

Sportivate Year 5: April 2015 - March 2016 Annual Evaluation

Top 10 Most Participated Sports

 **Multi-Sport**

 **Football**

 **Gym & Fitness**

 **Boxing**

 **Basketball**

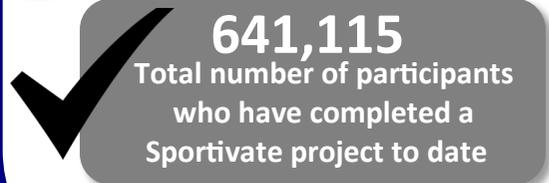
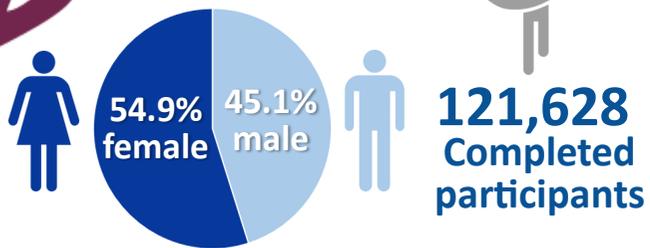
 **Cricket**

 **Dance**

 **Aerobics/Classes**

 **Golf**

 **Badminton**



Sportivate Year 5 (2015-2016) Annual Evaluation

April 2016



Overview

Sport England revised the method for measuring the impact of the Sportivate programme at the start of year five (2015-2016), to ensure that the programme has a greater impact on their overall strategic objective of long term sustained participation in sport and physical activity. The new performance measurement system focuses on: 1. The sustained activity of participants three months following their involvement with Sportivate; 2. The participants completing their 6-12 weekly Sportivate coaching sessions; 3. The proportion of reached participants who were defined as inactive pre-Sportivate activity. A focus on long term participation is measured considering behaviour change at six, nine and twelve months.

Table 1 provides an overall picture of the programme since it began in 2011 including the revision of the performance measures for year five. This illustrates clearly the success of the programme in transitioning towards the new performance measures with all three measures not only being achieved, but exceeded.

9,663 projects in year five enabled 121,628 participants (average 12.6 participants per project) to complete their Sportivate activity, creating a new total of

641,115 young people aged 11-25 years participating in Sportivate to date.

Despite the completed target being exceeded in year five, this has not been to the extent seen in previous years. This is due to the requirement to achieve a balance across the three new performance measures and a focus on the headline measure of sustainable participation. It is positive to see a 23.2 percentage point increase in the proportion of people reporting they were

consistently active three months after taking part in Sportivate, compared with when they joined the project. This is a notable success when the target was set at 5%.

It must be noted that lower than anticipated tracking survey returns were received. However, the survey returns at a national level and amongst five of the nine regions provide a confidence interval of 10%. Work is underway to increase the number of tracking survey returns for year six.

Table 1: Review of national targets incorporating new performance measures

Year	KPI Sustain Measure	Completed Target	KPI completed actual	% year 1,2,3,4,5 Completed target	Inactive Target	KPI Inactive actual	% year 1,2,3,4,5 Inactive target
Yrs 1-3 unallocated participants*	N/A	N/A	627	N/A	N/A	N/A	N/A
2011 – 2012	N/A	60,373	87,969	145.7	N/A	N/A	N/A
2012 – 2013	N/A	80,235	123,790	154.3	N/A	N/A	N/A
2013 – 2014	N/A	97,791	160,314	163.9	N/A	N/A	N/A
2014 – 2015	N/A	100,644	146,787	145.8	N/A	N/A	N/A
2015 – 2016	23.2	97,928	121,628	124.2	39,171	64,719	165.2
2011 – 2016	23.2	436,971	641,115	146.6	39,171	64,719	165.2

* unallocated participants from years 1–3 previously unreported impacting upon the cumulative total and included as of April 2016

There has been a purposeful shift in the young people the programme is targeting, evident in the numbers of reached participants that were inactive pre-Sportivate activity. An impressive 66.1% of participants as a proportion of the completed targeted were inactive prior to their Sportivate activity. This has not only impacted on inactive participants, but also the demographic profile of who the programme is reaching. Previous evaluation reports (year two, three and four reports) have

recommended the need for Sportivate projects to focus on the older age groups (19-25 year olds) and the female population. Of the 121,628 completed participants, 54.8% were female, positively contributing to readdressing the gender imbalance in sport and 30.5% were aged between 19 and 25 years.

