

Sportivate Programme Evaluation

Six Month report April 2012 – October 2012 (Year two)



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1 Introduction

- 1.1 Sport Structures was commissioned by Sport England in March 2011 as the independent impact study team for the four year Sportivate programme.
- 1.2 This is the second six month evaluation report for the Sportivate programme and covers the period 01 April 2012 to 05 October 2012. County Sports Partnerships (CSPs), project providers¹ and deliverers² are familiar with the impact study process and the evaluation tools:
- An online data portal to gather 'real time' data including project information, registration forms and attendance registers
 - A hardcopy exit postcard survey to reveal the intentions of young people to continue to take part in sport
 - An online survey to track levels of participation by young people three months after taking part in the Sportivate programme
 - A review process for CSPs to provide qualitative feedback regarding their progress with the programme
 - A review process for project providers or deliverers to provide qualitative feedback about the successes and challenges experienced.
- 1.3 This report is based on statistics drawn from the online portal on 05 October 2012 – the deadline for CSPs to upload data for the six month period. Since this date, some CSPs have continued to enter data which has not yet been analysed but will be included in the second six month data and year two report. Where possible we have drawn comparisons with all of the year one data provided in the annual report. Due to the delayed start for CSPs data from the first six month report does not provide a suitable comparison.

¹ 'Provider' is a term used to describe the tier below CSPs. This can vary from local authorities to sports club or community group.

² 'Deliverer' is a term used to describe the tier below provider and most commonly will be the coach or instructor.

2 Overview

- 2.1 This section provides an overview of the progress against targets for year two (April to October). A total of 34,276 teenagers and young adults aged 14 to 25 have been engaged within 2,305 completed projects. From those that have been engaged 28,547 have been retained which constitutes 36.1% of the year two retention target. This compares with the 7,134 people retained during the same period last year in 581 completed projects which constituted only 12.0% of the year one retention target.
- 2.2 There are marked regional differences ranging from Yorkshire and Humberside having achieved 46.0% of its year two target to London only reaching 22.2% of its full year target.
- 2.3 The proportion of engaged participants who are then retained ranges across the regions from 73.7% in London to 92.0% in Yorkshire and Humberside, the national average is 83.3%. This compares favourably with the figure of 78.5% from the same period last year.

Table 1 National and regional progress against targets Year 2 (Apr-Oct)

	KPI engage actual	KPI throughput actual	Year 2 target retain	KPI retain actual	% year 2 retain target	% retained vs engaged
National	34,276	198,070	79,002	28,547	36.1	83.3
East	4,279	22,955	8,130	3,645	44.8	85.2
East Midlands	2,599	14,647	6,968	2,192	31.5	84.3
London	3,440	19,282	11,401	2,536	22.2	73.7
North East	1,805	10,334	4,195	1,525	36.4	84.5
North West	5,887	35,664	11,028	4,643	42.1	78.9
South East	4,863	28,459	12,269	4,109	33.5	84.5
South West	2,790	15,848	7,734	2,482	32.1	89.0
West Midlands	4,185	22,390	8,429	3,343	39.7	79.9
Yorkshire & Humberside	4,428	28,491	8,848	4,072	46.0	92.0

- 2.4 Some CSPs are well on their way to achieving their year two retain target – six CSPs have already achieved more than 50% of their full year target. Lincolnshire Sports Partnership, for example, stands at 90.5% of their year two target. See appendix A for a breakdown of CSP progress against targets.
- 2.5 Other CSPs have made slower progress. Five CSPs have yet to reach 20% of their year two retain target, Active Dorset (9.3%) and PRO ACTIVE Central London (8.3%) being the slowest starters. It should be noted, however, that even this performance is better than for the same period last year. The proportion of engaged participants that have been retained varies between 69.2% (PRO ACTIVE East London) and 97.4% (Cornwall Sports Partnership). The overall direction of travel seems to be positive when compared to the same period for year one.

3 Key findings

3.1 This section outlines the key findings from the Sportivate programme in the first six months of year two (April to October). The report is divided into three main sections relating to the projects, participants and the performance of CSPs.

Projects

3.2 A project is defined as a series of coaching sessions in a chosen sport lasting no less than six sessions and a maximum of twelve, (previously eight this has been increased for year two). Sessions should be structured to take place weekly to increase the likelihood of behavioural change, however it is acknowledged that in some cases sessions may occur over a shorter time period. At the end of a project young people should be supported into a suitable exit route so that their participation is sustained.

Project status

3.3 There have been a total of 6,597 projects uploaded to the online portal for year two. Of these, 2,305 (34.9%) projects have been completed³ and approved⁴, with a further 28 (0.4%) projects awaiting approval at the time of writing. For this six month period there were 4,163 (63.1%) 'live' projects, this provides an indication of future year two delivery.

Table 2 Status of projects

Project status	Frequency	Percentage*
Live projects	4,163	63.1
Awaiting approval	28	0.4
Project completed and approved	2,305	34.9
Project cancelled	101	1.5

*Based on 6,597 projects

3.4 A total of 101 (1.5%) of projects have been cancelled. Projects are cancelled for a number of reasons, the most common are the same as those identified in year one, these are;

- Lack of interest in the project, with too few participants to make the project viable to run

³ A project is 'completed' by a provider or deliverer using the online portal when the series of 6, 7, 8, 9, 10, 11 or 12 sessions has taken place.

⁴ CSPs are required to 'approve' completed projects to verify that the data is accurate and complete.

- Problems with coach or venue availability
- Poor communication from the delivery organisation.

Completed and approved projects

- 3.5 This report only focuses on completed and approved projects because the data that has been submitted by the project providers/deliverers has been verified by the CSP lead officer through the formal approval process.
- 3.6 The regions with most completed and approved projects for the six month period are the North West (16.1%, n=371) and, Yorkshire and Humberside (14.1%, n=325).

Table 3 Regional breakdown of projects completed and approved

Region	Frequency	Percentage*
National	2,305	100.0
North West	371	16.1
Yorkshire and Humberside	325	14.1
South East	317	13.8
East	304	13.0
West Midlands	269	11.7
South West	223	9.7
London	204	8.9
North East	156	6.8
East Midlands	136	5.9

*Based on 2,305 Projects

- 3.7 The CSPs that have completed and approved the most projects are Greater Sport (7.6%, n=176), followed by West Yorkshire Sport (6.7%, n=155) and Wesport (4.1%, n=95). This is in line with the size of the CSP and the target set by Sport England. For a full breakdown of all CSPs please see Appendix B.
- 3.8 A total of 14,993 sessions have been delivered in completed projects. There has been an average of 6.5 sessions per project, this is similar to year one (6.6 sessions). This indicates that projects are more likely to be shorter than the maximum (12 for year two).

Organisations involved with delivery

- 3.9 Providers and deliverers have been divided into 15 different types⁵. As the type of organisation involved was not a compulsory field only 69.4% (n=1599) of providers and 62.6% (n=1,444) of deliverers were assigned an organisation.
- 3.10 The most common type of provider has been local authority sport development staff involved in 29.3% (n=675) of projects, followed by CSP staff involved in 6.3% (n=146) of projects. The most common type of deliverer has been youth club staff with 12.0% (n=277) of projects followed by sport on the doorstep staff with 9.0% (n=208) of projects. This is similar to deliverers in the year one report.

Table 4 Types of organisation delivering Sportivate

Type of Organisation	Providers		Deliverers	
	Frequency	Percentage*	Frequency	Percentage^
College/ HE staff	55	2.4	117	5.1
Community sports trust staff	90	3.9	45	2.0
Community sports organisation	57	2.5	147	6.4
CSP staff	146	6.3	16	0.7
Football in the community	7	0.3	17	0.7
Local Authority sport development staff	675	29.3	180	7.8
Leisure centre staff	31	1.3	49	2.1
Mixture	41	1.8	45	2.0
NGB Staff	132	5.7	145	6.3
Private organisation staff	105	4.6	147	6.4
Sport on the doorstep	102	4.4	208	9.0
Sports club staff	21	0.9	5	0.2
Youth club staff	117	5.1	277	12.0
Youth service staff	2	0.1	13	0.6
Other	18	0.8	33	1.4

*Based on 1599 Projects (as this is not a compulsory field within the portal)

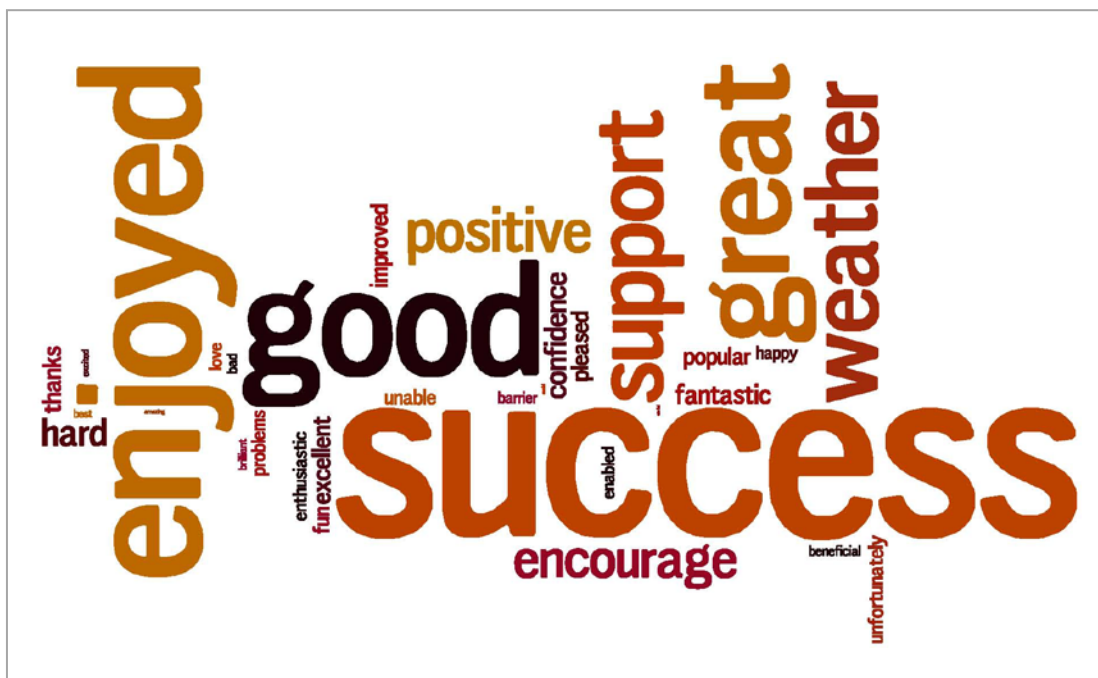
^Based on 1444 responses (as this is not a compulsory field within the portal)

- 3.11 Feedback from organisations delivering projects was collected through the portal. The qualitative responses from project deliverers are mainly positive with the programme seen as a success. Young people were seen to have enjoyed the sessions and the deliverers felt positive about the partnerships that they had developed and the support they received. Some issues did arise regarding the poor

⁵ These categories were defined by Sport England prior to the start of the Sportivate programme.

weather during the summer affecting the level of attendance and challenges such as staffing, equipment and retaining participants.

