (n=515) are "sporty". This can be compared with the results for the same sample before they took part in the programme which revealed 9.9%,(n=96) were "not sporty", 48.3%,(n=467) "semi sporty" and 41.8%,(n=404) were "sporty". These differences are an indication that the programme is helping to make teenagers and young adults more active.

Table 12 Tracking sample by activity level

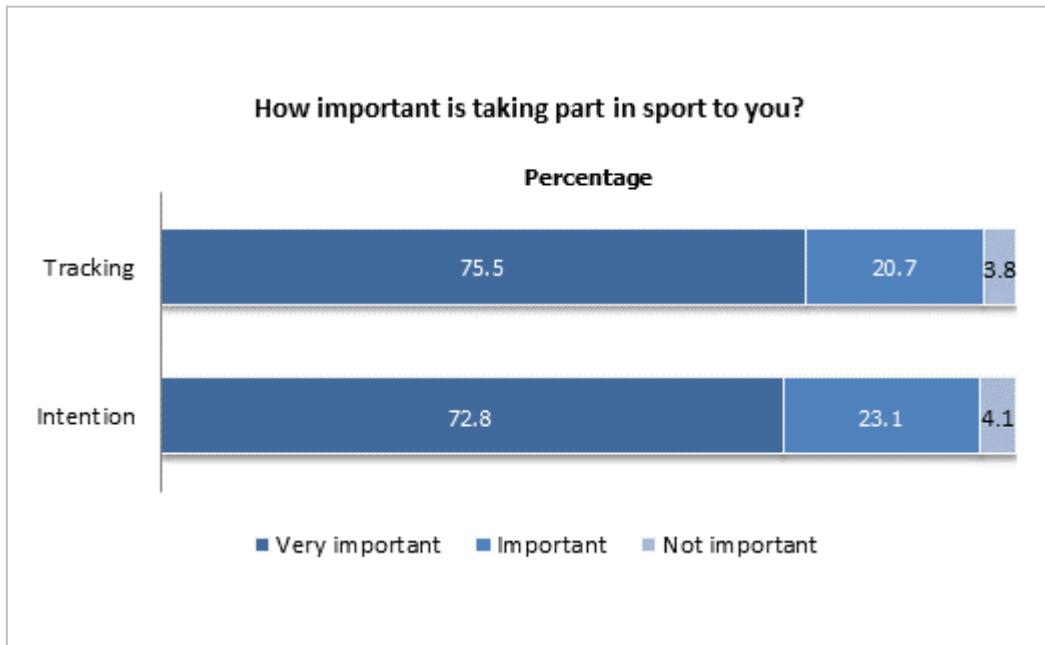
Activity Level	Classification	Pre Sportivate activity levels for overall retained profile^	Pre Sportivate activity levels for survey sample*	Post Sportivate activity levels for survey sample*
Not sporty	0 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	11.4	9.9	2.1
Semi-sporty	Between 1-11 days of 30 minutes of sport and/or recreational physical activity in the past four weeks	53.1	48.3	43.2
Sporty	12 days or over of 30 minutes of sport and/or recreational physical activity in the past four weeks	35.5	41.8	54.7

\* based on 942 participants

^ based on 80,870

- 5.11 Sportivate has had a positive impact upon participation by teenagers and young adults, a section of the community which we know is prone to dropping out of sport. 47.0% of people are doing more sport than they did before taking part in Sportivate, 42% are doing the same amount and only 11% are doing less. 51.2% (n=228) of the people who are doing more sport suggest that they are doing so because of the Sportivate sessions they have attended, 24.4% (n=109) do not believe their increase is because of Sportivate and 24.4% (n= 109) are unsure why they are doing more sport.
- 5.12 75.5 % (n=708) see taking part in sport as very important, 20.7% (n=194) see sport as important and only 3.8 % (n=36) as not important. Compared to the data from the intention survey, the importance of sport increases slightly over the three months.