In year five, 1,940 young people were reached through Sportivate Innovation Fund projects; 1,619 of whom completed their sessions. The Sportivate Innovation Fund

programme enables projects to deliver using innovative delivery methods or untested recruitment techniques to attract harder to engage young people. Due to the number of tracking survey returns from these projects we are unable at this stage to comment regarding the impact of these projects on sustainability.

Table 2 illustrates the achievements against targets at a regional level. CSPs were set a sustained target of 5%, which was measured regionally and applied at a county level. As the table shows all regions achieved this target. Apart from the South East region, all regions significantly exceeded target. We investigated the impact of the sample size on the sustain measure. We found that the South East did generate the most number of tracking survey returns (n=149), however there was no correlation between survey returns and the sustain figure changing.

Table 2 National and regional progress against new performance targets COMPLETED PROJECTS (year five).

	KPI Sustain Measure	KPI Completed Actual	Year 5 Target Completed	% Year 5 Completed Target	KPI Inactive Actual	Year 5 Target Inactive	% Year 5 Inactive target
National	23.2	121,628	97,928	124.2	64,719	39,171	165.2
East	19.1	12,050	9,968	120.9	6,748	3,987	169.3
East Midlands*	21.3	9,481	8,070	117.5	3,601	3,228	111.6
London*	15.4	21,646	15,200	142.4	10,916	6,080	179.5
North East*	21.0	8,469	5,146	164.6	4,754	2,058	231.0
North West	34.6	14,637	13,049	112.2	8,092	5,219	155.0
South East	7.4	16,955	14,759	114.9	9,099	5,904	154.1
South West	28.2	11,498	9,913	116.0	5,864	3,965	147.9
West Midlands*	14.3	12,941	11,135	116.2	6,503	4,454	146.0
Yorkshire & Humberside	44.8	13,951	10,688	130.5	9,142	4,275	213.8

* indicates low tracking survey returns and therefore a low confidence level at a regional level.

A key message in the year five six month report was the need to achieve a balanced delivery across the three performance measures and not purely focusing on completed participants. This has certainly been achieved at the end of the year. Yorkshire and Humberside are the most successful example of achieving this balanced delivery. All bar one County Sports Partnership (CSP) achieved the three performance measures. The new measures have required a revision to the strategic planning and operations of CSPs.

The qualitative feedback from CSPs has shown that the transition to the new performance measures has been a challenge, however they have worked successfully to find solutions. These have included working with new / non traditional partners and deliverers to target inactive participants and priority groups (in particular women and girls); communicating and supporting deliverers including the use of the Youth Insight; and utilising new succinct processes and improved project management.

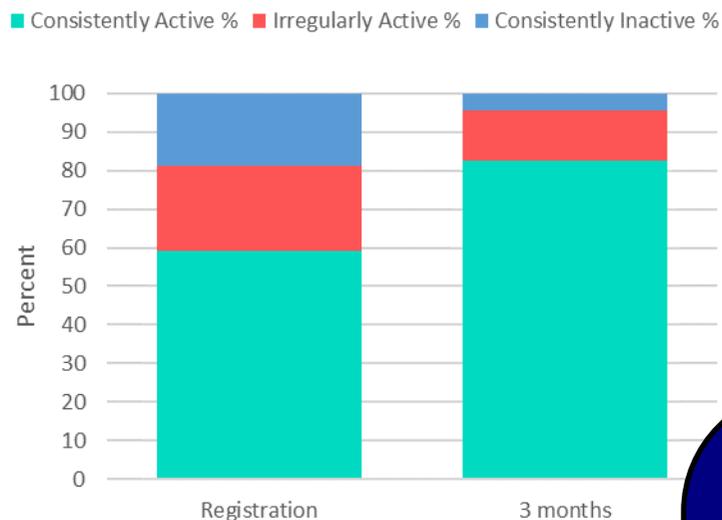
Sustain Target

This is the headline performance measure focusing the attention of the programme on creating a behavioural change in sports participation.

The target relates to the proportion of 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). We would define these young people as consistently inactive or irregularly inactive. It then compares this against the proportion of young people who, when completing a participant tracking survey three months after their 6 – 12 weekly coaching sessions have finished, state that they are consistently active (i.e. have taken part in sport for at least 30 minutes for four days or more in the previous 28 days; >1x30). 895 participants completed the three month tracking survey providing confidence at a national level.

Figures 1 illustrates that more participants identify themselves as consistently active three months following Sportivate. The target was to increase the proportion of participants that identify themselves as consistently active by 5%, this has been exceeded with a percentage point change of 23.2.

Figure 1: Sustainability Chart



All survey respondents were asked further questions to understand their activity levels, motivations and the influence of the Sportivate programme. Of the 895 responders, 83.2% (n= 745) have indicated they have continued taking part in sport. The strength of the programme is further demonstrated by the fact that an impressive 72% of previously consistently inactive participants have been sustained.