Figure 1 Qualitative feedback from deliverers⁶



*Based on 597 deliverers

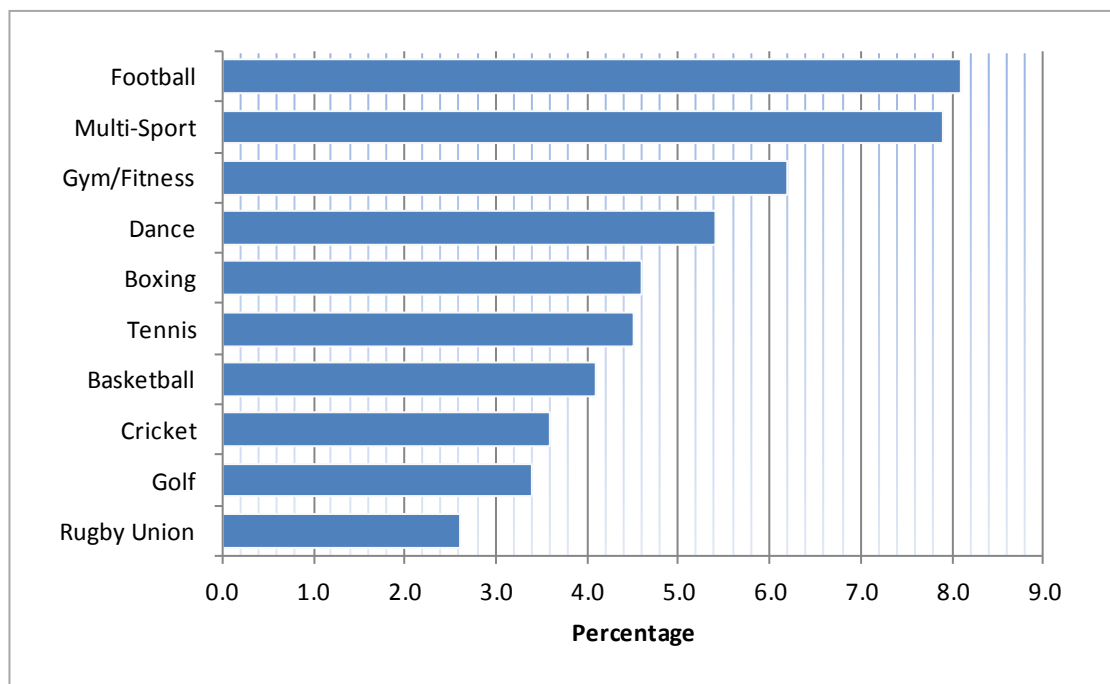
Sports delivered

3.11 In total 63 different sports were delivered⁷ ranging from one project being delivered in American Football to 187 projects being delivered in football. From the 2,305 projects that have been completed and approved the most common sports are football with 8.1% (n=187) of projects, followed by multi-sport with 7.9% (n=182) of projects, then gym/fitness with 6.2% (n=144) and dance 5.4% (n=125). There is a notable mix within the top ten between individual and team sports. The top ten sports delivered are similar to those delivered in year one apart from the inclusion of golf rather than badminton. For a full breakdown of projects delivered within each category see Appendix C.

⁶ Created using qualitative data from deliverers and by using a text analyser to identify data trends. The key words are sized in relation to the number of times they were used.

⁷ There are 75 categories of sports used for the analysis which were again defined by Sport England.

Figure 2 Top ten sports delivered by project



*Based on 2305 Projects

Participants

Engage and retain measures

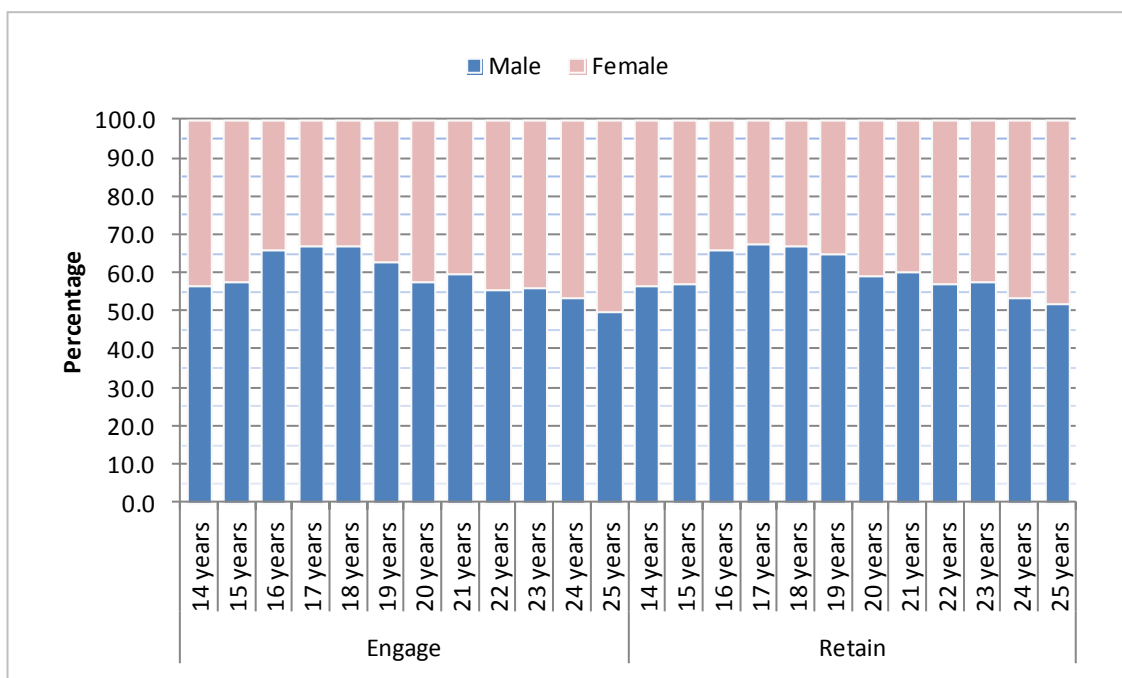
- 3.12 The registration system and online portal allow us to determine the number of unique participants accurately. A total of 34,239 unique participants (different young people) have taken part from April-October 2012. Using the total of engaged participants 34,276 (young people that have attended at least one session) we can determine that only 37 participants have attended more than one project.
- 3.13 From the 34,276 engaged participants 83.3% (n=28,547) have been retained (the number of young people to take part in a minimum of one session less than the project total⁸). This is an increase (+1.6%) since year one. Throughout this section on participants comparisons are made between the retain figures and the engage figures to identify whether there are any trends emerging in the participants (16.7%) that are not being retained in the programme.

⁸ Taking part in 5 of 6, 6 of 7, 7 of 8, 8 of 9, 9 of 10 of 11 or 11 of 12 sessions

Profile of participants engaged and retained

- 3.14 Sportivate is aimed at both male and female participants. Women and girls should be at least equally represented within projects and be representative of the gender demographics of each local area. The retained participant profile shows that there are fewer female participants taking part than male, 60.7% (n=17,329) are male and 39.2% (n=11,218) female⁹. There is a lower proportion of females (-2%) taking part compared to year one. Females are just as likely to be retained as males once they have been engaged effectively.
- 3.15 The gender balance is not uniform across the age groups. There is a significant drop in female participation between ages 16-19 years. Although female participation is high for those aged 14 and 15, there is a 10.2% decrease in the level of female participation aged 16 when compared to participation levels aged 14. This is a marked difference to male participation levels which for the same age range decreases by only 1.5%. The gender divide is widest aged 17 and 18 with only a third of participants in these ages being female (33.0%). In contrast, the age ranges 20 and over show less male participation. With participants aged 25 years split 51.7% male and 48.3% female. This trend reflects the findings from year one.