Figure 16 Importance of sport



- 5.13 Regarding interest in other sports, 70.8% (n=661) are interested in participating in other sports, 8.6% (n=80) are not interested in other sports and 20.6% (n=192) are unsure. As the sample size increases we will also be able to reliably analyse the sports which people would like to do more. This will be a feature of our next report.
- 5.14 Responses to our surveys indicate that Sportivate is helping to keep people involved in sport, is increasing participation levels among a significant proportion of the young people it reaches, is reducing the number of people who do no sport at all, and is contributing to increasing club membership.

## 6 Summary – Key issues

- 6.1 We have analysed a large volume of qualitative data including six monthly reports from CSPs, feedback from deliverers, case studies and media coverage. The key themes to emerge from the first year are, unsurprisingly, the core themes of successful sports development in general. These have remained relatively unchanged for many years.

### Reaching the right people

- 6.2 Consumer insight has become more sophisticated in recent years in sports development. There are many examples of projects being designed after analysis of market segmentation and with the involvement of teenagers and young adults. Many projects, such as High Peak 'Back 2 Trampolining' in Derbyshire, have experimented with different venues and times until they arrived at a solution that best suits the largest number of participants.
- 6.3 It is obviously important to consult but absolutely essential to then respond to the findings. It is also important that dialogue does not stop once the activity has been planned. Successful projects tend to maintain a dialogue with teenagers and young adults once they begin to participate and make the effort to evaluate their success and seek feedback at all times.
- 6.4 There is evidence that the really successful projects have carefully targeted participants. However, overall, there is still a high proportion of participants who are categorised as 'sporty' before they have attended a Sportivate session. This figure reveals that the programme could and perhaps should be better targeted by CSPs in future. Indeed, despite Sport England's clear objectives for the programme, the marketing approaches of some CSPs suggest they are perhaps not yet clear whether Sportivate is an open access or targeted programme. Reactions and approaches differ between CSPs and because some seek to advertise courses on the open market, this does not lend itself to meeting Sport England's declared objectives to reach 'semi sporty' teenagers and young adults. However there are cases of some CSPs mass advertising but specifying in the marketing material the target group they are aiming at. This will be an area of learning throughout the programme.

- 6.5 The Black Country BeActive Partnership has worked with Sport Structures to conduct in depth local analysis; "The GIS mapping work has proven particularly useful in documenting how local priorities are being met for the programme and highlighting areas of need". This insight is being used to target more year two activities at priority areas. A social impact assessment tool is now being developed to further aid management decisions.
- 6.6 Many CSPs have encountered problems reaching the older age range and the current national age profile is at odds with Sport England's aspirations. Many CSPs have recognised this and are taking steps to correct it. Kent Sport, for example, is set to place greater emphasis on providing activity for the older age groups and "intend to undertake more work with workplaces, job centres etc in year 2."
- 6.7 There is some evidence of the success of open age projects that allow over 25s to take part (although providers are only funded for the participants in the 14 -25 age group). This can help to bring skills and experience to the group. There are also some examples of encouraging older family and friends to attend which in turn has encouraged the younger participants to remain involved. There are numerous examples of teenagers and young adults participating alongside older adults. A running project in Kirkby in Nottinghamshire, for example, attracted and welcomed participants from outside the target age range. This has helped to strengthen the new group and led to a number running in the Ashfield Family Fun Run. In County Durham a running group encouraged young women to take part in the Sport Relief mile and Race for Life.

#### **The social impact of Sportivate**

- 6.8 It remains important to recognise and tackle the barriers faced by some participants. There is a wealth of knowledge in the public, private and voluntary sectors about how to reach different sections of the community and these solutions continue to flourish at local level. Sportivate has devolved funding to thousands of local experts who are contributing to the life of their community. It has empowered many people to seek and find bespoke solutions to particular problems. Successful projects have overcome the common challenges to participation including negative perceptions and attitudes, the costs of equipment, transport and child care, poor physical access to facilities, the need for communication support, and the importance of involving carers.