The majority (60.7% n=496 of 817 responders) of participants report their activity levels have increased compared to their lifestyle pre-Sportivate, irrespective of how much they were participating beforehand. 53.7% (n =439) of responders have indicated that after three

months they are doing more sport due to taking part in Sportivate. Whereas 45.3% (n=370) of those respondents who were doing more sport than a year ago stated this was not because of Sportivate.

A key change to this project is the additional and long term measurement of participation six, nine and twelve months after Sportivate utilising the tracking survey. 303 surveys (209 six month, 90 nine month

Motivators

Main deciding factors for taking part in Sportivate:

1. A general interest in doing more sport. (16.8%, n=366).
2. The session being free or very affordable (15.1%, n=330).
3. The sport/activity being offered was something participants wanted to try out (13.3% n=290).

When asked “What is it about Sportivate that means you are doing more sport now than you would have been otherwise?” the top reasons given were:

1. “It made me want to keep taking part in the same sport/activity that I did in Sportivate” (28.8%, n=235)
2. “It made me generally more interested in doing sport” (27.9%, n=228).

Club Participation

The new tracking survey format 2015-2017 asked responders (817) questions regarding their engagement and long term participation in sports clubs. This is relevant when considering the importance of sports clubs in behaviour change.

- 188 (23.1%) of responders have joined a sports club or gym since taking part in Sportivate.
- 332 (40.8%) of responders were existing members of sports clubs pre-Sportivate
- However, 293 (36.0%) of responders are not members of a sports club.

There appears to be a direct correlation between responders becoming members of clubs and Sportivate with 75% (n = 138) stating that their decision to join a club was influenced by their participation in Sportivate.

and 4 twelve month) have been received to enable a view of the long term measurement of participation post-Sportivate.

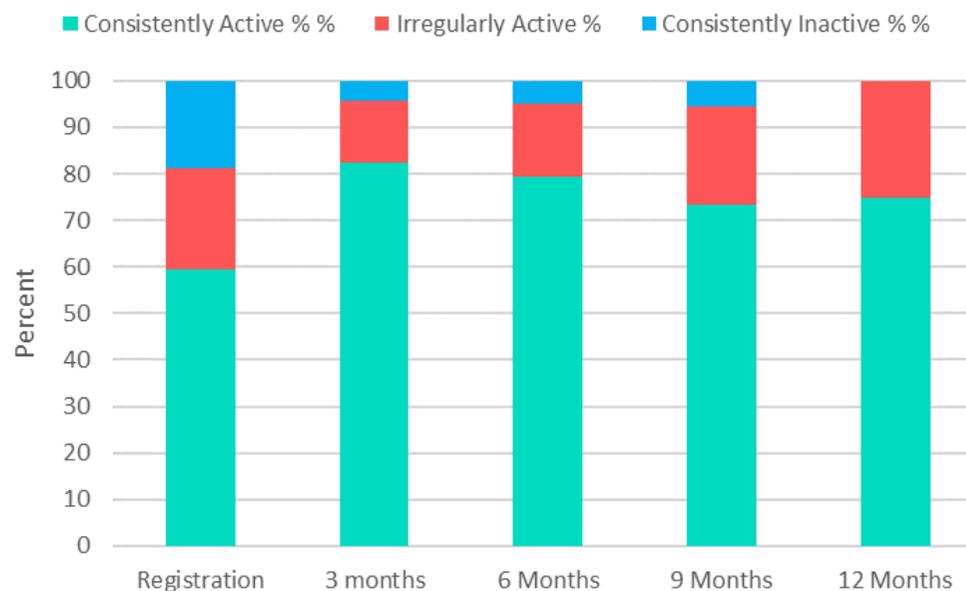
Figure 2 shows a reduction in activity level as greater time passes since taking part in Sportivate. However, as shown by the proportion that identify themselves as consistently active there remains a positive behavioural change since pre-Sportivate in activity levels. Six months post Sportivate there is a 20.1 percentage point increase in the number of people reporting they were consistently active six months after taking part in Sportivate, compared with when they joined the

project. This is only slightly less than the 23.2 percentage point change at three months.

With 209 returns at six months we can draw conclusions from the survey. Six months on from Sportivate 59.3% (n=124) of tracking survey responders (regardless of activity levels prior to Sportivate) stated that they are doing more sport now than a year ago and 34.9% (n=73) are doing less. This compares to 60.7% and 29.3% respectively, who answered this question three months post Sportivate. Whilst the figures remain positive, this does show a reduction in the numbers doing more sport, and of concern is the higher percentage who stated they were doing less sport than a year ago six months after Sportivate activity.