Figure 3 Engaged and retained participants by gender and age

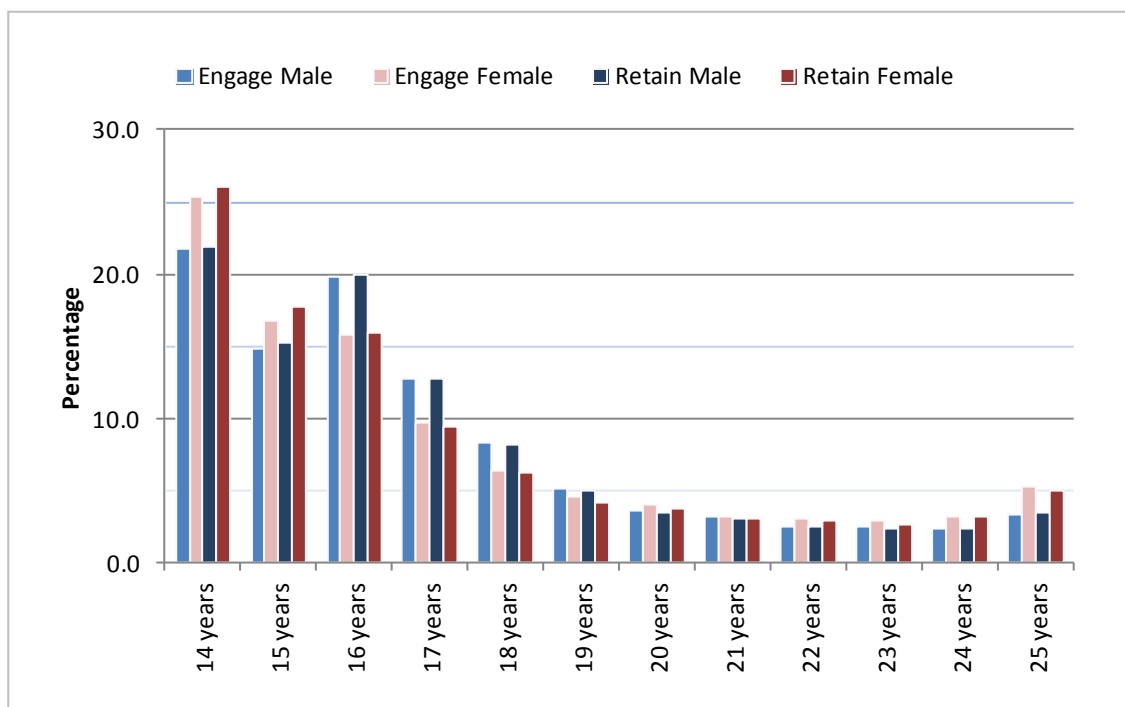


Based on 34,276 engaged participants
Based on 28,547 retained participants

⁹ Engaged figures 39.7% (n=13620) female compared to 60.3% (n=20,666) male

3.16 Sportivate is targeted at young people aged 14-25 years. Participants aged 14, 15 and 16 years make up 58.1% (n=16,596)¹⁰ of all retained participants a very similar figure to that found in year one (57.7%).

Figure 4 Engaged and retained participants by age and gender



Based on 34,276 engaged participants
Based on 28,547 retained participants

3.17 There is a particularly high proportion of those retained participants aged 14 years (23.5% n=6723) taking part in projects, although still high this has decreased (-1.3%) since year one¹¹. The older age groups, namely those aged over 20 are less well represented. The lowest level of engaged and retain participants are those aged 23 years (2.5% n=900 and 2.5% n=704 respectively).

3.18 In looking at retain figures against engaged it appears that some age groups are easier to retain than others. Those participants aged 14, 15 and 16 have above average levels (83.3%) of retention. With participants aged 19, 22 and 23 falling below average levels of retention.

¹⁰ Engage figure 57.0% (n=19,538)

¹¹ Please note that where the retain figure is higher than the engage figure this shows a higher level of retention for this group. The percentage is greater as it is a higher proportion of the total.

Table 5 Participants by age retained vs engaged

Age	Engaged*	Retained^	% retained vs engaged
14 years	7944	6723	84.6
15 years	5343	4620	86.5
16 years	6251	5253	84.0
17 years	3939	3264	82.9
18 years	2575	2096	81.4
19 years	1687	1329	78.8
20 years	1278	1031	80.7
21 years	1082	868	80.2
22 years	936	744	79.5
23 years	900	704	78.2
24 years	933	763	81.8
25 years	1408	1152	81.8

* Based on 34,276 engaged participants

^ Based on 28,547 retained participants

- 3.17 The majority of retained participants are white 75.8% (n=21,642) an increase (+1.5%) since year one. As for other ethnic groups, 20.1% (n=5,740) identify themselves as being from a black and minority ethnic (BME) community. The largest proportion of BME community is Asian with 8.6% (n=2,456) this is more than year one (+0.8%), followed by Black with 5.3% (n=1,518) and mixed with 4.0% (n=1,136). The comparison between the retained and engaged figures suggests that it is harder to retain participants from a BME community. The lowest levels of retention are from Black participants (75.8%) which is well below (-7.5%) the national average for retention.

Table 6 Participants by ethnicity retained vs engaged

Ethnicity	Engaged*	Retained^	% retained vs engaged
White	25,629	21,642	84.4
Mixed	1,412	1,136	80.5
Asian	3,002	2,456	81.8
Black	2,002	1,518	75.8
Other	791	630	79.6
Prefer not to say	1,440	1,165	80.9

* Based on 34,276 engaged participants

^ Based on 28,547 retained participants

3.18 The level of retention for young people with a disability (84.4%) is marginally higher than the overall average (+1.1%). This suggests that once engaged in the programme those young people with a disability are more likely to be retained.

Table 7 Participants by disability retained vs engaged

	Engaged*	Retained^	% retained vs engaged
With a disability	2,371	2,002	84.4%
Without a disability	29,360	24,539	83.6%
Prefer not to say	2,545	2006	78.8%

* Based on 34,276 engaged participants

^ Based on 28,547 retained participants

3.19 A total of 7.0% (n=2,002)¹² of the young people who were retained in the programme identified themselves as having a disability, this has increased since year one (+1.1%). The majority (86.0%, n=24,539) of young people who took part did not have a disability. A further 7.0% (n=2,006) preferred not to say, this has decreased since year one (-1.8%).

3.20 Of those young people retained in the programme that identified themselves as having a disability 66.2% (n=1325) were male and 33.8% (n=677) were female, which is a similar breakdown to year one (65.4% male and 34.6% female). There are fewer female participants with a disability taking part compared to the average for all females (-5.5%). This means that the proportion of disabled participants that are female is lower than overall proportion of females.

3.21 Half of young people retained in the programme that have a disability (50.0%, n=1,000) are aged 14, 15 and 16 years, which is 8.1% less than the average for all participants. In looking at those with a disability aged over 18 there is a slightly higher proportion of young people within nearly all age ranges (except age 24) compared to the average for all young people.

3.22 The number of young people with a disability who are BME is lower than the overall retained participant profile (-6.3%) with only 13.8% (n=277) from BME communities. From those 6.5% (n=131) are Asian, 3.4 % (n=68) are Black and 3.1% (n=62) are from a mixed background.

¹² Engaged figure 6.9% (n=2,371) of young people have a disability

Pre-Sportivate level of participation among engaged and retained participants

3.23 Sportivate is aimed at 14 to 25 year olds who may not seek out sporting opportunities themselves, would not prioritise doing sport in their own time or those who are doing sport for a very limited amount of time. These participants are defined as 'semi sporty'. As part of the registration process young people are asked to identify their level of participation in sport and/or recreational activity over the previous four weeks. This information provides the baseline measure for their level of activity prior to their involvement in the programme¹³.

Table 8 Baseline measure of previous activity level of engaged and retained participants

Activity Level	Definition		Engage		Retain		% retained vs engaged
			Count	%*	Count	%^	
Not sporty	0x30	No sport in the previous 28 days	3,876	11.3	3,021	10.6	77.9
Semi-sporty	> 0x30	30 mins of sport on 1-3 day in the previous 28 days	3,412	10.0	2,825	17.9	82.8
	1x30	30 mins of sport on 4-7 days in the previous 28 days	7,397	21.6	6,086	13.3	82.3
	2x30	30 mins of sport on 8-11 days in the previous 28 days	7,966	23.2	6,751	23.6	84.7
Sporty	3x30	30 mins of sport on at least 12 days in the previous 28 days	11,625	33.9	9,864	34.6	84.9
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)		18,775	54.8	15,662	54.8	83.4
	1x30 total (1x30, 2x30 and 3x30 combined)		26,988	78.7	22,701	79.5	84.1

* Based on 34,276 engaged participants

^ Based on 28,547 retained participants

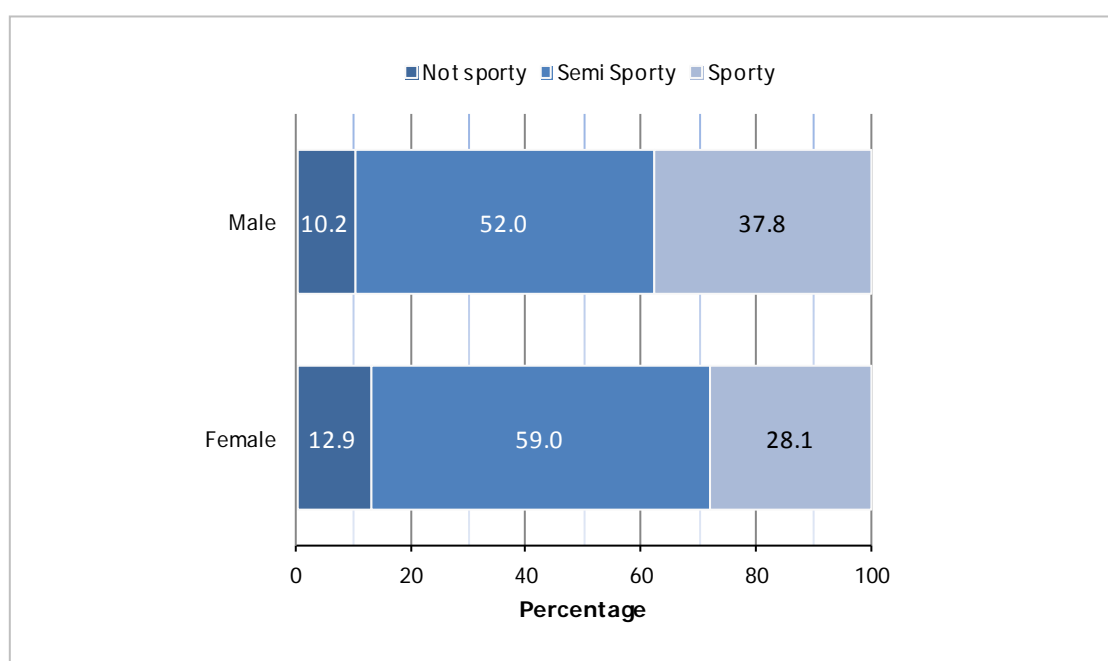
3.24 Those young people that identify themselves as 'semi-sporty' equate to more than half of the young people engaged and retained in the programme (54.8%), this has increased since year one (+1.7% on the retain figure and +1.9% on the engaged figure). There has been a reduction in the number of young people classified as 'sporty' since year one (-0.9% on the retain figure and -1.1% on the engaged figure) with a similar level of reduction for the number of 'not sporty' young people taking part (-0.8% on retain and engage figures).