- 6.9 Sportivate funding has been used to support community cohesion projects. The 'Outdoor Fitness' project in Lancaster brought diverse sections of the local community together. Using a local park between two communities quite literally helped them to find common ground. In Stoke, the Football Association worked with the local YMCA to "create some harmony and reduce incidents of anti-social behaviour within the Hanley Park area". Multi sports activities in Brandon in Suffolk were supported by the local police who helped to target people at risk of offending. In Swindon a local police officer supported a table tennis project and attended each of the sessions. Nottingham City Council worked with Ridewise Ltd and Bobbersmill Community Centre (which already had links with a local mosque) to target people from ethnic minorities who had little previous involvement in sport; "The 6 week programme included completing their cycling proficiency at Level 1 & 2 as well as developing skills for the teenagers and young adults to adopt and fix a bike, so that it was safe to use." The 'Friday Night Football' project in Ipswich involved Suffolk FA, two police Safer Neighbourhood Teams and Ipswich Borough Council working together to reduce anti-social behaviour by 16% in comparison with the same period the previous year.
- 6.10 There are an increasing number of projects aimed at teenagers and young adults not in education, employment or training. Department for Education figures published in late May 2012 show a rise in the national number of 16 – 24 year olds in this category to 954,000 for the first three months of the year. Figures for the same period show a figure of 183,000 for 16 – 18 year olds. This is very likely to be a priority for many partners across the country and a number of pilot schemes are now underway.
- 6.11 CSPs should perhaps be reminded of the importance of working with the national equality partners (EFDS, WSFF, Sporting Equals) to utilise their research and experience. This is likely to be an important step towards attracting an ever more diverse range of participants.
- 6.12 Leicestershire and Rutland Sport are not alone in suggesting that the retained figure doesn't always tell the full story, "we have had some good projects from a sport development perspective that have engaged a challenging target audience (e.g. those at risk of causing anti social behaviour), although because participants haven't

made it to all but one session some projects have resulted in a zero retain despite engaging a large number of participants across the project”.

#### **Getting the message and the product right**

- 6.13 Sportivate has reached nearly 100,000 people in the first year and so clearly marketing is working. CSPs are continuing to experiment with the ways in which opportunities are communicated to teenagers and young adults.
- 6.14 Many deliverers have reported attempts to use social media including a rollerskating project in Hertfordshire where the YMCA believed it was instrumental in reaching so many people. Erith Yacht Club in London felt likewise; “To promote this project, Facebook was a great tool to contact sailors and promote sessions. This was essential to keep everyone informed and up to date with the sessions.” Bexhill Basketball Development used Facebook to stay in touch with the participants during the summer holidays and to keep them motivated.
- 6.15 Many CSPs have launched their own Sportivate micro sites within their websites and Facebook pages (such as in Norfolk) however in some cases ‘traffic’ has been lower than expected. Although it is relatively early in the programme and this work will advance, it seems doubtful at this stage that many CSPs have the capacity to fully utilise social media which can be a labour intensive tool to use effectively. There are many examples of CSPs producing films to promote the programme. Internet searches now reveal a large volume of YouTube content for Sportivate but again with comparatively few views. Where film does seem to have worked is when teenagers and young adults have been involved in the production and in recording their experiences. This has helped to generate a sense of pride in and ownership of the project.
- 6.16 Many CSPs and deliverers report that old fashioned word of mouth is still among the most effective methods of reaching people. Lincolnshire Sport has pointed to the efforts it have made to promote Sportivate; “Sports Forums, HE/FE and NGB days as well as social media and stakeholder events has (sic) helped tremendously at highlighting the programme across the county.” The CSP has also issued a seperate press release to publicise each and every project during the year.
- 6.17 There is evidence of successful projects being packaged to appeal to particular market segments. Getting the message right - for instance fitness and weight loss for

some young women – has been seen as an important ingredient in attracting and retaining participants. Many projects have been successful by re-packaging traditional sports. The 'Up & Under Sports' project targeted sixth form pupils from the three secondary schools in Chippenham to play touch rugby. The project experimented with Friday evening sessions and was promoted to the pupils as "fitness for the weekend"; "The impact this project has had on the pupils has been massive. Before these sessions these participants would have been in a pub on a Friday evening, so to get them playing touch rugby is a massive lifestyle change".