Figure 2

National Tracking Survey at three, six, nine and twelve months



Of those that stated they are doing more sport, 62.2% (n=130) expressed that this was influenced by Sportivate. Of interest is that this is a slightly higher percentage than at three months (53.7%, n=439). This demonstrates that Sportivate remains an important factor in sustained participation at six months.

Completed Target

This target relates to the number of young people who have successfully completed their 6-12 weekly coaching sessions by missing no more than one session (formerly known as the 'retain' target).

Against the national annual target (n = 97,928) the programme has enabled 121,628 participants to complete their 6-12 weekly coaching sessions by missing no more than one session (percentage of target = 124.2%).

The highlight of the Sportivate programme has been the year on year improvements made in the demographic profile of participants as table 3 illustrates.

Table 3. Increases in participation based on completed participants by demographic group

Target Demographic group	Year 4 % increase since year 1	Year 5 % increase since year 1
Females	+4.6	+13.6
BME	+4.9	+6.3
Disability	+3.0	+4.4
19-25 year olds	+3.3	+8.2

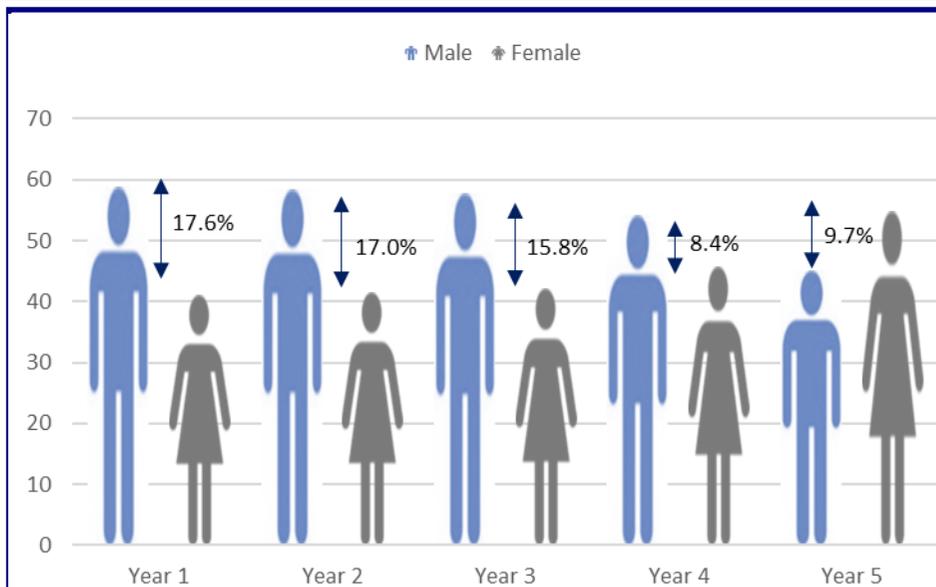


Figure 3 Gender gap in completed participants by year

In particular, there has been a significant focused effort to address the gender imbalance in sport within Sportivate as figure 3 shows. In year five, there have been more females (54.8%, n = 66,618) than males (45.1%, n = 54,834). This has been an percentage point increase since year four of 9.0%.

Qualitative comments made by CSPs centre largely on their focus on priority groups (n=15) and have highlighted successes in female targeted projects and links with This Girl Can (n = 11).

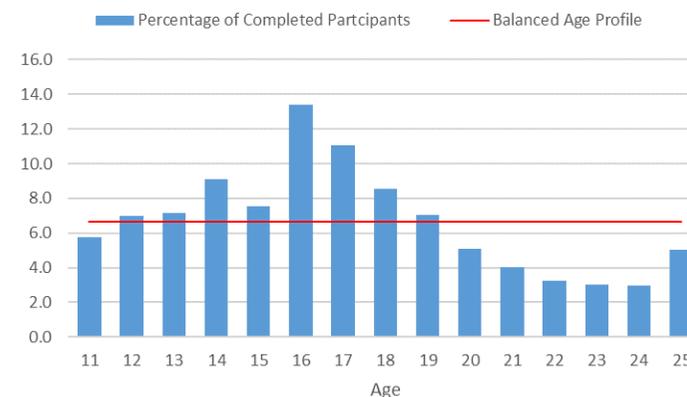
There has been a strategic push by Sport England to achieve a balanced age profile across the 11-25 year target age group, therefore emphasis has been placed on

the 19-25 year age group.