¹³ For the start of year 2 Sport England have further defined the categories for activity level to enable a more detailed breakdown to be provided. Those classified as 'semi-sporty' are now divided into three categories to form a consistent measure with other national participation data.

3.25 It appears that those young people that are classified as Sport England's strategic priority 1x30 are slightly more likely to be retained in the programme (-0.8% more than the overall retain figure 83.3%). Those young people that identified themselves as 'not sporty' had a lower level of retention than the overall retain figures (-5.4%) so are least likely to be retained.

3.26 There are gender differences regarding previous activity level. Women and girls are more likely to report themselves as doing 1-11 days of physical activity (semi sporty) or no days of physical activity (not sporty), whereas men and boys are more likely to report themselves doing 12+ days as(sporty)

Figure 5 Participants by gender and previous activity level



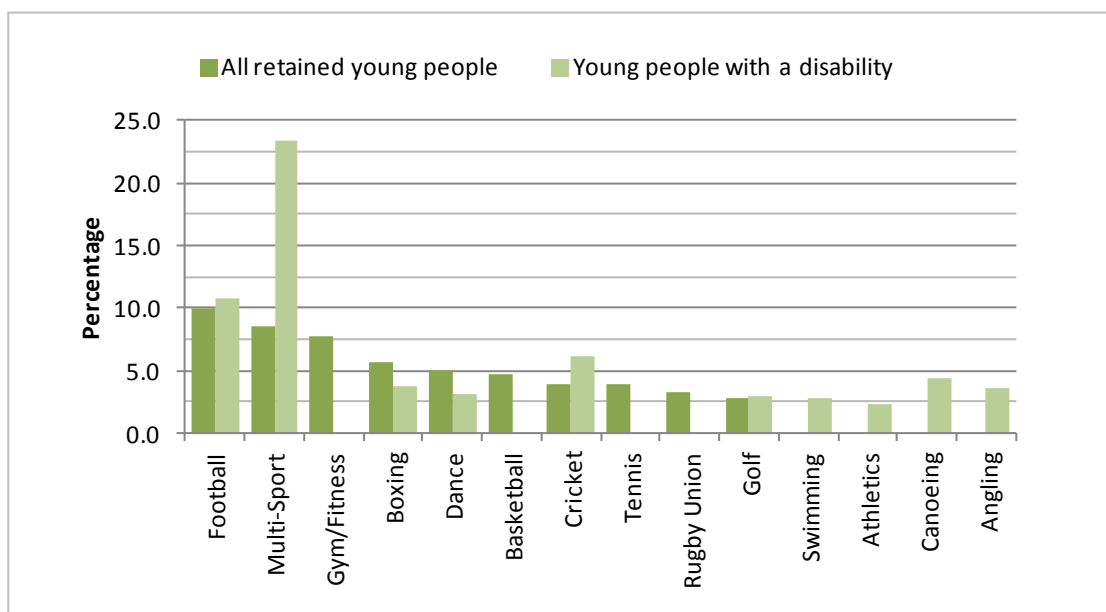
*Based on 34,276 participants

3.27 The majority of young people with a disability retained in the programme are 'semi-sporty' (59.0%, n=1,181). There is a higher proportion of young people with a disability classifying themselves as 'not sporty' (15.3%, n=307) compared to the figure for all retained young people (10.6%). Although, the level of 'not sporty' young people with a disability has reduced (-4.2%) since year one. There is a significant proportion of young people with a disability classified as 'sporty' (25.7%, n=514), which has increased since year one (+4.1%).

3.28 The top ten sports taken part in by young people on the programme are a mix of team and individual sports. The top sport is football (9.9%, n=2,840) followed by multi-sports (8.6%, n=2,465).

3.29 The top two sports for young people with a disability are the same as the overall top sports: multi-sports (23.3%, n=467) and football (10.8%, n=216). Cricket, Boxing, Dance and Golf also appear in both lists. The main differences for young people with a disability are the popularity of canoeing, angling, swimming and athletics.

Figure 6 Top ten sports taken part in by young people



*Based on 34,276 participants

^Based on 2,002 participants with a disability

3.30 The sports with the highest retention rates and those with the lowest retention rates are shown in table 9.

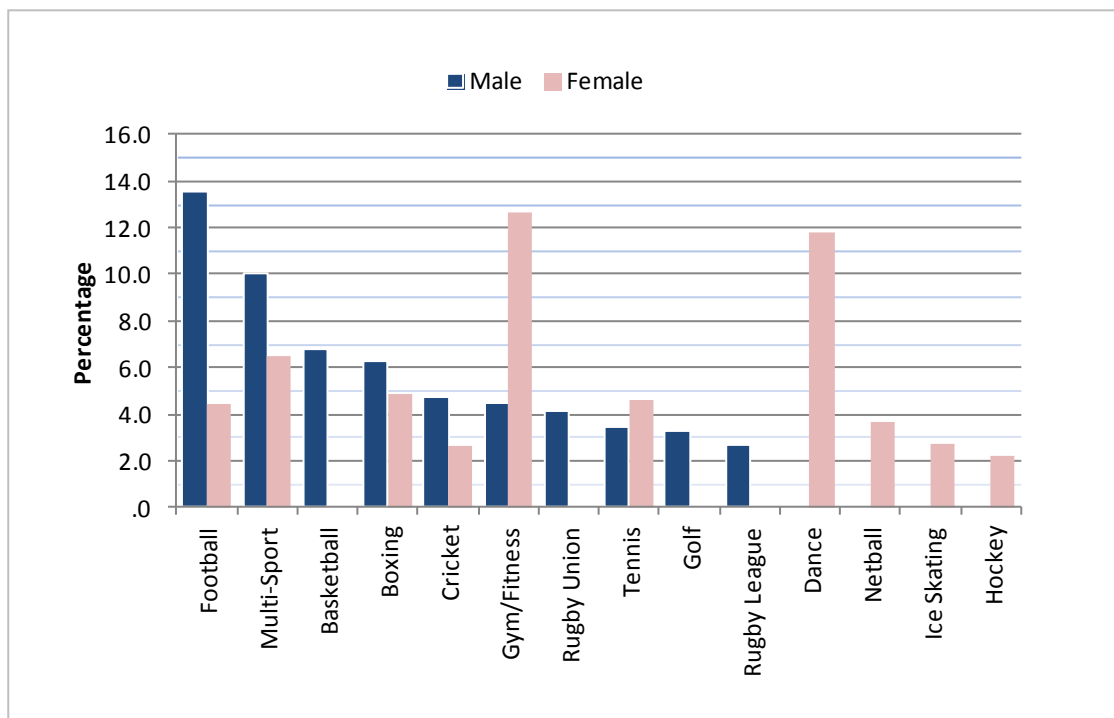
Table 9 Sports by highest and lowest retention rates

Highest sports for retention	Engaged*	Retained	% retained vs engaged
Lacrosse	200	198	99.0
Squash	478	456	95.4
Snowsport	210	198	94.3
Fencing	203	191	94.0
Archery	327	307	93.0
Lowest sports for retention	Engaged*	Retained	% retained vs engaged
Skateboarding	267	198	57.0
Baseball/softball	455	303	66.5
Gymnastics	307	205	66.7
Cycling/mountain biking/BMX	556	400	71.9
Swimming	541	381	73.0

*Only including sports with more than 200 engaged participants

3.31 There are significant differences in which sports retain the most male and female participants. The most successful sports in retaining men and boys are football 13.5% (n=2,342), followed by multi-sports 10.0% (n=1,740) and basketball 6.8%, (n=1,172) for year one the order was football, basketball then multi-sports. For women and girls the top three activities are gym/fitness 12.7% (n=1420), followed by dance 11.8% (n=1,326), and multi-sport 6.5% (n=725). Basketball was a top three sport for women and girls in year one but now does not feature in the top ten.