- 6.18 There have been successful attempts to blend sports to create something fresh and appealing. In Surrey, a series of 'Skills Fusion' projects brought together football and dance; "It was clear that the students were very keen on the dance element as well as football and they were impressed by the dance tutors flexibility. The tutors tailored the workshop sessions to be more dance focused using the football linked themes incorporated in the dance routines, and also focused on strength and flexibility."
- 6.19 Many successful projects have incorporated a social element, re-enforcing the importance of fun and enjoyment. The 'Get a Rounder In' project in Somerset, based around friendly rounders competition and social events, is a prime example. There is a body of previous evidence that, particularly for girls and young women, having friends to participate with is important and provides reassurance and boosts confidence.
- 6.20 As is always the case, the quality and suitability of the coach have proven to be another key ingredient. There are countless reports of the vital role that inspirational coaches and instructors have played in the success of projects. In some instances it has been important for coaches to be female or to reflect the ethnic background of the participants but in many more projects it has simply been the personal attributes of the coach that has been seen as crucial.
- 6.21 Active Sussex spoke for many CSPs when commenting; "At the beginning of the programme it was clear that many providers/deliverers still had the mindset of delivering Sport Unlimited, and therefore didn't manage the transition from Sport Unlimited retention rates to Sportivate retention. Many provided evidence of both need and demand but perhaps didn't appreciate the challenges faced when actually

trying to engage with the target audience. Therefore many fell short of their target, but lessons were learnt and this helped to build successful projects in the latter quarters."

- 6.22 CSPs reported a growing tendency to run pre-Sportivate taster sessions which are used to capture interest but are not counted for retention rates. This has helped many projects to experiment and to get established before the period of official data collection.
- 6.23 The sheer range of sports and activities delivered across the country has been impressive and teenagers and young adults have taken part in activities as diverse as archery and zumba. Active Sussex believes; "New or hard to access sports (due to costs, equipment) such as fencing, archery, water sports, have proved very popular proving that Sportivate definitely offers opportunities to try a sport they may well not have been able to engage with before."

#### **Building partnerships**

- 6.24 It is a cliché to suggest partnerships are important but this still remains essential to most sports development work. Berkshire Sport reported; "A number of our providers have established new and strong partnerships during the development of their projects. We make it a requirement when providers apply to include letters of support from any partners – this ensures that communication about the project has been established which can result in additional funding, better and effective set-up and delivery of projects and stronger exit routes." Birmingham Sport and Physical Activity Partnership reported; "We are continuing to develop the links between the Sportivate Programme and our existing community groups and partner agencies where possible. We are also continuing to forge relationships with new sports deliverers and community groups who may not have the knowledge of the Sportivate programme by attending constituency funding conferences and meetings to ensure the (*sic*) Sportivate is on their radar".
- 6.25 The response of NGBs to Sportivate and relationships between them and CSPs has varied considerably. The Rugby Football Union, Snowsport England, British Rowing, the RYA and British Water Ski & Wakeboard have, among others, received praise from some CSPs. Although NGBs were invited to produce their national Sportivate 'offer', CSPs have reported differences between intentions and reality. However,

where NGBs have been very clear about their objectives and the product they have to offer, they have been able to capitalise on Sportivate funding.

- 6.26 A number of sports have been able to build awards/qualifications into Sportivate projects so that participants are given an incentive to complete the course. Wey Kayak Club in Surrey set individual personal goals for everyone taking part and offered the BCU 1 star award and/or Duke of Edinburgh qualifications as incentives to complete the course. Hove based Lagoon Watersports in Sussex built Sportivate projects around the RYA Start Windsurf scheme; “At the end of the course the participants received a RYA Stage 1 certificate, which then allows them to be able to use various windsurfing schools all over the world. This is a fantastic incentive to achieve the award!!”
- 6.27 A number of CSPs, including Northumberland, identified the need to establish new relationships with providers in light of budget and staff reductions within local authorities and school sport partnerships.