Table 3 illustrates the improvements in 19-25 year olds, however figure 4 illustrates that within this age group fewer participants are completing Sportivate activity aged between 21 and 24 years of age. The peak age group of Sportivate participants is 16, and it can be seen that the age profile drops significantly after this age. The red

line on figure 4 aims to illustrate the balanced age profile if all ages were being targeted equally. We understand that local demographics should be considered in planning but it is our view that CSPs should attempt to gain a balance across all age groups and in particular tackle the underrepresentation of 21 to 24 year olds.

Figure 4 Age profile of completed participants in year five





10.3% of completed participants declared that they had a disability. This compares favourably to a population of 4.5% of 16-24 year olds who have a disability. More disabled people (an increase of 4.4% since year one) have completed Sportivate activity in year five (Table 3). This equates to an additional 7,765 disabled people participating in year five in comparison to year one.

The front cover of this report illustrates the most popular sports in terms of the numbers of completed participants, with multi sports for the first time featuring at the top of the leader board (n = 11,509, 9.5% of completed participants). There has been significant growth in the combined fields related to exercise and fitness orientated activity (Gym and Fitness; Dance Exercise/Zumba; Aerobics, Fitness Classes and Boxercise). 14.9% (n=18,121) of completed participants have taken

part in this form of activity in year five, which is a percentage point increase of 7 since year three.

There is a notable difference in the activities (figure 5) completed by males and females. Female participants are driving the importance of exercise and fitness orientated activity with 78% of completed participants of this combined activity being female. For males, football (n = 6,277), multi sports (n = 5324), and basketball (n = 3,083) are the top 3 sports.

In a similar vein, the sports completed differs by ethnicity. As figure 6 shows football (n = 3,068, 10.9%), boxing (n = 2,401, 8.5%) and basketball (n = 2,401, 8.5%) play a more significant role for participants from BME communities.

Figure 5 Top 10 Sports by Gender

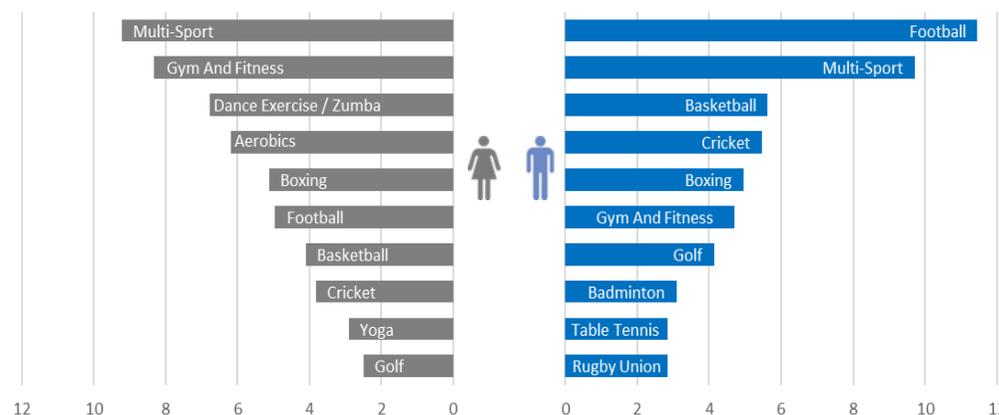
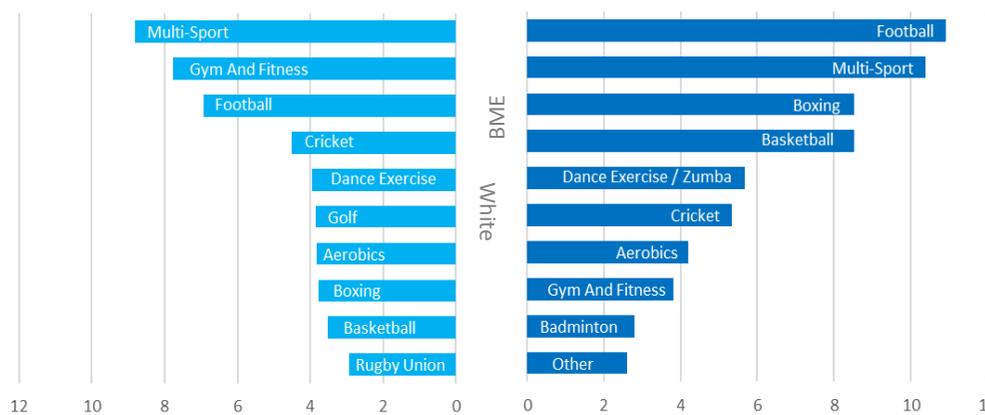


Figure 6 Top 10 Sports by Ethnicity



Percentage of completed participants; *Athletics – Athletics: Track and Field, Aerobics - Aerobics / Fitness Classes / Boxercise

Inactive Target

The target relates to the proportion of young people reached by Sportivate 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).

