

# Reaching inactive\* young people through Sportivate

\*young people who, when completing their participant registration form, state that they have taken part in sport for at least 30 minutes for 0-3 days in the previous 28 days (<1x30)

Youth  
Insight  
Context



1x30  
national  
data



Best  
practice



Select your heading

**Sportivate**

 LOTTERY  
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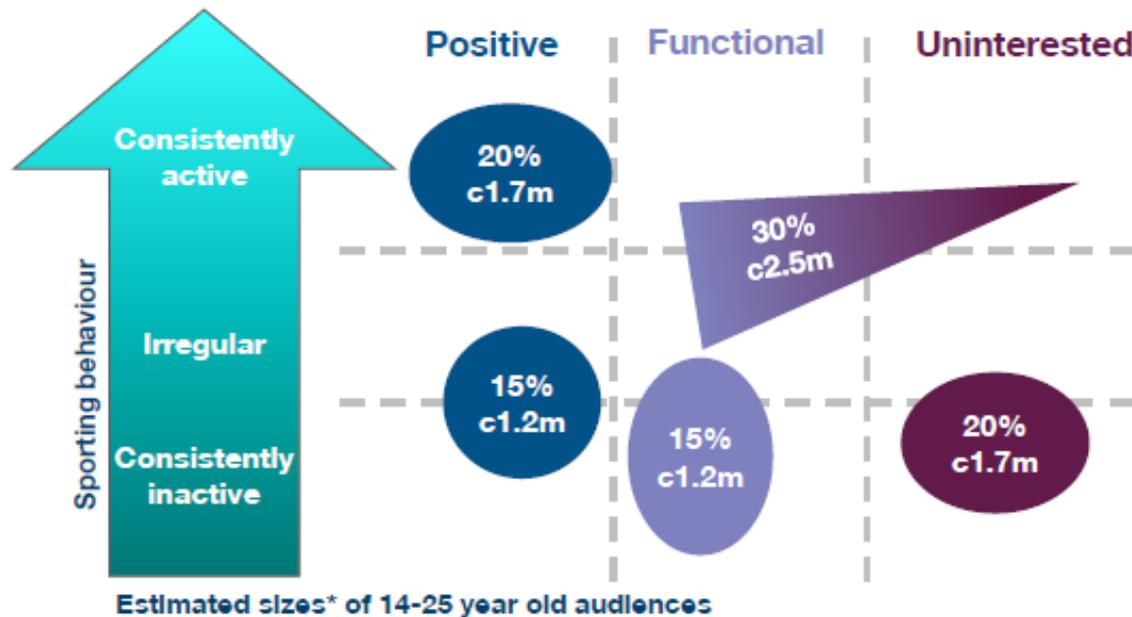
 SPORT  
ENGLAND

# Youth insight context

Sport England's Youth insight pack revealed the extent to which the Sport Development industry has viewed young people's engagement with sport through its own eyes. 'Inactive' young people are not just 'waiting for the right offer' to get involved in sport.

Attitudes to sport and physical activity are complex. Young people don't either love or hate sport; attitudes and behaviours do not necessarily align – a positive attitude to sport does not necessarily translate into participation and a lack of interest in sport does not mean that a person will not be active.

Understanding these attitudes and therefore Young People's motivations are key to providing activities that will appeal to them.



# <1x30 national data – what do we know?

## Sportivate

24.7% of the year 3 completed participants took part in less than 1x30 minutes of sport per week\*

## Active People 7

43.6% of 14-25 year olds in Active People 7 survey took part in less than 1 x 30 minutes of sport per week

**A considerably higher proportion of the 14-25 year olds surveyed in Active People are 'inactive' when compared to those who take part in Sportivate\***



There are slightly more males than females in the 'inactive' group (53.0% male, 47.0% female), however the gap is considerably smaller than the overall Sportivate population (57.9% male, 42.1% female).

Of the retained inactive participants, 30.7% were from BME backgrounds, this compares to 23.3% of the overall Sportivate population.

Of the retained inactive participants, 10.9% were disabled, compared to 7.7% of the overall Sportivate population.



