

Sportivate



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Sportivate Programme Evaluation Executive Summary

Year two annual report April 2012 – March 2013



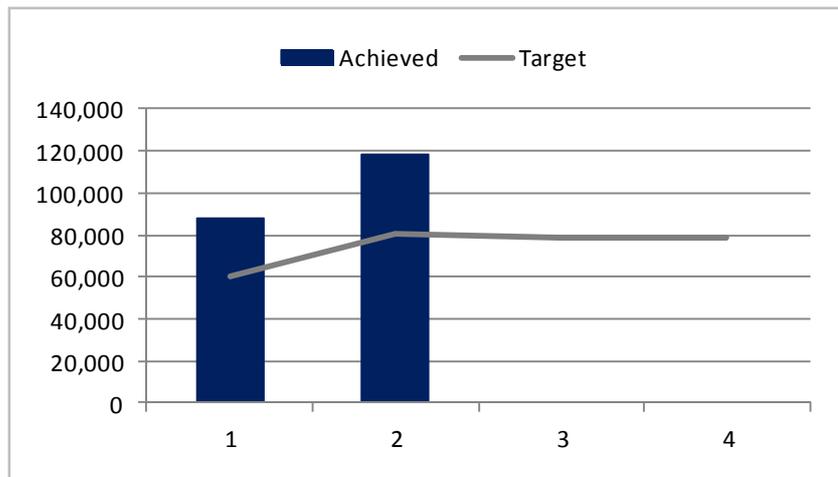
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Executive Summary

The Sportivate programme provides sport and activity for young people aged 14-25 with a focus on retention, aiming to ensure that when they start a session that they attend all or all but one of the sessions, and sustainability, aiming to ensure that opportunities are open and accessible to the young people after the Sportivate sessions have finished. The overall objective is that Sportivate will get as many young people as possible playing sport once a week. Overall the programme has shown clear progression from year one to year two and the results show that the project is achieving success and having a positive impact on community sport.



There are a total of 245,735 young people aged 14-25 years engaged on the Sportivate programme to date (year one and year two), of these, 206,075 have been retained, constituting 146.6% of the Sportivate year one and year two retention target. This also means that CSPs have achieved 69.3% of the overall four year retain target which is a great achievement.

The intention survey demonstrates that young people clearly value the programme; sport is seen to be important to young people taking part in Sportivate. Nearly three quarters of young people (72.5%, n=2505) felt that taking part in sport was 'very important' to them and 50.4% (n=860) are doing more sport in their own time, as a result of the Sportivate programme, than was reported in year one (+3.4%). Most young people (96.6%) expressed a likelihood that they would continue to take part in sport in the 3 months after their Sportivate activity, this is supported by the sustainability figure of 86.7% (n=102,398)¹ of young people still doing sport three months after their sessions have ended.

From year one to year two, there has been an increase in the number of semi sporty participants entering the programme (+3.2%) and there has been a decrease in the number of

¹ This is an extrapolated figure (86.6% of the year two retained profile)

sporty participants entering (3.3%). There has also been an increase in the number post Sportivate semi sporty participants (5.2%) and an increase in the percentage behavioural change (+1.1%) of those taking part in 1x30 total (1x30, 2x30 and 3x30 combined). All of these facts show that Sportivate is not only sustaining more people in participation either once, twice or three times per week, but that the key objectives of the programme are being met with more semi sporty and less sporty young people retained.

Following the year two analysis, the year of the Olympic and Paralympic Games, it is clear that Sportivate is well established within CSPs and that they are using the programme to further develop relationships with their partners and to begin to target harder to engage groups. With more providers and deliverers than year one, Sportivate has broadened its reach and with projects delivered in more sports, the offer available is constantly increasing.

This report does bring to light two key issues to be addressed for the remaining years of the programme. The first issue to be addressed is the sustainability of Sportivate sessions, particularly considering the prevalence of multi sport projects and the unclear exit routes from this activity. The sustainability of gym and fitness sessions can also be called into question for young people, with serious cost implications and commitment to taking part in these activities long term. The second issue is the quantity of projects funded vs. the ability to address inequality. The engage figures of specific target groups remain largely unchanged, only increasing proportionally since year one by very small amounts. There has been a 0.3% increase in women attracted, 0.7% increase in disabled participants, 1.5% increase in BME populations and 0.9% increase in 19-25 year olds. It can be stated, with some CSPs delivering 200.0% of their year two target, that CSPs are reaching a wider audience, but have made very little improvement from year one to year two to engage with the underrepresented groups. In order for Sportivate to truly achieve a change in the activity levels of young people, there should be more focus on harder to engage target groups. In some cases, disproportionate amounts of funding may need to be allocated to reach underrepresented groups.

In addition to the issues highlighted, there are two further recommendations to ensure greater success for the future of the programme. Firstly, increasing staff capacity through interns, students, and apprentices or allocating more CSP staff time has been highlighted, by the CSPs in the qualitative review, as an effective way of increasing the local impact of Sportivate. Secondly, improving relationships with partners enables a wider variety of sports and activities to be delivered and a better awareness within communities of the Sportivate offer.