

## 1 Sportivate annual report addendum –Analysis by days of activity (new definitions)

- 1.1 On the basis of discussions that followed publication of the first annual report it was decided that the scale used to define levels of 'sportiness' should be further split to help create a better understanding of participation levels before and after the Sportivate intervention. As a result, Sport England decided to supplement the existing activity level scale (not sporty = 0 days, semi sporty = 1-11 days and sporty, 12+) with new definitions as follows;

**Table 1 Definitions of activity level**

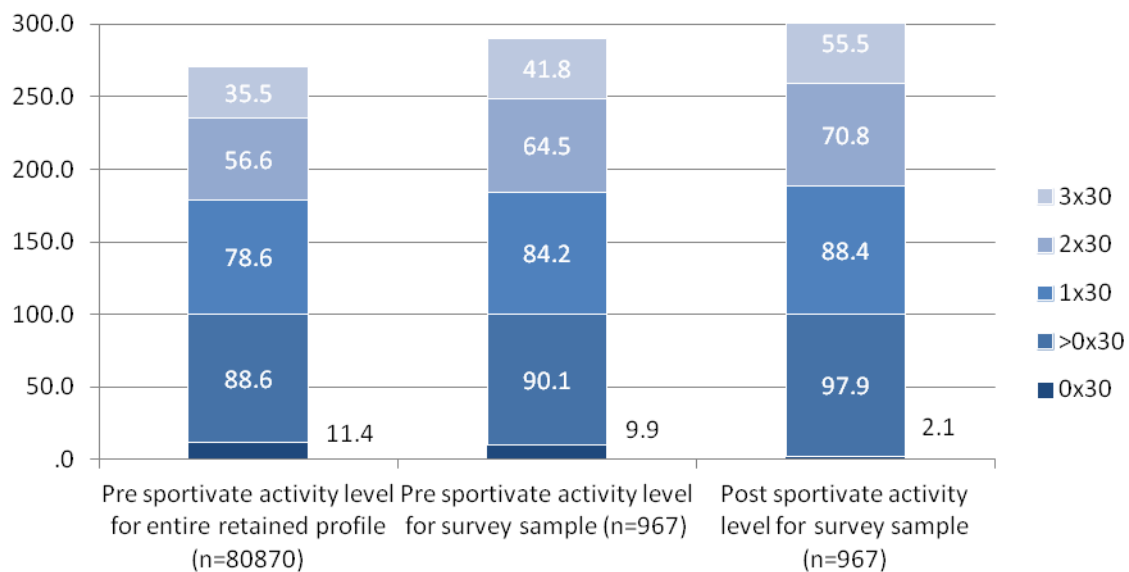
Category	Definition
0x30	No sport in the previous 28 days
>0x30	30 min of sport on at least 1 day in the previous 28 days
1x30	30 min of sport on at least 4 days in the previous 28 days
2x30	30 min of sport on at least 8 days in the previous 28 days
3x30	30 min of sport on at least 12 days in the previous 28 days

- 1.2 As a result of these changes, we have retrospectively analysed the data to produce an addendum to our original annual report.

### Analysis by days of activity

- 1.3 Using this new measurement of activity level, figure 1 shows that 78.6%, (n=63563) of retained participants took part in **at least** 30 minutes of sport on at least 4 days in the previous 28 days before Sportivate – the standard 1x30 definition of regular participation used by Sport England.

**Figure 1 Chart to show pre Sportivate and post Sportivate activity levels by updated scale.**



\* Figures in each column add up to more than 100.0% as participants can be counted in more than one category. For example if someone has done 3 x 30 min activity they will also have done 2x30, 1x30 and >0x30.

1.4 Figure 1 also shows that more than half of retained participants (56.6%) had done 30 minutes of sport on at least 8 days in the previous 28 days before Sportivate – roughly equating to twice weekly. The majority of participants are playing sport frequently before they begin their Sportivate project.

1.5 The data can be presented as a series of discreet categories. Based on this method the following table has been produced on the national retained data (n=80870)

**Table 2 National retained data by days of activity level**

Category	Definition	Frequency	Percentage
0x30	No sport in the previous 28 days	9212	11.4
>0x30	30 min of sport on at least 1 day in the previous 28 days	8055	10.0
1x30	30 min of sport on at least 4 days in the previous 28 days	17824	22.0

2x30	30 min of sport on at least 8 days in the previous 28 days	17099	21.1
3x30	30 min of sport on at least 12 days in the previous 28 days	28680	35.5

1.6 Table 3 sets out the percentage of our tracking survey sample (n=967) that fall within each of the five definitions both before and after their participation in Sportivate. This provides a further breakdown of the figures set out in table 12 on page 30 of our annual report.

**Table 3 Tracking sample by activity level**

Scale	Scale	Pre Sportivate activity level for survey sample (days of activity scale)	Pre Sportivate activity level for survey sample (activity Level)	Post Sportivate activity level for survey sample (days of activity scale)	Post Sportivate activity level for survey sample (activity Level)
Not sporty	0x30	9.9%	9.9%	2.1%	2.1%
Semi sporty	>0x30	5.9%	48.3%	9.9%	43.2%
	1x30	19.6%		17.8%	
	2x30	22.8%		15.5%	
Sporty	3x30	41.8%	41.8%	54.7%	54.7%

1.7 Our analysis shows that Sportivate is mainly reaching teenagers and young adults who are already taking part in sport but that the programme is contributing to both decreasing inactivity levels and increasing activity levels across all measures (see table 4 below). Sportivate is helping to increase the frequency of participation and seems to have the biggest impact upon the 3x30 measure by increasing the number of people in this category by 13.7%.

**Table 4 Percentage increases in activity level**

<b>Category</b>	<b>Definition</b>	<b>Pre Sportivate activity level for survey sample</b>	<b>Post Sportivate activity level for survey sample</b>	<b>% increase or decrease</b>
0x30	No sport in the previous 28 days	9.9%	2.1%	-7.7%
>0x30	30 min of sport on at least 1 day in the previous 28 days	90.1%	97.9%	+7.8%
1x30	30 min of sport on at least 4 days in the previous 28 days	84.2%	88.4%	+4.2%
2x30	30 min of sport on at least 8 days in the previous 28 days	64.5%	70.8%	+6.3%
3x30	30 min of sport on at least 12 days in the previous 28 days	41.8%	55.5%	+13.7%