**By increasing the number of female, BME and disabled participants who complete Sportivate projects, Sportivate will have a greater impact on increasing the proportion of 14-25 year olds who currently do more than 1x30 minutes of activity each week**

**Sportivate**



\*Inactive definition as per front page

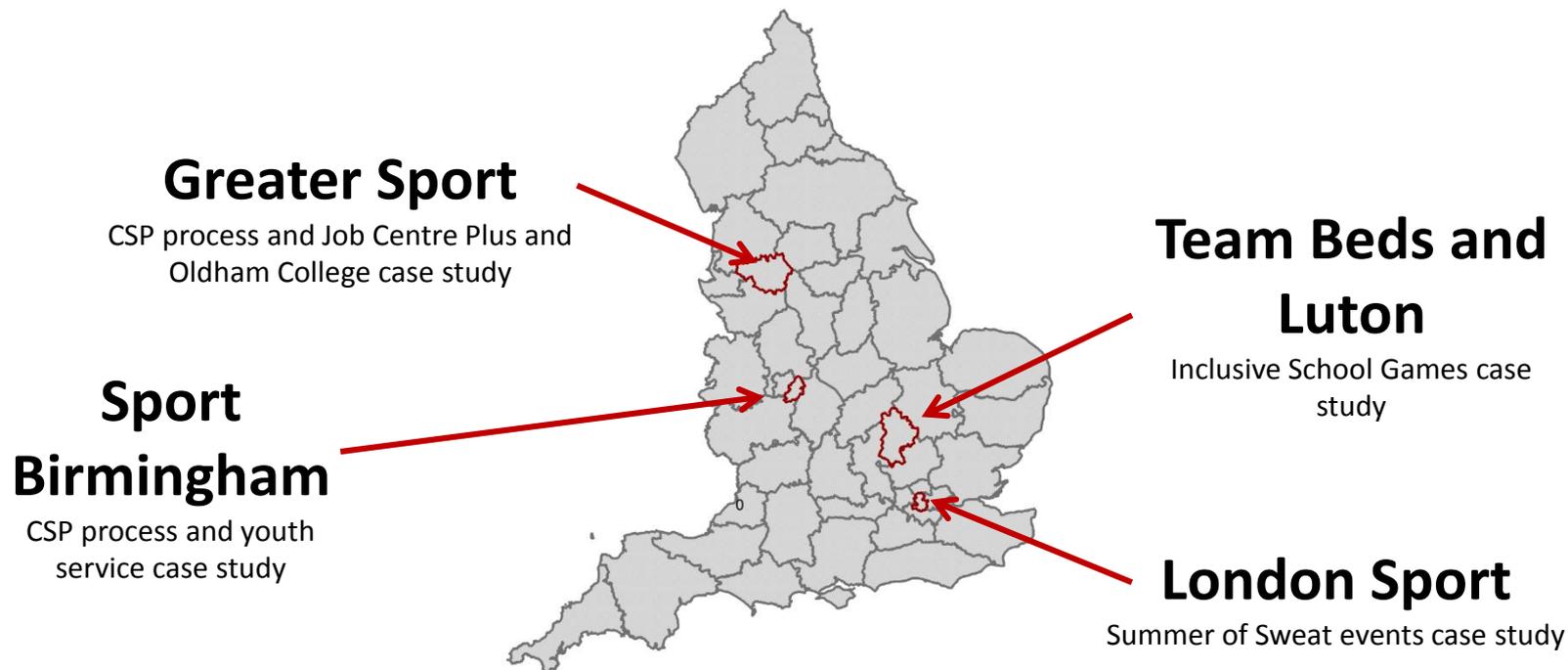
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# The case studies

## Introduction

This case study outlines two CSP approaches and a number of Sportivate project case study examples which may encourage 'inactive' young people to get involved in sport.

Click on an CSP area to find out about their approach



**Sportivate**

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## 'Participant Centric'

### How have they targeted inactives?

Greater Sport has based the strength of their Sportivate programme on their excellent relationships with their extensive network of traditional and non-traditional partners. The really successful projects that are engaging inactive young people are often as a result of the CSP working with multiple partners and building projects of which Sportivate is one element.

The CSP did not set out to target inactive young people, however by working closely with partners who are tackling wider social outcomes for young people, success against this new performance measure is more easily achieved.

Greater Sport has successfully 'blended funding streams' and wrapped Sportivate funding round a number of projects such as:

- You Only Live Once – a health services project to tackle obesity
- NACRO Fitness & Confidence - working with young people who had been victims of sexual exploitation (in partnership with Greater Manchester Police child sexual exploitation unit).

### Successes:

The CSP has worked one to one with partners to guide them to the right approach to targeting inactive young people. With the changes to the Sportivate programme, it took a while to change the mindset of providers and educate them that the Sportivate focus had evolved.

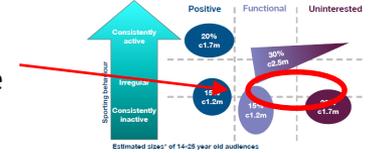
This success has been achieved by cultivating new partnerships as well as leading and supporting traditional partners to branch out of their comfort zone, reinforced by strict assessment criteria which has favoured these types of projects. It has been noted that projects targeting a smaller number of young people have been much more successful when working with harder to engage groups.