Figure 7 Top ten sports taken part in by gender



*Based on 34,276 participants

4 Sustain measure – intention survey

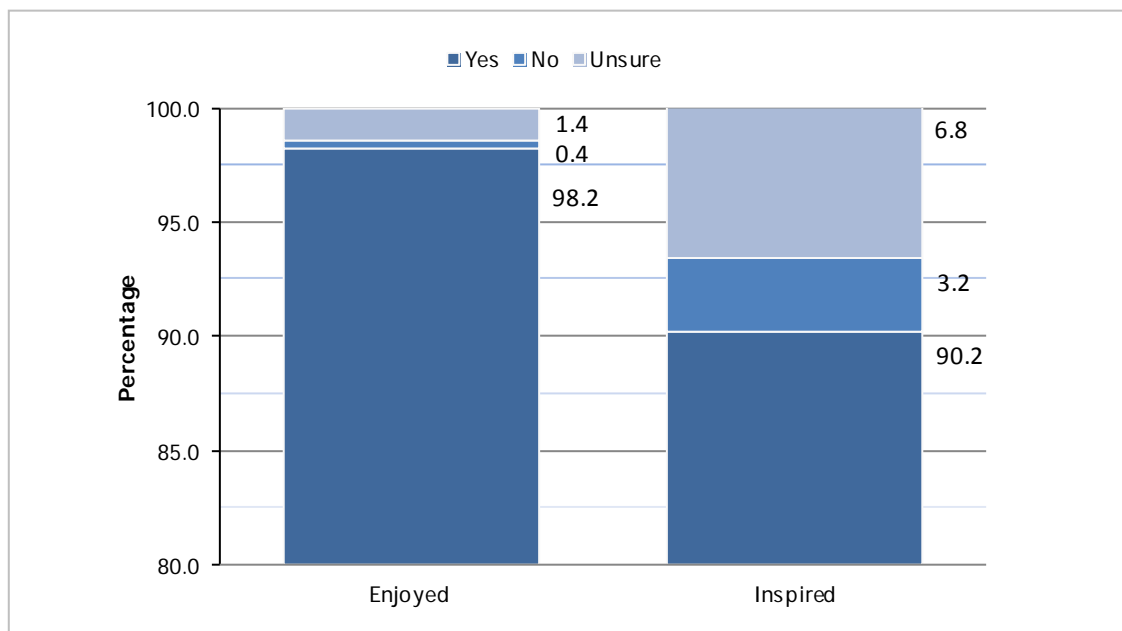
4.1 The intention survey is conducted via a hardcopy form (intention postcards) distributed at the final session of a project. The survey features five questions designed to reveal whether or not participants are likely to continue their involvement in sport as a result of the Sportivate sessions they have attended.

4.2 A total of 20,000 postcards were sent to CSP's (a third more than year one). A total of 857 postcards have been received, but not all participants answered all questions and not all CSP's returned their minimum quota. Despite this, the sample should provide a good level of confidence in the responses received for the first six months of year two¹⁴.

Enjoyment and inspiration

4.3 On the whole, young people who attended the Sportivate programme were very positive about their level of enjoyment in taking part, with 98.2% (n=829) enjoying the sessions they attended (+2.0% increase on year one). Very few young people (0.4%, n=3) indicated that they did not enjoy the sessions they attended, whilst a further 1.4% (n=12) were unsure.

Figure 8 Young people enjoyed and inspired by Sportivate (Intention postcards)



*Based on 844 participants

¹⁴ At a 95% Confidence level the confidence intervals are:

	50%	40% or 60%	30 or 70%	20 or 80%	10 or 90%	5 or 95%
857 responses	+ or - 3.31	+ or - 3.24	+ or - 3.03	+ or - 2.64	+ or - 1.94	+ or - 1.44

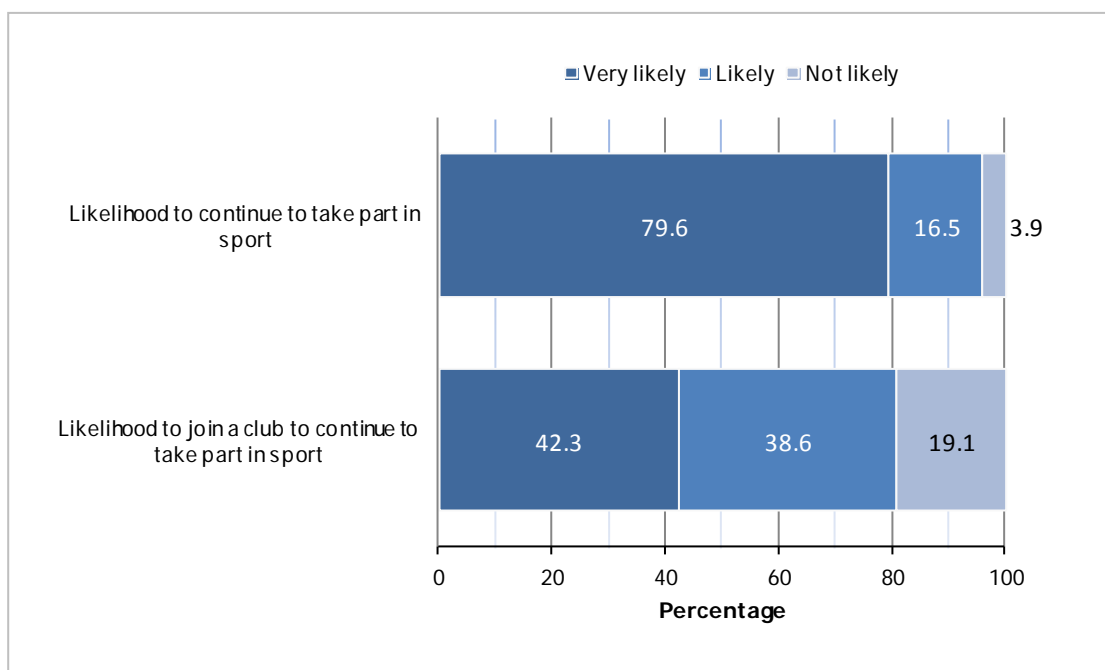
4.4 As well as having enjoyed sessions, over 90% felt inspired to continue taking part in sport (90.2%, n=760, +1.0% increase on year one). In contrast, 3.1% (n=26) were not inspired. A further 6.8% (n=57) were unsure as to whether the sessions were inspirational.

Likelihood of continuing to take part in sport or join a club¹⁵

4.5 Most young people (96.1%) expressed a likelihood that they would continue to take part in sport over the next three months. The majority (79.6%, n=669), suggested that they were 'very likely' (an increase of +2.4% on year one), with a further 16.5% (n=138) 'likely' to continue taking part in sport. Only a few (3.9%, n=33) felt that they were 'not likely' to continue to take part in sport in the next three months.

4.6 Over half of the young people indicated that they are currently a member of one or more clubs where they can take part in sport (56.1%, n=481, this is -3.4% less than year one), whereas 41.0% (n=351) are not a member of a club. Of those that are 'not' a member of a club 42.3% (n=181) are 'very likely' to join a club to continue taking part in sport in the next three months. A further 38.6% are 'likely' to join a club. The remaining 19.1% (n=82) were 'not likely' to join a club, this number has decreased significantly (-26.4%) since year one.

Figure 9 Likelihood of continuing to take part in sport or join a club

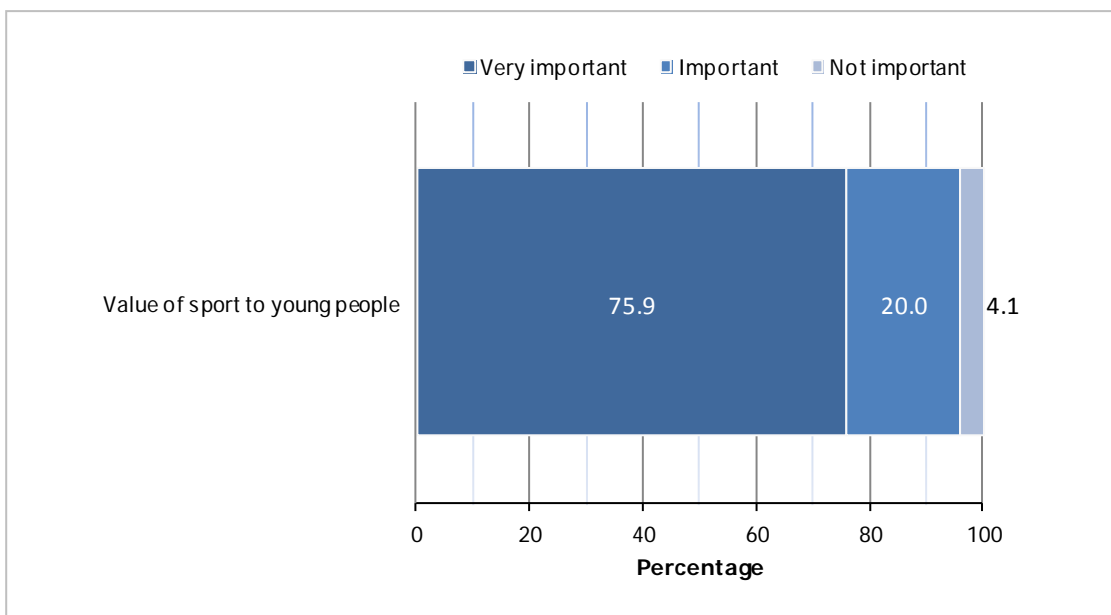


*Based on 840 participants

¹⁵ Scale 1-10 answers to question were categorised 1-4=not likely, 5,6,7=likely and 8, 9, 10=very likely

4.7 Sport is seen to be important to young people taking part in Sportivate. Over three quarters of young people (75.9%, n=633) felt that taking part in sport was 'very important' to them (a difference of +3.1% on year one). 20.0% (n=167) felt that taking part in sport was 'important'. Whereas, only 4.1% (n=34) felt that sport was not important.