The annual target of 39,171 has been exceeded by 165.2% reaching 64,719 inactive young people. To assess the inactive measure it is reviewed as a proportion of the annual completed target. In year five, the Sportivate programme has achieved significantly more than the 40% target (actual = 66.1%) when comparing inactive participants proportionate to the completed set target. This can be seen in figure 7.

As table 4 illustrates 44% of completed participants were inactive pre-Sportivate; a dramatic leap from 29% last year. Significantly less consistently active people are being recruited into Sportivate (-14.7 percentage point change since year 4). This evidences the impact of the inclusion of this new performance measure and the new focus of the Sportivate programme on reaching out to the people most inactive.

Figure 7 Inactive reached participants against inactive target

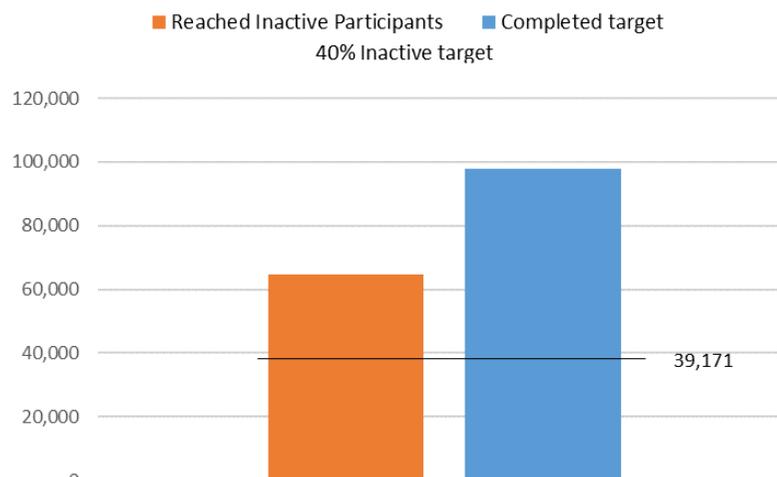


Table 4 Comparison completed participants pre activity level between year 4 and year 5

Activity Level	Definition	Year 4		Year 5		Percentage point change from year 4 to year 5
		%	N	%	% point	
Consistently Inactive (0x30)	No sport in the previous 28 days	13.7%	6,454	19.6%	5.9%	
Irregularly Active (>0x30)	30 mins of sport on 1-3 days in the previous 28 days	15.4%	9,249	24.2%	8.8%	
Consistently Active (1x30)	30 mins of sport on at least 4 days in the previous 28 days	70.9%	24,649	56.2%	-14.7%	

Demographics of inactive participants pre-Sportivate?

Sportivate is targeting more inactive people from hard to reach groups. Of those that completed their activity:

- 53.2% of disabled people who completed were inactive pre-Sportivate compared to 42.5% non-disabled people who completed.
- Females are more likely to be inactive pre-Sportivate than males (57.6% completed females were inactive compared to 42.2% of completed males).
- Females from a Black or Minority Ethnic group are more likely to be inactive as a group and the good news is Sportivate is reaching them as figure 8 illustrates.

The Sportivate Innovation Fund projects are developed to attract harder to engage young people or to deliver using innovative delivery methods, untested recruitment techniques or new delivery partners. It is widely acknowledged that there is a demographic under representation in sport and if you are from an under represented group such as people with disabilities you are more likely to be inactive.

The demographic profile of Innovation Fund projects differs to the Sportivate population as a whole. 11.2% of completed participants have a disability compared to 10.3%.

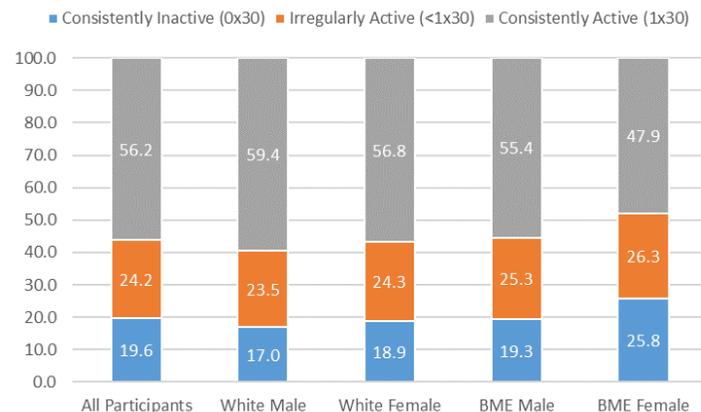
In contrast to the high female proportion of participants across all Sportivate projects (54.8%), it is males that are prominent in Innovation Fund projects (55.8%).