Putting it into practice – find out more by clicking [HERE](#)

## Job Centre Plus, Bury



**Attitude:** functional to uninterested  
**Behaviour:** irregular to consistently inactive



### About the project:

This project is a referral scheme created through a partnership between Bury Sport and Physical Activity service, Job Centre Plus and the Backing Young Bury (BYB) campaign, which aims to improve work opportunities for young people. It combined 6 weeks of work experience for unemployed 18 to 25 year olds with multi-sport Sportivate sessions, which included badminton, dodgeball, netball and basketball at Castle Leisure Centre. Through the ongoing partnership between Job Centre plus and Bury Sport and Physical Activity Service, over 40 young people have benefited from this scheme.

### Targeting 18-24 year olds

- BYB team liaise with Work Programme subcontractors in Bury to identify suitable customers.
- The offer is:
  - 10 places for 6 weeks’ work experience with potential 1 hour per week free sports activity
  - Commitment/potential established a guaranteed interview with either corporate apprenticeship scheme or 6 months pre-apprenticeship/Job with Training

### Exit routes

Participants were directed to:

- ClubBURY sports clubs
- Free local jog groups
- Other sessions taking place at the leisure centre with discounted membership/free sessions



*“At first I was hesitant in taking part in the Sportivate sessions, but I am so glad I overcame my fears and had a go. I fully enjoy it now. It seems crazy to think this time 12 months ago I had nothing to do with sport and now I take part regularly and work to encourage others to take part through the ‘I will if you will’ women’s project in Bury.”*  
 Nicola , project participant and Sportivate National Award winner

Don't try to change my mind

What's in it for me?

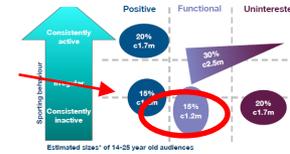
Talk to me about my life

And for another example click [HERE](#)

## Oldham College – Dramatic Exercise!



**Attitude:** Functional  
**Behaviour:** Consistently inactive



### About the project:

College Sport Maker Ray Gibson is always looking for opportunities to engage inactive students. He recognised an opportunity to engage students studying a Production Arts course (production and staging). By offering the students a rock climbing at the local sports centre he hoped to achieve two things; help students with the technical aspects of their course such as climbing scaffolding and tying and securing knots backstage at the theatre; and introduce them to a new sport and ensure they are fit enough to meet the demands of the course.

Ray approached the drama department tutors to sell them on the idea before taking it to the students. By getting buy in from the tutors, promoting the activity was made considerably easier and provided a team of advocates. As a vocational college, students have a lot of demands on their time and are focused on employability. By linking physical activity to real life employability skills Ray was able to engage far more students in his activities than would otherwise be the case.

### What has been successful:

Ray doesn't use posters and due to the strict limitations on social media in his college and knows this form of promotion has little impact, he relies almost entirely on word of mouth promotion. Ray talks directly to the students himself as well as selling the projects to departmental tutors who then promote the activities.



Due to the popularity of the sessions, Ray anticipates that only minimal marketing will be needed next year. One huge success of the project is the relationship that the college has with Oldham Sports Centre. The college itself has no facilities and relies on the facilities at the sports centre to offer activities. An additional benefit of this is the sports centre's free 'active card' which gives them discounts on future activities at the sports centre and means their participation can be tracked.

Approximately 200 students have taken part, some have gone onto undertake NICAS qualifications and some went onto outdoor climbing sessions at a local quarry.

Ray has worked with many of the departments in the college to provide the sports offer that caters for their needs

What's in it for me?

## 'Deliver to the demographics'

### **Sport Birmingham have three approaches to targeting inactive young people:**

#### **1. *Sportivate Guidance and Support Workshops***

The workshops take place at pre-application and pre-delivery phases. The workshops include specific information on delivering to inactive young people, highlighting what it means to be inactive and reinforcing the importance of engaging this group.

Current deliverers are challenged to use their delivery model to target priority groups. Sport Birmingham have assisted this by linking Sportivate deliverers with local community organisations, youth centres and groups etc.

#### **2. *Delivering to Birmingham's demographics***

Birmingham has a rich diversity of cultures across a number of communities and neighbourhoods within the city.

There is a large number and variety of community organisations, faith groups and voluntary groups to work with.

Sport Birmingham has worked hard to meet with key stakeholders and partners to promote Sportivate. This has involved developing relevant case studies that highlight the benefits of applying or being involved in a project

#### **3. *Youth Services/Clubs***

Young people who attend the youth services and youth clubs across the city are generally not accessing any sporting opportunities in school or the community.

The funding restraints on the youth services in Birmingham has made Sportivate a unique opportunity for the youth clubs to gain funding to provide sporting opportunities for young people.

There are 22 youth centres in Birmingham, their model will ensure that they can deliver in a good number of them, targeting large numbers of inactive young people.