#### **Sustaining participation**

- 6.28 There are signs that the most convincing projects began with the exit route and worked backwards. CSPs have generally put great emphasis on this in their application criteria. The BeActive Partnership in the Black Country has gone as far as providing reward payments to providers for sustaining participants. In response to disappointing retention rates in the early months, Coventry, Solihull and Warwickshire Sport has put greater emphasis on “encouraging applicants to invest a greater proportion of their funding into their exit routes and incentives rather than simply applying to cover the delivery element of the project alone”.
- 6.29 Ensuring that Sportivate projects have clear exit routes and paths for continued participation has been a constant factor in the success of projects. Burton RFC has used Sportivate to bolster its efforts to recruit more female players and to demonstrate its commitment to being a welcoming and inclusive community club. In some instances Sportivate has been used to establish a constituted affiliated club where there previously was none. A badminton project in Portsmouth created a new club for students, Horsham Community Archery Club in Surrey has given local people the chance to continue their involvement, St Wilfrid’s RC College Cycling Club was formed as a result of a Sportivate project in January 2012. Subsequently it became

an official 'Go Ride Club' and 15 of its members completed a 'Young Cycle Volunteers Award' and 'Race Makers Award'. The school and South Tyneside Council set up a British cycling 'Ride Leaders Level 2 Coaching Course' and 10 adults from the Borough completed the course with a view to delivering sessions in the first established community cycling club in South Tyneside.

- 6.30 Exit routes have sometimes been presented as a menu of options. In Somerset, participants at a rounders project were encouraged to move on to netball and social football activities. The rowing project delivered by Longridge Activity Centre in Marlow retained all 102 participants and had clear exit routes into a range of rowing, canoeing and fencing opportunities provided at the centre. If the cost of further coaching proved prohibited the centre has offered coaching in return for volunteering at the centre.
- 6.31 Indeed it's not just about participating. Sportivate can have an impact on volunteering as well. The 'Turn up and Touch' (rugby) project in Alton in Hampshire involved people in a number of ways; "Encouraging the younger participants particularly to referee games during their resting periods has generated great interest in attending a referee's course. As a result of this, we are planning to offer an ELRA course at the club later in the season, specifically for teenagers."

#### **Management and administration**

- 6.32 CSPs have generally reported a slow start to delivery followed by an intense period of activity in quarters three and four, have admitted an initial reliance on proven deliverers from Sport Unlimited, and have acknowledged that it has been a challenge to maintain communication with deliverers.
- 6.33 One challenge CSPs face is ensuring providers and deliverers to keep the online portal up to date. Some deliverers are in the habit of collecting registration forms and session registers and then uploading all details once the project has been completed. Some CSPs are offering a reward payment for prompt updating of the portal; others are considering steps to penalise failure to do so. Some have tightened up funding agreements such as Active Norfolk which withholds 50% of funding until data is complete, others (including Somerset) have offered incentives to deliverers to collect data and survey consents.

- 6.34 A number of CSPs found they had to adopt a more robust approach to dealing with deliverers and insisting data was completed. After initially relying on local authorities to manage this, County Durham Sport communicated with deliverers more directly during the second half of the year. Whatever the model, CSPs have realised they need to build stronger relationships with deliverers. South Yorkshire Sport, for example, believes; "A combination of strict deadlines (and following through with the consequences) and highly personal, friendly and insistent communication paved the way to overcome most of our problems."
- 6.35 Many CSPs have redefined service level agreements (such as in Gloucestershire) to make it easier for partners to understand and complete. Active Surrey reported; "We streamlined our internal systems and became more efficient at communicating with our partners (offered bettered support to them). We also simplified our payment system, which is now based on performance". South Yorkshire Sport believes its success is at least partly due to its commissioning process which has been, "one of the biggest reasons for our success, including clear, transparent and strict (!) systems and timescales which are linked to project management principles."
- 6.36 Although the impact study will assess the overall success of the programme, local systems must be in place to monitor the *quality* of the product offered to people. Despite the capacity budget offered, many CSPs report that they are unable to observe sessions or to be as close to delivery as they would like. On a positive note, some CSPs report greater understanding among providers and deliverers of what a good project looks like which is freeing up time of CSP staff to concentrate on key issues.
- 6.37 A number of CSPs report a growing understanding of payment by results. The Black Country BeActive Partnership reported; "We believe that the payment by results and incentivisation (*sic*) of sustainability model that we have developed through our Intelligent Commissioning Framework has proven successful." Furthermore, they have "developed and embedded a number of policies to enable the service level agreement clauses to be enforced through a transparent and fair process. This includes service level agreements, spot checks, checking of eligibility of participants, claw back of funds, rule breaking, RAG rating of performance and delivery of deliverers."