However when comparing this to year four, this shows a more level playing field as the percentage of males in year four Innovation Fund projects was 64.4%.

The most significant difference in demographic profile is amongst ethnicity. Across Sportivate projects white participants are the majority group (69.5%), however this is reduced to 59.0% within Innovation Fund projects.

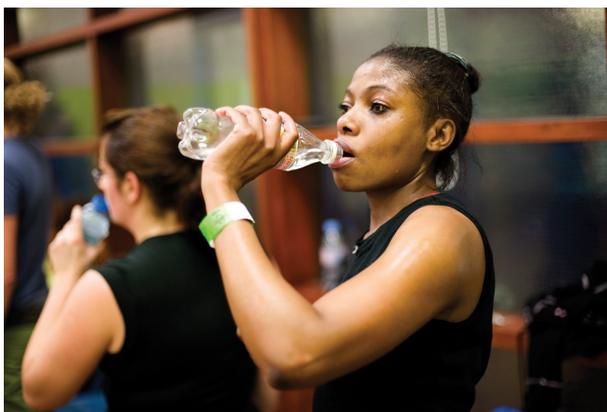
Innovation Fund projects have shown a strategic approach to targeting harder to reach groups such as the activities used and partners engaged with. The dominant sports used have been water sports (n=39), football (n=24) and boxing (n=19). In addition the focus and delivery of projects has linked with other social agendas and community interest including projects linked to employability (n=7) and estate based activity (n=18).

Figure 8 Pre-Sportivate activity level of BME / gender demographics



Delivery Mechanism

This section of the report explores how the County Sports Partnerships and project deliverers are achieving the performance measures. Within the year 5, 6 month report, we highlighted that the new performance measures have required a change in approach. Via the qualitative feedback provided by CSPs at the end of the year, it is clear that CSPs have worked hard to address the challenges they were facing in working to the new performance measures including supporting providers and deliverers through webinars and workshops. All bar one CSP achieved all three performance measures, which is a solid performance across the board and demonstrates the proactive steps taken and balanced approach across the three performance measures. This balanced approach was further explored in a case study focused on the new approaches CSPs are taking to meet the new measures.



Sportivate Case Study — New Measures, New Approach

A Sportivate case study looking at the changes and approaches that CSP have utilised in their delivery to fulfil the new measures for 2015 to 2017

Introduction

The Sportivate programme has evolved, but to what extent have CSPs changed their approach to accommodate the strategic focus of sustained participation, completed participants, and the proportion of young people defined as inactive prior to Sportivate? Six CSPs who have changed their approach to meet the new performance measures were consulted through semi structured interviews. The new approaches taken to Sportivate delivery are outlined in this study, to enable CSP colleagues to adapt their own tactics to use in their own delivery of Sportivate in the future.

Sustainability

The CSPs consulted know how important the sustainability element of the new Sportivate measure is, and as a result they have communicated effectively to their partners (new and old) that funding will be awarded to projects that have clear exit routes and sustainable outcomes for young people. "We have put greater investment into exit routes to assure sustainability" (Damian Smith, North Yorkshire Sport)

The new approach into sustainability includes;

- Better investment into exit routes that make a strong business case for what they require. For example—will better equipment lead to more young people being sustained? Duly weighing cause and effect of greater investment
- Investment into gym/membership/club membership especially high cost sports like golf for individual young people
- Hand holding new providers so they have a good exit routes, including funding for incentives or continued weekly delivery through other programmes, such as Satellite Clubs.
- Using local insight and the youth insight pack to ensure that exit routes are what young people want

In order to boost sustainability tracking survey returns, London Sport communicate directly with their deliverers and providers near the end of project delivery and three months after the projects are completed. Providers and deliverers are asked to remind participants to "look out for" the sustainability questionnaire from Sportivate and fill it in.

Communication

Current and new providers need to be aware of the new focus regarding targeted inactive young people. As a result CSPs have worked closer with existing and new providers to communicate these messages. "Communication has been key in supporting our providers to understand the new measures", (Amber Harris, Living Sport). This in turn has led to them working more closely in supporting existing and new providers in targeting inactive young people, innovative communication methods such as webinars have been part of this (see example 1)

Example 1: Webinar

To take a look at his webinar see this link: <https://www.youtube.com/watch?v=RS9AcU7Zp0Q>

Sportivate | LOTTERY FUNDED | SPORT ENGLAND

Most prevalent success factors highlighted by CSP:

- ✓ New partners targeting priority groups and inactive participants (n = 16).
- ✓ Communication / supporting providers and deliverers (webinars, workshops, videos) (n = 13)
- ✓ Specific high performing/high quality projects (n = 11).
- ✓ Increased older age groups delivery and targeting (n = 8).
- ✓ Successful female specific engagement programmes (n = 7).

