

LESSONS LEARNT

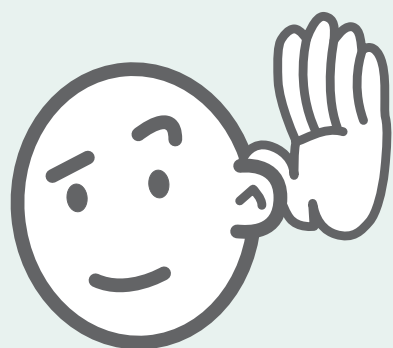
APPLYING THE LEARNINGS FROM SPORTIVATE INTO FUTURE DELIVERY TO CHILDREN AND YOUNG PEOPLE

OBJECTIVES:

- HARNESS THE INSPIRATION FROM LONDON 2012
- PROVIDE FREE OR SUBSIDISED COACHING FOR YOUNG PEOPLE
- CREATE LONG-TERM SPORT OR PHYSICAL ACTIVITY SESSIONS IN THE LOCAL COMMUNITIES

LAUNCHED IN 2011
SPORTIVATE HAS BEEN A SEVEN-YEAR PROGRAMME FOR 11-25 YEAR-OLDS

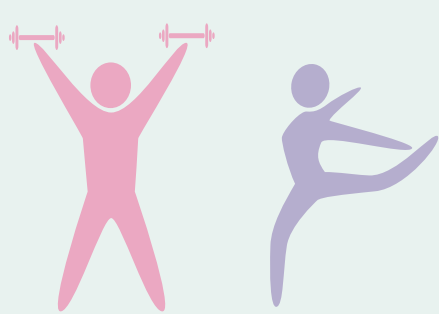
DESIGNING PROJECTS – AND TARGETING THE RIGHT AUDIENCE



LISTEN TO WHAT YOUR CUSTOMER IS TELLING YOU. PROJECTS ARE MORE LIKELY TO BE SUCCESSFUL WHEN THEY'RE WHAT YOUNG PEOPLE WANT RATHER THAN WHAT IS MOST CONVENIENT TO PROVIDE

USE LOCAL **INSIGHT** ALONGSIDE NATIONAL YOUTH INSIGHT TO INFORM YOUR PROJECT

WOMEN AND GIRLS MOST POPULAR SPORTS



GYM / FITNESS DANCE EXERCISE / ZUMBA

MEN AND BOYS MOST POPULAR SPORTS



FOOTBALL MULTI-SPORT & BASKETBALL

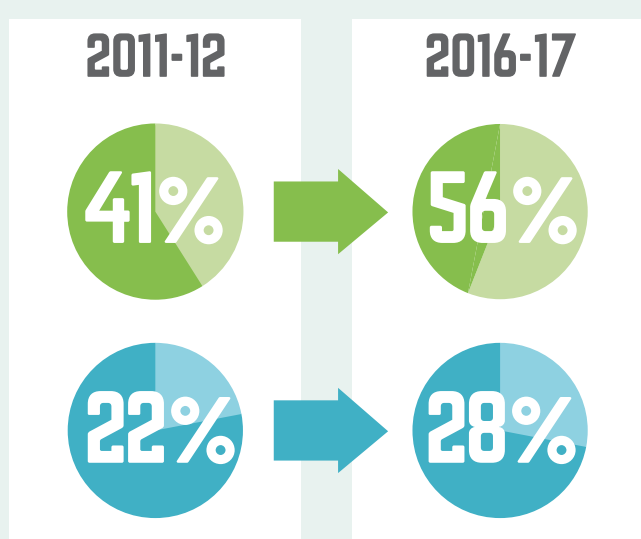
TARGETING UNDER-REPRESENTED GROUPS

CONSIDER USING BUDGET TO TARGET UNDER-REPRESENTED GROUPS. SPORTIVATE USED AN INCENTIVE FUND TO TARGET:

- WOMEN AND GIRLS TO HELP CLOSE THE GENDER GAP
- PEOPLE AGED 19-25 TO KEEP THEM IN SPORT AND PHYSICAL ACTIVITY AS THEIR LIVES CHANGE

FEMALES

19 - 25



5%
OF BUDGET

SPORTIVATE INNOVATION FUND

CONSIDER USING BUDGET TO DRIVE INNOVATION. SPORTIVATE USED 5% OF ITS BUDGET TO TEST INNOVATIVE DELIVERY METHODS THAT MET THE EXPECTATIONS OF YOUNG PEOPLE