Figure 10 Value of sport to young people

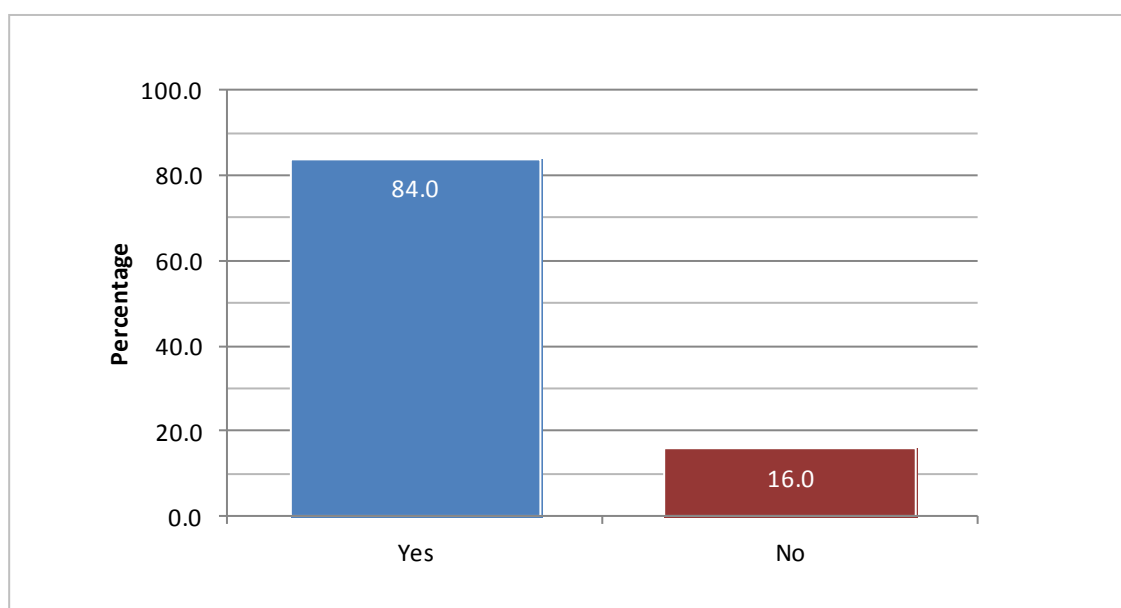


*Based on 843 participants

5 Sustain measure – tracking survey

- 5.1 The tracking survey is circulated to all young people that are retained and that opt into taking part in further research. The survey was sent to young people 90 days after their last Sportivate session. In total 526 participants responded to the tracking study from year two between July and September, which will provide moderate confidence in the results¹⁶ at this stage of the programme. Due to the sample size breakdowns of data have not been provided for all areas of the tracking survey.
- 5.2 The majority of young people (84.0%, n=442) have continued to take part in sport since taking part in Sportivate. Although this is a decrease (-4.9%) since year one. From the responses provided the data can be extrapolated to calculate the national sustain figure (84.0% of the overall retain figure) which suggests that 23,979 participants have been sustained in sport for this period. (+/- 3.29). Our confidence in this sustain figure is based on statistical theory¹⁷.

Figure 11 Young people taking part in sport three months since Sportivate programme



*Based on 526 respondents

¹⁶ At a 95% Confidence Level the Confidence intervals are:

	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	5% or 95%
526responses	+ or - 4.23	+ or - 4.15	+ or - 3.88	+ or - 3.29	+ or - 2.54	+ or - 1.85

¹⁷ Accuracy also depends on the percentage of the sample that picks a particular answer, if 99.0% of the sample said “yes” and 1.0% said “no” the chances of error are remote irrespective of sample size. If the percentages are 51.0% and 49.0% the chances of error are greater, it is easier to be sure of decisive results.

5.3 The three main reasons that young people have continued to take part in sport since taking part in Sportivate are the same top three as in year one:

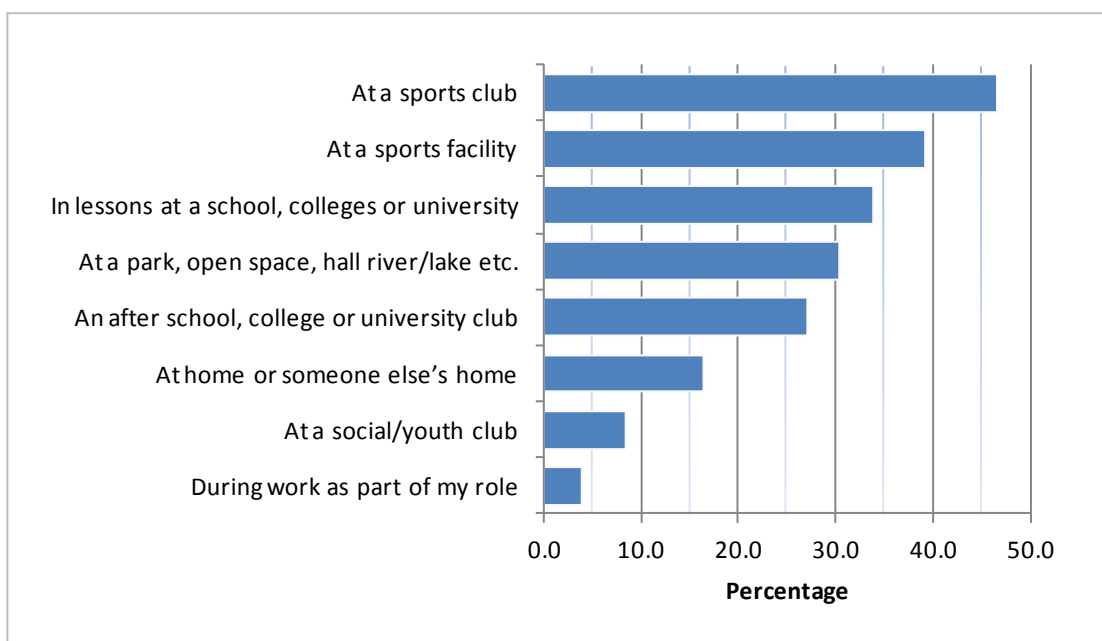
- 65.2% (n=343) Because I enjoy it
- 47.7% (n=251) I want to keep healthy
- 35.9% (n=189) I have always taken part in sport.

5.4 The three main reasons that young people have not continued to take part in sport since taking part in Sportivate are the same as the top three as in year one

- 55.6% (n=47) Because the Sportivate sessions have ended
- 22.6% (n=19) Cost too much
- 16.6% (n=14) Didn't know where to take part

5.5 Young people that have continued to take part in sport have taken part in a variety of settings. The most popular settings are at a sports club (46.6%, n=245), a sports facility (39.2% (n=206) and in lessons at school, college or university (33.8%, (n=178).

Figure 12 Settings where sport takes place



*Based on 526 participants

5.6 The majority of young people that responded to the tracking survey (72.9%, n=317) are a member of a club(s) where they participate in sport. Whilst, this is slightly lower than year one (-4.9%), it is a lot higher than the intention data where just over half of young people (56.1%, n=481) indicated that they are a member of a

club(s). This is encouraging and may indicate that club membership increases after involvement in the Sportivate programme.

- 5.7 The pre and post Sportivate activity levels for young people indicate that the programme is making young people more active. Young people that initially identified themselves as 'not sporty' are now identifying themselves as semi-sporty (a decrease of 'not sporty' by 9.9% and an increase of semi-sporty of 2.3%). Whilst others that were semi-sporty initially are now 'sporty' (an increase of 7.7%).

Table 10 Tracking sample by activity level

Activity Level	Definition		% Pre Sportivate activity level retained profile [^]	% Pre Sportivate activity level*	% Post Sportivate activity level*	% Behavioural change (+ or -)
Not sporty	0x30	No sport in the previous 28 days	10.6	13.7	3.8	-9.9
Semi-sporty	> 0x30	30 mins of sport on 1-3 day in the previous 28 days	17.9	7.6	10.5	+2.9
	1x30	30 mins of sport on 4-7 days in the previous 28 days	13.3	33.4	29.7	-3.7
	2x30	30 mins of sport on 8-11 days in the previous 28 days	23.6	8.6	11.7	+3.1
Sporty	3x30	30 mins of sport on at least 12 days in the previous 28 days	34.6	36.7	44.4	+7.7
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)		54.9	49.6	51.9	+2.3
	1x30 total (1x30, 2x30 and 3x30 combined)		71.5	78.7	85.8	+7.1

* based on 526 participants

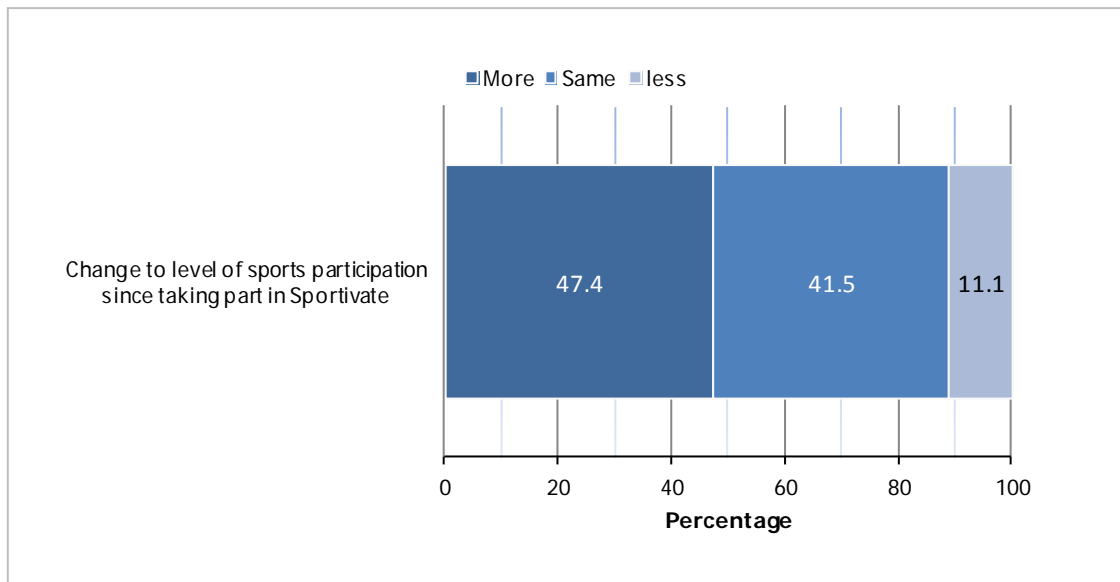
[^] based on 28,547 participants

- 5.8 Most young people (65.7 %, n=324) see taking part in sport as 'very important', 28.2% (n=139) see sport as important and only 6.1 % (n=30) as not important. As well as seeing the importance of sport young people 60.3% (n=292) suggested that they are interested in participating in other sports. As the sample size increases we will also be able to reliably analyse the sports which young people would like to do more. This will be a feature of the annual year two report.