Most prevalent challenges faced by CSP:

- Gaining sustain return data/accuracy (n = 9).
- Embedding Sport England Youth Insight in application and delivery (n = 8).
- Monitoring and evaluation: getting providers and deliverers to use as "live" Portal (n = 6).
- Cancellation of projects / projects not running as planned (n = 6).
- Deliverers embedding new measures (inactives) (n = 6).
- Difficulty retaining young people from hard to reach groups (female, inactive, older age groups) n = 6).

CSPs have noted a success with the number and diversity of new deliverers and partners. The predominant deliverer type remains sports club staff (17.9%), which in part may contribute to the positive uptake in club membership as part of sustainable participation. However, there have been observable changes related to other deliverer types since year 4. NGB staff and Community Sports Organisations have seen a percentage point decrease (-6.5% and -7.1% respectively) whereas percentage point increases have been seen in community sports trusts (+7.1%) and other organisations (+4.2%).

Summary

It has been a successful year for the Sportivate programme, with the three performance measures exceeded. The transition to a new focus including inactive participants as a proportion of the completed target and long term behavioural change has been successful. However, it has required operational changes at a local level including the engagement of new partners and the use of insight.

In the year five, six month report we recommended the need to focus on the balance and connection between the three new performance measures. It is pleasing to see that in year five, Sportivate has achieved this balance and the completed target has not been the main driver.

The programme is making a significant difference to addressing sporting inequalities particularly with women and girls through targeted intervention, prioritisation of resources, using insight and aligning to a national behavioural change campaign "This Girl Can".

Sportivate should remain focused and build upon the successes with inactive people and tackling under representation in sport, thus complementing the emerging Sport England outcome of more people from every background regularly and meaningfully taking part in sport and physical activity.



Recommendations

Being Insight Driven

Sportivate, as a national programme, has provided a strategic direction through the use of insight, in particular Youth Insight. CSPs have stated they have been utilising this insight to support project deliverers to consider the needs of potential participants. CSPs have also highlighted the challenge in embedding the insight into design principles and delivery on the ground. More recently Sport England have issued information on how to help more young people to get active through the understanding of Youth Personalities.

It is our recommendation that this insight and demand led approach is maintained, and CSPs continue to push on and support deliverers in how to use the insight, acknowledging that this will require time to change the sports delivery culture. In particular, the information on how to keep participants coming back should be used to aid long term sustainability.



Age Profile

Previous reports have highlighted the need to target the 19-24 year age market. This report has shown that whilst growth can be seen in this age group, there remains a peak curve in the age profile of completed participants, with the greatest drop off being seen at 17 years of age and the lowest numbers of participants being aged between 21 and 24. To ensure that Sportivate resources focus on participants most likely to be inactive or at risk of becoming inactive, the programme should agree a strategic priority to focus on provision around significant life changes, for example leaving University and starting a career. This is a challenging time to intervene in behaviour change and may require the use of the Innovation Fund model to test out new approaches.

A Focus on the Sustain Target

The headline measure for Sportivate in year five and six is the sustain target. This was exceeded nationally four times over, evidencing the success of the programme. We recommend that the Sportivate Team and delivery mechanism remain focused upon this performance measure with an aim to again exceed the 5% target. It is our view that if the Sportivate programme were able in year six to repeat the success of year five in behaviour change, Sport England would be in a stronger position to set stretching targets for

sustainable change in the activity levels of participants within any of its funded initiatives.

Two years of success for the sustain target would also provide rich data and learnings which can inform future programme planning.

However, for this rich data to be in place it is essential that the number of tracking survey returns is significantly increased to provide confidence levels across all regions and counties. Sport Structures along with the Sportivate Team are working to improve the reach and appeal of the tracking survey, but it is essential that CSPs establish systems to ensure timely communication to remind deliverers and participants about the survey. As part of this system it is also essential that the tracking survey e-mail can reach the participant via a direct e-mail address where possible.

In addition, Sport England should utilise the next quarterly report to monitor the long term behaviour change at six, nine and twelve months and debate what intervention is required and when to ensure that participants who have been sustained at three months maintain positive activity levels.