FINDING THE RIGHT PEOPLE TO RUN THE SESSIONS

WORK WITH DIVERSE PARTNERS TO HELP REACH INACTIVE YOUNG PEOPLE



LOCAL AUTHORITIES AND NATIONAL GOVERNING BODIES OF SPORT PLAYED A KEY ROLE IN DELIVERING SPORTIVATE

A COMBINATION OF EXPERIENCED AND NEW DELIVERERS HELPED TO INCREASE THE NUMBER OF INACTIVE YOUNG PEOPLE

CHARITY AND NOT-FOR-PROFIT ORGANISATIONS WERE CAPABLE OF REACHING INACTIVE YOUNG PEOPLE

MEASUREMENT AND EVALUATION

USE PERFORMANCE MEASURES TO FOCUS DELIVERY ON REACHING **INACTIVE YOUNG PEOPLE** AND CHANGING THEIR **BEHAVIOUR**. SUPPORT THIS WITH DIGITAL METHODS – BOTH ONLINE PORTAL AND APPS

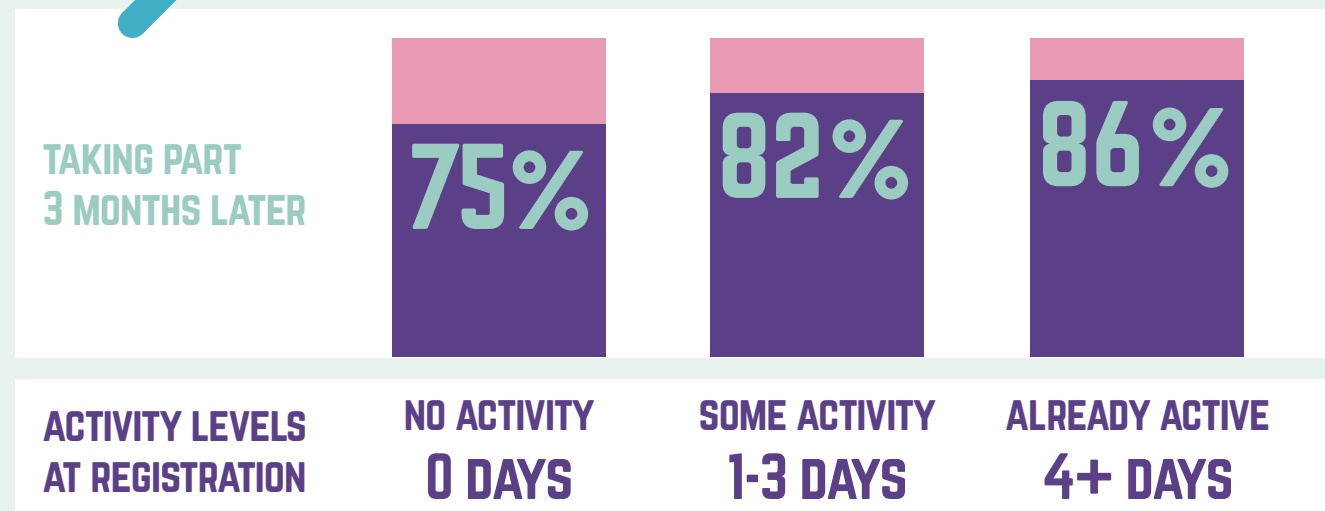
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BEHAVIOUR CHANGE AND KEEPING YOUNG PEOPLE ACTIVE



FOCUS ON BEHAVIOUR CHANGE. SPORTIVATE DID THIS AND PROVED IT WORKED ACROSS ACTIVITY LEVELS AT REGISTRATION



SPORTIVATE HAS CREATED BEHAVIOUR CHANGE AND CAN BE REPLICATED AND BUILT UPON BY:

- 1 IDENTIFYING AND BUILDING OPPORTUNITIES TO STAY INVOLVED AS PROJECTS ARE CREATED
- 2 ASKING YOUNG PEOPLE HOW THEY WANT TO CONTINUE TAKING PART
- 3 USING INCENTIVES TO MAKE IT AS EASY AS POSSIBLE FOR PEOPLE TO TRANSITION AND STAY INVOLVED
- 4 FOCUSING ON PEOPLE FROM UNDER-REPRESENTED GROUPS
- 5 USING NATIONAL INITIATIVES, SUCH AS THIS GIRL CAN, AND ONLINE METHODS TO ENGAGE WITH YOUNG PEOPLE