- 6.38 North Yorkshire Sport, despite admitting to under-performing, believes; "A hidden success has been a change in mindset of potential deliverers, with the carrying of risk on projects (they don't get funded until they have delivered and submitted M+E), and the onus to meet targets to generate sufficient income to make the project costs stack up." The trend for strong service level agreements between CSPs and their providers is helping to define risks for all concerned. CSPs have the mandate from Sport England to use their discretion and absorb more risk themselves in certain circumstances, for example where an innovative project is targeting a challenging target group.
- 6.39 There has been increasing co-operation between CSPs and in some regions this has led to a region-wide approach to a number of issues including deadlines, assessment criteria, pre-application advice, service level agreements and payment schedules. This is to be encouraged and has been particularly welcomed by NGBs.
- 6.40 It is perhaps fitting the final word should go to a CSP – in this case Sport Hampshire and IOW – which summarised year one as follows. "The qualitative feedback from providers has (also) highlighted that participants have greatly enjoyed the activities they have attended, which has translated into regular attendance and is backed up by the high retention levels that have been recorded. This also suggests the sports offered have met local demand and that delivery has been appropriate and good quality. A range of activity providers have delivered Sportivate activities including sports clubs, small community leisure projects and commercial providers. The programme has been promoted widely to and via local partners and the CSP is keen to continue to engage new organisations in the programme."

## Appendix 1     CSP KPI summary

	KPI engage actual	KPI throughput actual	Year 1 target retain	KPI retain actual	% year 1 retain target	% retained vs engaged
Active Cumbria	1305	7241	486	1129	232.3	86.5
Active Devon	2230	12571	1479	1947	131.6	87.3
Active Dorset	1217	8009	752	1049	139.5	86.2
Active Gloucestershire	1118	7409	622	914	146.9	81.8
Active Norfolk	1714	9575	895	1380	154.2	80.5
Active Surrey	1318	7850	1108	1165	105.1	88.4
Active Sussex	2050	12694	1582	1739	109.9	84.8
Berkshire Sport	1840	12386	966	1713	177.3	93.1
Birmingham Sport and Physical Activity Partnership	1905	9839	1499	1438	95.9	75.5
Black Country Be Active Partnership	1583	8751	1232	1327	107.7	83.8
Bucks and Milton Keynes Sports Partnership	1208	7477	729	954	130.9	79.0
Cheshire and Warrington Sports Partnership	2636	16135	907	2307	254.4	87.5
Cornwall Sports Partnership	1037	6031	773	991	128.2	95.6
County Durham Sport	954	5525	598	755	126.3	79.1
Coventry Solihull and Warwickshire Sport	1504	7758	1238	1198	96.8	79.7
Derbyshire Sport	2547	15807	1061	2178	205.3	85.5
Energize Shropshire Telford and Wrekin	943	5520	474	719	151.7	76.2
Greater Sport	5446	33106	3300	4041	122.5	74.2
Hertfordshire Sports Partnership	1918	11052	1120	1465	130.8	76.4
Humber Sports Partnership	2269	13099	1072	1851	172.7	81.6
Kent Sport	2533	16494	1813	2268	125.1	89.5
Lancashire Sports Partnership	2472	14143	1695	1811	106.8	73.3
Leicestershire and Rutland Sports Partnership	1910	10854	1280	1328	103.8	69.5