- 5.9 Sportivate has had a positive impact on young people. Overall 47.4% (n=235) are doing more sport in their own time, 41.5% (n=206) are doing the same and 11.1%

(n=55) are doing less (these are the same figures as year one). Furthermore 57.4% (n=132) of the young people doing more sport suggest it is because of the Sportivate sessions they attended. (+6.2% increase since year one). 27.0% (n=62) are doing more but not because of Sportivate and 15.7% (n= 36) are unsure why they are doing more sport.

Figure 13 Impact of Sportivate on amount of sport undertaken by young people



*Based on 496 responses

6 Summary

- 6.1 The overall progress against targets is good and the programme is in a strong position compared to the same time last year¹⁸ with a high proportion of projects (63.1%) currently taking place or planned for the next quarter. There are distinct differences in the progress made by CSPs and careful monitoring of those that have achieved less than 25% of their target (n=12) should be taking place.
- 6.2 Retention figures are good with 83.3% of those engaged in the programme retained. In looking at the breakdown of the data it is evident that some young people are harder to engage and retain than others this includes:
- Females aged 16-19 years
 - Young people aged 18 years plus
 - Young people from a BME community
 - Those identified as 'not sporty'
 - Those taking part in skateboarding, baseball/softball, gymnastics, cycling and swimming
- 6.3 A higher proportion of intention postcards have been returned which indicates that the desired sample for year two may be achieved if continued efforts are undertaken to return postcards. Young people are very positive about enjoying and being inspired by the programme. They gave a good indication that they would continue to take part in sport and join a club to continue taking part.
- 6.4 The tracking survey data in this report is only taken for three months (July-Sept) so should be interpreted with caution. Young people have continued to take part in sport since the programme with a high proportion suggesting that they were a member of a club (an increase on the intention figure). The pre and post Sportivate figures indicate that Sportivate is having a positive effect on participation levels with a behavioural change moving young people from 'not sporty' to 'semi-sporty' and from 'semi-sporty to sporty'. Just less than half (47.4%) of young people to respond to the tracking study felt they did more sport since taking part in Sportivate.

¹⁸ It should be noted that at this stage comparisons with year one are difficult as expected the first three months of year one were used to set up the programme so very little delivery took place.

6.5 In total 47 CSPs responded to the six month qualitative review (responses were not received from PROactive Central London and PROactive North London). The overall commentary provided by CSP leads on the first six months is that delivery has been considerably better than the first few months of year one, although they do confess that it has been a slower start than they expected. This slower start has credited to several external factors mainly, the affect of major events such as the Olympic and Paralympic Games. Projects were affected by venues, transport and the willingness of young people to take part in sport when there was live sporting action on television. Another factor that disrupted the projects in the first six months was adverse weather conditions which resulted in some projects being cancelled.

6.6 The main successes of the April – September delivery have been identified as:

- Delivery through reliable and established partners (n=10)
- Stronger links to national governing bodies (n=10)
- Working with organisations outside of the traditional sports sector (n=7)
- Partners having an understanding of the programme and its procedures (n=6)
- A designated officer that maintains regular communication with deliverers (n=6)
- Active promotion of the funding opportunity to attract new deliverers (n=5)
- Focused delivery with target groups (n=3)
- Using incentives to encourage retention (n=3)
- Strong links with good clubs to provide an exit route (n=3)

6.7 CSPs face a number of common challenges, table 11 outlines those challenges and the solutions that have helped them overcome these.

Table 11 Main challenges facing CSPs and potential solutions

Challenges	Solutions
Deliverers not using evaluation tools appropriately (n=11)	Part of funding only released when data is on portal (n=4)
	Flexible with partners using their own data collection system (n=1)
	Using work placement students to hand out intention cards and gather feedback (n=1)
Difficulty allocating under spend (n=8)	None offered
Disrupted programme due to weather conditions (n=7)	Tried to allocate alternative venues or extend programme (n=3)
Difficult to engage young people aged 18+ (n=7)	More flexible approach to timing, location and activities (n=2)

	Conducted research with young people aged 18-25 working at supermarkets (n=1)
	Encouraging targeted applications and funding accordingly (n=1)
	Running gym/fitness projects with leisure providers (n=1)
Difficulty getting email addresses (n=5)	Highlight reasons for collection (n=2)
	Provide incentives (n=2)
Time chasing providers that delay delivery (n=5)	Regular communication through single point of contact (n=1)
	Tracking and logging system of all communication (n=1)
Staffing/capacity issues experienced by some deliverers (n=4)	Recruited graduates to support programme (n=1)
Providers/deliverers over estimating retention figures (n=3)	None offered
Volume of projects targeting young people aged 14-16 (n=3)	Setting a cap on the number of projects for those 14-16 years (n=1)
Uneven distribution of projects within the County (n=3)	Direct support to areas with fewer projects (n=1)
	Introduced reward scheme to get extra funding (n=1)
Changes in staffing at CSP (n=3)	None offered
Difficulty getting new deliverers (n=2)	None offered
Limited delivery due to Olympic and Paralympic Games (n=2)	None offered
Expectations of deliverers regarding requirements for funding (n=2)	One to one contact with deliverers (n=1)
Hard to raise awareness of the programme with young people (n=2)	Proactive use of social media (n=2)
Deliverers see monitoring system as an onerous task (n=2)	Offered larger funds and greater support (n=1)
Difficulty retaining young people from hard to reach groups (n=2)	Sportscoach UK workshop to 'How to deliver engaging sessions' up-skill coaches (n=2)
Difficulty working with schools/FE and HE due to other priorities (n=2)	Working with deliverers to deliver within schools/colleges and universities (n=1)
Providers/deliverers have limited marketing experience (n=2)	Support offered through central coordination of material (n=2)

Based on 47 responses

- 6.8 The findings from this report should be used to support delivery over the next six months with targeted support given to those CSPs which have faced challenges and have not yet found solutions.

Appendix A CSP KPI summary Year 2

	KPI engage actual	KPI through put actual	Year 2 target retain	KPI retain actual	% year 2 retain target	% retained vs engaged
Active Cumbria	579	3,108	648	456	70.4	78.8
Active Devon	615	3,293	1,738	547	31.5	88.9
Active Dorset	101	656	1,003	93	9.3	92.1
Active Essex	1,335	7,204	2,394	1,175	49.1	88.0
Active Gloucestershire	203	1,380	830	186	22.4	91.6
Active Norfolk	817	4,408	1,193	670	56.2	82.0
Active Surrey	633	3,823	1,477	581	39.3	91.8
Active Sussex	904	5,853	2,109	782	37.1	86.5
Berkshire Sport	550	3,209	1,288	486	37.7	88.4
Birmingham Sport and Physical Activity Partnership	1,090	5,692	1,999	804	40.2	73.8
Black Country Be Active Partnership	782	4,385	1,643	612	37.2	78.3
Bucks and Milton Keynes Sports Partnership	539	3,119	972	452	46.5	83.9
Cheshire and Warrington Sports Partnership	288	1,711	1,209	248	20.5	86.1
Cornwall Sports Partnership	195	1,091	711	190	26.7	97.4
County Durham Sport	204	1,195	798	189	23.7	92.6
Coventry Solihull and Warwickshire Sport	943	4,827	1,651	745	45.1	79.0
Derbyshire Sport	225	1,250	1,414	166	11.7	73.8
Energize Shropshire Telford and Wrekin	313	1,786	632	243	38.4	77.6
Greater Sport	2,961	18,371	4,400	2,227	50.6	75.2
Hertfordshire Sports Partnership	474	2,708	1,493	436	29.2	92.0
Humber Sports Partnership	494	2,870	1,430	446	31.2	90.3
Kent Sport	773	4,590	2,417	698	28.9	90.3
Lancashire Sports Partnership	1,104	6,485	2,259	879	38.9	79.6
Leicestershire and Rutland Sports Partnership	650	3,804	1,706	523	30.7	80.5
Lincolnshire Sports Partnership	987	5,712	988	894	90.5	90.6

Living Sport	442	2,280	1,225	366	29.9	82.8
Merseyside Sports Partnership	955	5,989	2,512	833	33.2	87.2
North Yorkshire Sport	449	2,719	1,209	408	33.7	90.9
Northamptonshire Sport	170	942	964	158	16.4	92.9
Northumberland Sport	199	1,043	395	160	40.5	80.4
Oxfordshire Sports Partnership	641	3,500	1,051	494	47.0	77.1
PRO ACTIVE Central London	272	1,410	2,536	210	8.3	77.2
PRO ACTIVE East London	1,204	6,374	3,279	833	25.4	69.2
PRO ACTIVE North London	449	2,265	1,525	317	20.8	70.6
PRO ACTIVE South London	882	5,483	1,888	726	38.5	82.3
PRO ACTIVE West London	633	3,750	2,173	450	20.7	71.1
Somerset Activity and Sports Partnership	499	2,941	679	466	68.6	93.4
South Yorkshire Sport	1,454	9,249	2,259	1,342	59.4	92.3
Sport Across Staffordshire and Stoke on Trent	594	3,225	1,564	527	33.7	88.7
Sport Hampshire and IOW	823	4,365	2,955	616	20.8	74.8
Sport Nottinghamshire	567	2,939	1,896	451	23.8	79.5
Sports Partnership Herefordshire and Worcestershire	463	2,475	940	412	43.8	89.0
Suffolk Sport	828	4,224	916	641	70.0	77.4
Team Beds and Luton	383	2,131	909	357	39.3	93.2
Tees Valley Sports Partnership	658	4,158	1,051	550	52.3	83.6
Tyne and Wear Sport	744	3,938	1,951	626	32.1	84.1
Wesport	1,046	5,723	1,896	876	46.2	83.7
West Yorkshire Sport	2,031	13,653	3,950	1,876	47.5	92.4
Wiltshire and Swindon Activity and Sports Partnership	131	764	877	124	14.1	94.7