Putting it into practice – find out more by clicking [HERE](#)

## Naseby Youth Centre



**Attitude:** Functional  
**Behaviour:** Consistently inactive



### About the project

The Wash Wood Heath Ward incorporates Alum Rock in the inner city, approximately 3 miles from the city centre. The population is 95% Asian Muslim with a large youth population. There are few opportunities for young women to access affordable and culturally sensitive sports. The young women face many cultural barriers and require parental permission and approval to engage in activities. Dance taster sessions at the Naseby Youth Centre were popular and a number of the girls expressed an interest in continuing the activity.

### What were the aims of the project?

- To provide sustainable keep fit activity to girls aged 11 to 25.
- To increase the number of young women accessing Wash Wood Heath Ward services (not just sport)
- To change young women’s perceptions about health and fitness

### Making it a success

- Families were consulted to gain their buy-in to the girls attending. The activity had to be acceptable to the girls and their families. The sessions were set up to fit around work, college, homework and mosque times.
- The girls learned new dance moves that gave a sense of achievement.
- Other partners were engaged to provide a healthy eating programme and activities such as cheerleading alongside the dance lessons to showcase different ways of staying healthy.
- Despite the facility having an open door policy, entry to the room where the activity took place was monitored so that girls could make themselves comfortable by removing head and face covering.
- There were progression opportunities in an established dance class already running at the centre as well as many girls gaining enough confidence from the sessions to join in with other activities that the centre offers.

*“Above all the aim was to have fun and enjoy these sessions. We managed to not only meet our outcomes but exceeded our service users expectations.”* Project lead

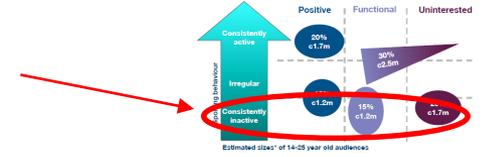
Is it really for me (and my friends)

How easy have you made it for me?

# Inclusive School Games



**Attitude:** Varies  
**Behaviour:** Consistently inactive



## About the project

The inclusive rowing programme aims to give Special Educational Needs (SEN) students the opportunity to participate in rowing, and be part of the summer School Games in Bedfordshire.

The project retained 64 participants, many of who were ‘inactive’. British Rowing and Bedford Rowing Club were able to deliver sessions at the SEN schools using portable rowing machines which they were able to transport around Bedfordshire. SEN schools who wished to be part of the process received 6 weeks of sessions at their schools. They were then invited to compete in challenges against other SEN schools at the Summer School Games in June.

## Why has it been successful?

The project has been a great piece of partnership work with the NGB, CSP, SEN schools and community clubs, engaging with disabled participants. Bedfordshire has two strong rowing clubs in the county able to cater for this audience. This has provided great exit routes for participants, and has also provided volunteering opportunities for both able and disabled



participants at the rowing clubs. Due to the success of the project, a collection of SEN schools in Luton have submitted a Small Grants application to Sport England to fund 10 rowing machines that can be transported between the SEN schools in the area, and others that may need to use them. This project will be delivered again in conjunction with the School Games in Year 5 of the Sportivate programme, and create a legacy event for the SEN schools.

Don't make me feel uncomfortable

How does this fit into my life?

I may need help to maintain a habit

**Event style marketing for women and girls**



**Attitude:** Functional

**Behaviour:** Irregular - Consistently inactive



**About the project**

Last summer, London Sport and women’s fitness blog Lunges & Lycra formed an alliance to make 2014 the sweatiest summer ever! For six weeks – from mid-August until the end of September – London Sport ran a number of pop-up events for women at heavily discounted prices. Activities such as stand up paddleboarding on the Thames, yoga parties, trampolining, running in the Queen Elizabeth Olympic Park and many more. The partnership with Lunges and Lycra enabled the activities to be marketed in a fun, relevant and appealing way.

London Sport invested Sportivate funding and the fitness providers delivering the activities provided large discounts on their activities. The events were aimed at everyone, not just targeting inactive girls and women, but by using the ‘celebration effect’ a number of young people who wouldn’t normally take part in exercise signed up.

After the excitement of the events, 6-8 week programmes ran in each of the activities.

**Why has it been successful?**

These events were all about targeting young women for whom sport doesn’t appeal. Those that attended identified that they would be most likely to take part in activity in a fitness studio environment - doing aerobics or body combat.



All of the young people were there to get fit for a reason, rather than just for the love of sport – it really targeted those with a functional relationship towards being fit and healthy.

Give me something I can share with my friends

What makes it unmissable?

Log onto: <http://www.summerofsweat.co.uk/> for more information



Thank you to the following people for contributing to this case study:

Jane O'Brien - Greater Sport  
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