Lincolnshire Sports Partnership	2005	11959	891	1553	174.3	77.5
Living Sport	1218	6182	918	912	99.3	74.9
Merseyside Sports Partnership	2696	16872	1884	2356	125.1	87.4
North Yorkshire Sport	507	3109	907	450	49.6	88.8
Northamptonshire Sport	860	4894	723	727	100.6	84.5
Northumberland Sport	460	2636	296	417	140.9	90.7
Oxfordshire Sports Partnership	1585	9459	1088	1340	123.2	84.5
PRO ACTIVE Central London	3110	16559	1902	1946	102.3	62.6
PRO ACTIVE East London	4248	25338	2459	3453	140.4	81.3
PRO ACTIVE North London	1868	10036	1144	1355	118.4	72.5
PRO ACTIVE South London	3350	20858	1416	2897	204.6	86.5
PRO ACTIVE West London	2353	13839	1629	1649	101.2	70.1
Somerset Activity and Sports Partnership	732	4614	510	642	125.9	87.7
South Yorkshire Sport	2734	15803	1695	2419	142.7	88.5
Sport Across Staffordshire and Stoke on Trent	2153	13351	1173	1735	147.9	80.6
Sport Hampshire and IOW	2553	14892	2216	2180	98.4	85.4
Sport Nottinghamshire	2016	11221	1422	1713	120.5	85.0
Sport Essex	3203	17867	1795	2698	150.3	84.2
Sports Partnership Herefordshire and Worcestershire	2034	10726	705	1698	240.9	83.5
Suffolk Sport	2047	10004	944	1444	153.0	70.5
Team Beds and Luton	1573	8522	681	1218	178.9	77.4
Tees Valley Sports Partnership	1051	5853	788	832	105.6	79.2
Tyne and Wear Sport	3850	20511	1463	3289	224.8	85.4
Wesport	2321	13583	1422	2013	141.6	86.7
West Yorkshire Sport	3826	26062	2963	3505	118.3	91.6
Wiltshire and Swindon Activity and Sports Partnership	977	5235	658	762	115.8	78.0

## Appendix 2     CSP project summary

	Live projects	Awaiting approval	Projects completed and approved	Projects cancelled
Active Cumbria	60	0	122	57
Active Devon	112	0	137	2
Active Dorset	64	0	62	2
Active Gloucestershire	11	0	75	0
Active Norfolk	39	6	144	1
Active Surrey	148	0	88	5
Active Sussex	36	10	99	0
Berkshire Sport	44	5	122	2
Birmingham Sport and Physical Activity Partnership	2	0	126	3
Black Country Be Active Partnership	5	0	92	16
Bucks and Milton Keynes Sports Partnership	6	0	63	1
Cheshire and Warrington Sports Partnership	11	1	121	9
Cornwall Sports Partnership	25	0	42	0
County Durham Sport	38	0	80	21
Coventry Solihull and Warwickshire Sport	32	0	93	0
Derbyshire Sport	27	0	109	3
Energize Shropshire Telford and Wrekin	47	0	59	9
Greater Sport	0	0	371	0
Hertfordshire Sports Partnership	28	0	127	11
Humber Sports Partnership	0	0	152	5
Kent Sport	259	0	171	1
Lancashire Sports Partnership	1	0	163	25
Leicestershire and Rutland Sports Partnership	22	0	147	95
Lincolnshire Sports Partnership	11	0	78	6

Living Sport	6	0	93	5
Merseyside Sports Partnership	41	0	160	4
North Yorkshire Sport	84	0	54	3
Northamptonshire Sport	16	0	52	18
Northumberland Sport	1	0	52	6
Oxfordshire Sports Partnership	11	0	85	4
PRO ACTIVE Central London	79	1	198	4
PRO ACTIVE East London	92	0	217	2
PRO ACTIVE North London	53	0	115	0
PRO ACTIVE South London	21	0	164	7
PRO ACTIVE West London	160	1	168	5
Somerset Activity and Sports Partnership	14	0	48	2
South Yorkshire Sport	0	0	196	29
Sport Across Staffordshire and Stoke on Trent	13	0	172	4
Sport Hampshire and IOW	6	0	164	0
Sport Nottinghamshire	78	0	148	6
Sport Essex	21	17	179	6
Sports Partnership Herefordshire and Worcestershire	0	0	154	6
Suffolk Sport	118	0	161	41
Team Beds and Luton	1	0	81	28
Tees Valley Sports Partnership	118	0	93	28
Tyne and Wear Sport	509	0	309	0
Wesport	101	1	220	6
West Yorkshire Sport	100	0	236	56
Wiltshire and Swindon Activity and Sports Partnership	71	0	66	20

