

MEASURING THE IMPACT OF ACTIVE COLLEGES INVESTMENT THROUGH THE ACTIVE COLLEGES STUDENT SPORT SURVEY

The information below outlines key findings from the Active Colleges student sport survey which can be used to indicate the potential impact that College Sport Makers are having on increasing sports participation of FE students at both a national and individual college level. The survey data also highlights the valuable contribution that sport can play to wider college outcomes.

The impact of College Sport Makers

The table below uses data from the baseline Active Colleges Student Sport Survey (2013) and the year 1 survey (2014), both of which received over 25,000 student responses from colleges receiving Active Colleges investment. The information highlights the national data from all colleges that took part and compares baseline to year 1.

Improving participation levels amongst college students
<p>The following findings highlight that student sport participation has risen over the past year within the colleges surveyed. This is as a result of attracting new participants as well as retaining existing participants.</p> <ul style="list-style-type: none"> • 80.9% of respondents took part in 1x30 minutes of sport or physical activity in the past week, representing an increase in participation of 4.3% from the baseline a year ago (77.5%). • 42% of Active Participants said they were doing more sport or physical activity compared to 12 months ago. This compares to 20% in the baseline survey. • Just under half (46%) of active participants reported that they had started participating regularly in the last 18 months.
Improving awareness of sport & broadening the offer
<p>These findings highlight how much the college sport offer has changed since baseline. Many of these findings could have been positively influenced by the College Sport Makers.</p> <ul style="list-style-type: none"> • 44% of students not in their first year of college stated that the college now offers more sport and physical activities, compared to their first year. 16% stated their college offers the same, while only 4% stated their college offers less. • 57% of first year students thought that their college “offers a wide variety of sport and physical activities for them to take part in”. This represents a percentage increase of around 10% from the equivalent baseline figure (52%). • Over half (56%) also strongly agreed or agreed that they know who to contact about sport opportunities at the college. • Of those that had started participating in the last 18 months, the top reason that people agreed with was that ‘sport/physical activity at my current college is affordable’. CSMs could well have influenced this. • Over half of students (57%) stated that they either strongly agree or agree that the college provides information on local clubs and activities. • 34% also stated that they had regularly started participating because of ‘staff at their college’. This could have been the CSM or other staff that the CSMs had managed to get on board such as tutors and sports staff. • Participation is going up but fewer students are doing it on college site or only at college. This would suggest CSMs are successfully signposting and linking to external clubs where appropriate.

Closing the Participation Gap
<p>There was an increase in participation across all student groups: males/females, all ethnic groups, part-time and full-time, working or not working, and for those studying all types of qualifications.</p> <p>However, the following findings suggest that over the last year there has been successful targeting of under-represented groups:</p> <ul style="list-style-type: none"> • The increase in participation was greatest for disabled students (up 9%), those from Black, Asian or other minority ethnic groups (up 9%) and those who were studying a non-sports related qualification (up 6%).The gap in participation rates for these groups of students has been narrowed. • A higher proportion of female students reported that they had started participating in sport regularly in the last 18 months (53%) compared with male students (40%). • A higher proportion of BAME students (51%) reported that they had started to participate regularly in the last 18 months compared with White British students (43%). • A greater percentage of disabled students are taking part on college site compared to non-disabled students.
Latent Demand
<p>Overall, the percentage of latent participants in Active Colleges has gone down from 12% in the baseline survey to 8% in the year 1 survey. This should not necessarily be perceived as negative, as it could mean that more latent participants have become active participants.</p> <p>More than two-thirds (67%) of the latent participants, and nearly half (48%) of non-participants would be interested in re-engaging in sport or physical activity.</p>

The impact of sport & physical activity on wider college outcomes

The table below outlines key findings from the Active Colleges student sport survey 2014 which can be used to highlight the valuable contribution that sport can play to wider college outcomes. These national statistics help make the case when explaining to partners and colleges the benefits of student sport and physical activity.

The 2014 survey ran for three weeks in March 2014. Just over 26,000 students responded to the survey from across 153 colleges receiving Active Colleges investment.

College Outcome	National Survey Findings
Student Wellbeing	<ul style="list-style-type: none"> • Over three-quarters (79%) of students (active and latent participants) stated that “sport improves their mental well-being”. • 9% of male students reported that it kept them out of trouble/crime.
Learner Experience	<ul style="list-style-type: none"> • 73% of students who took part in college sport stated that it enhanced their student experience. • 39% of disabled students stated that sport allowed them to make new friends.
Retention	<ul style="list-style-type: none"> • Just over half of students stated that being involved in college sport means ‘I attend college more than I would do otherwise’.
Attainment	<ul style="list-style-type: none"> • 43% agreed or strongly agreed that doing sport or physical activity “helps them with their college work”.
Employability	<ul style="list-style-type: none"> • Over two-fifths (44%) of students reported that sport had helped them to develop employability skills.
Recruitment	<ul style="list-style-type: none"> • Around a quarter of all students (24%) stated that the sport opportunities on offer at the college were influential in their decision to apply to that college (54% in sports students and 18% in non-sports students).