### **Appendix 3      Sport summary**

	Frequency projects	Percentage projects	Engaged sport frequency	Retained sport frequency	Retained versus engaged by sport
American Football	15	0.2	346	268	77.5
Angling	26	0.4	362	345	95.3
Archery	56	0.9	593	519	87.5
Athletics	130	2	1793	1292	72.1
Aussie Rules Football	4	0.1	22	22	100.0
Badminton	249	3.9	3562	2630	73.8
Baseball/Softball/Rounder's/Tchouckball/Stoolball	35	0.5	607	511	84.2
Basketball	508	7.9	8964	7402	82.6
Boating/Dragon Boat Racing	0	0	0	0	0.0
Boccia	26	0.4	295	226	76.6
Bowls/Petanque	9	0.1	73	67	91.8
Boxing	223	3.5	3565	2799	78.5
Canoe Polo	3	0	50	30	60.0
Canoeing	89	1.4	1259	1098	87.2
Cheerleading/Baton Twirling	141	2.2	2014	1491	74.0
Cricket	336	5.2	5107	4562	89.3
Croquet	0	0	0	0	0.0
Curling	0	0	0	0	0.0
Cycling/Mountain Biking/BMX	100	1.6	1238	1073	86.7
Dance	459	7.1	6696	5440	81.2
Diving	4	0.1	49	40	81.6
Dodgeball	72	1.1	1223	971	79.4
Equestrian	25	0.4	216	198	91.7
Fencing	99	1.5	1068	891	83.4
Football	616	9.6	11517	9200	79.9
Freerunning/Parkour	28	0.4	419	326	77.8
Goalball	4	0.1	34	30	88.2

Golf	163	2.5	1725	1524	88.3
Gym/Fitness	348	5.4	7365	6062	82.3
Gymnastics	33	0.5	476	404	84.9
Handball/Korfball	45	0.7	711	598	84.1
Hockey/Unihoc	77	1.2	955	820	85.9
Ice Hockey	7	0.1	120	103	85.8
Ice Skating	30	0.5	570	497	87.2
Judo	92	1.4	1107	917	82.8
Kabaddi	0	0	0	0	0.0
Karate	7	0.1	136	111	81.6
Lacrosse	69	1.1	1006	921	91.6
Life Saving	5	0.1	54	49	90.7
Martial Arts	76	1.2	901	780	86.6
Mountaineering	61	0.9	700	615	87.9
Netball	140	2.2	2017	1540	76.4
Orienteering	11	0.2	160	154	96.3
Polo	0	0	0	0	0.0
Racketball	1	0	6	6	100.0
Roller Sport/Roller Skating/In-Line Skating	17	0.3	346	233	67.3
Rowing	78	1.2	1305	986	75.6
Rugby League	89	1.4	2121	1824	86.0
Rugby Union	224	3.5	4802	3902	81.3
Sailing/Yachting	56	0.9	630	533	84.6
Sand and Land Yachting/Kite Sport	3	0	30	24	80.0
Skateboarding	15	0.2	403	283	70.2
Snowsport	60	0.9	685	623	90.9
Squash	95	1.5	1212	962	79.4
Sub-Aqua	10	0.2	88	83	94.3
Surfing	3	0	27	27	100.0
Swimming	109	1.7	1269	1052	82.9
Table Tennis	111	1.7	1379	1033	74.9
Tennis	199	3.1	2026	1617	79.8

Trampolining	121	1.9	1412	1216	86.1
Triathlon	13	1.9	118	87	73.7
Ultimate Frisbee	4	0.1	120	84	70.0
Volleyball	103	1.6	1581	1177	74.4
Water Polo	11	0.2	243	220	90.5
Water Sports	60	0.9	658	591	89.8
Weightlifting	8	0.1	85	55	64.7
Wheelchair Basketball	23	0.4	268	242	90.3
Wheelchair Rugby	9	0.1	109	98	89.9
Wrestling	4	0.1	40	27	67.5
Yoga/Pilates/Tai Chi	22	0.3	286	233	81.5
Aquatics	10	0.2	133	118	88.7
Multi-Skills	11	0.2	306	278	90.8
Multi-Sport	393	6.1	6205	5123	82.6
Other	124	1.9	1773	1400	79.0
Other Disability Sport	21	0.3	246	207	84.1