Appendix B CSP project summary

	Live projects	Awaiting approval	Projects completed & approved	Projects cancelled
Active Cumbria	119	0	47	22
Active Devon	55	1	53	0
Active Dorset	37	0	12	1
Active Essex	22	0	77	3
Active Gloucestershire	18	0	15	0
Active Norfolk	28	0	76	0
Active Surrey	144	0	51	3
Active Sussex	46	6	59	2
Berkshire Sport	44	1	28	0
Birmingham Sport and Physical Activity Partnership	28	0	70	0
Black Country Be Active Partnership	16	0	52	5
Bucks and Milton Keynes Sports Partnership	29	0	29	0
Cheshire and Warrington Sports Partnership	12	0	14	0
Cornwall Sports Partnership	28	0	13	0
County Durham Sport	79	0	15	1
Coventry Solihull and Warwickshire Sport	14	0	46	0
Derbyshire Sport	107	0	18	0
Energize Shropshire Telford and Wrekin	22	0	25	4
Greater Sport	3	3	176	2
Hertfordshire Sports Partnership	22	1	23	0
Humber Sports Partnership	7	0	55	1
Kent Sport	310	0	71	0
Lancashire Sports Partnership	329	0	76	7
Leicestershire and Rutland Sports Partnership	284	0	51	0
Lincolnshire Sports Partnership	50	0	27	1
Living Sport	31	0	40	2
Merseyside Sports Partnership	0	3	58	0
North Yorkshire Sport	115	0	38	6

Northamptonshire Sport	11	0	20	5
Northumberland Sport	16	0	20	2
Oxfordshire Sports Partnership	19	0	27	0
PRO ACTIVE Central London	155	4	14	0
PRO ACTIVE East London	228	1	83	0
PRO ACTIVE North London	62	1	26	0
PRO ACTIVE South London	106	3	38	0
PRO ACTIVE West London	190	0	43	6
Somerset Activity and Sports Partnership	26	0	25	1
South Yorkshire Sport	5	0	77	11
Sport Across Staffordshire and Stoke on Trent	80	0	45	1
Sport Hampshire and IOW	31	0	52	0
Sport Nottinghamshire	49	0	20	1
Sports Partnership Herefordshire and Worcestershire	33	2	31	0
Suffolk Sport	173	0	63	0
Team Beds and Luton	4	0	25	1
Tees Valley Sports Partnership	181	0	62	4
Tyne and Wear Sport	449	1	59	0
Wesport	80	1	95	2
West Yorkshire Sport	235	0	155	7
Wiltshire and Swindon Activity and Sports Partnership	31	0	10	0

Appendix C Sport summary

	Frequency projects	Percentage projects	Engaged sport frequency	Retained sport frequency	Retained versus engaged by sport
American Football	1	0.0	12	12	100.0
Angling	35	1.5	406	326	80.3
Aquatics	2	0.1	20	16	80.0
Archery	34	1.5	327	307	93.9
Athletics	46	2.0	636	515	81.0
Aussie Rules Football	0.0	0.0	0.0	0.0	0.0
Badminton	30	1.3	438	355	81.1
Baseball/Softball/Rounder's/T chouckball/Stoolball	28	1.2	455	303	66.6
Basketball	94	4.1	1562	1348	86.3
Boating/Dragon Boat Racing	0.0	0.0	0.0	0.0	0.0
Boccia	3	0.1	23	22	95.7
Bowls/Petanque	8	0.3	79	61	77.2
Boxing	107	4.6	1844	1637	88.8
Canoe Polo	0.0	0.0	0.0	0.0	0.0
Canoeing	32	1.4	353	318	90.1
Cheerleading/Baton Twirling	21	0.9	314	249	79.3
Cricket	82	3.6	1385	1119	80.8
Croquet	0.0	0.0	0.0	0.0	0.0
Curling	0.0	0.0	0.0	0.0	0.0
Cycling/Mountain Biking/BMX	48	2.1	556	400	71.9
Dance	125	5.4	1756	1459	83.1
Diving	2	0.1	10	10	100.0
Dodgeball	33	1.4	607	557	91.8
Equestrian	24	1.0	213	185	86.9
Fencing	18	0.8	203	191	94.1
Football	187	8.1	3635	2840	78.1
Freerunning/Parkour	15	0.7	191	134	70.2
Goalball	0.0	0.0	0.0	0.0	0.0
Golf	78	3.4	859	791	92.1
Gym/Fitness	144	6.2	2634	2195	83.3
Gymnastics	20	0.9	307	205	66.8
Handball/Korfball	22	1.0	487	385	79.1

Hockey/Unihoc	35	1.5	628	506	80.6
Ice Hockey	3	0.1	31	30	96.8
Ice Skating	31	1.3	775	581	75.0
Judo	34	1.5	502	412	82.1
Kabaddi	0.0	0.0	0.0	0.0	0.0
Karate	5	0.2	53	45	84.9
Lacrosse	16	0.7	200	198	99.0
Life Saving	1	0.0	10	10	100.0
Martial Arts	41	1.8	430	357	83.0
Mountaineering	17	0.7	145	132	91.0
Multi-Skills	6	0.3	65	57	87.7
Multi-Sport	182	7.9	2780	2465	88.7
Netball	40	1.7	528	420	79.5
Orienteering	5	0.2	82	81	98.8
Other	65	2.8	752	643	85.5
Other Disability Sport	9	0.4	73	61	83.6
Polo	0.0	0.0	0.0	0.0	0.0
Racketball	0.0	0.0	0.0	0.0	0.0
Roller Sport/Roller Skating/In-Line Skating	3	0.1	91	75	82.4
Rowing	42	1.8	524	487	92.9
Rugby League	43	1.9	705	576	81.7
Rugby Union	60	2.6	1185	933	78.7
Sailing/Yachting	29	1.3	369	342	92.7
Sand and Land Yachting/Kite Sport	2	0.1	25	20	80.0
Skateboarding	9	0.4	267	152	56.9
Snowsport	20	0.9	210	198	94.3
Squash	41	1.8	478	456	95.4
Sub-Aqua	5	0.2	51	48	94.1
Surfing	13	0.6	136	120	88.2
Swimming	40	1.7	541	395	73.0
Table Tennis	31	1.3	451	381	84.5
Tennis	103	4.5	1280	1109	86.6
Trampolining	17	0.7	193	149	77.2
Triathlon	5	0.2	36	34	94.4
Ultimate Frisbee	3	0.1	40	27	67.5
Volleyball	35	1.5	465	366	78.7

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Water Polo	3	0.1	51	50	98.0
Water Sports	47	2.0	525	459	87.4
Weightlifting	13	0.6	113	98	86.7
Wheelchair Basketball	5	0.2	69	42	60.9
Wheelchair Rugby	3	0.1	58	49	84.5
Wrestling	0.0	0.0	0.0	0.0	0.0
Yoga/Pilates/Tai Chi	4	0.2	47	43	91.5

Annex – updated YR1 and YR2 data

Table 1 consolidates data from year one and year two providing an overall picture of progress from April 2011 to October 2012. The figures within this table are different to those reported in the year one annual report as these figures now include data for projects submitted after the year one reporting deadline.

Table 1 National and regional progress against targets to date (updated YR1 and YR2)

	KPI engage actual	KPI throughput actual	Year 1 and 2 target retain	Year 1 and 2 actual retain	% year 1 and 2 retain target	% retained vs engaged
National	140,555	820,894	139,375	115,404	82.8	82.1
East	17,157	93,126	14,483	13,790	95.2	80.4
East Midlands	12,667	73,296	12,345	10,219	82.8	80.7
London	19,914	115,799	19,951	15,103	75.7	75.8
North East	8,341	46,149	7,340	6,989	95.2	83.8
North West	21,213	127,906	19,300	16,952	87.8	79.9
South East	19,003	116,235	21,771	16,346	75.1	86.0
South West	13,457	79,189	13,950	11,640	83.4	86.5
West Midlands	14,676	80,462	14,750	11,756	79.7	80.1
Yorkshire & Humberside	14,127	88,732	15,485	12,609	81.4	89.3

Table 2 provides the breakdown of figures nationally and regionally for year one and year two figures to date (April-October). The figures within this table are different to those reported in the year one annual report as these figures now include data for projects submitted after the year one reporting deadline.

Table 2 National and regional progress against targets breakdown for YR1 and YR2

	Year	KPI engage actual	KPI throughput actual	Target retain	Actual retain	% retain target	% retained vs engaged
National	2011/12	106,279	622,824	60,373	86,857	143.9	81.7
	2012/13	34,276	198,070	79,002	28,547	36.1	83.3
East	2011/12	12,878	70,171	6,353	10,145	159.7	78.8
	2012/13	4,279	22,955	8,130	3,645	44.8	85.2
East Midlands	2011/12	10,068	58,649	5,377	8,027	149.3	79.7
	2012/13	2,599	14,647	6,968	2,192	31.5	84.3
London	2011/12	16,474	96,517	8,550	12,567	147.0	76.3
	2012/13	3,440	19,282	11,401	2,536	22.2	73.7
North East	2011/12	6,536	35,815	3,145	5,464	173.7	83.6
	2012/13	1,805	10,334	4,195	1,525	36.4	84.5
North West	2011/12	15,326	92,242	8,272	12,309	148.8	80.3
	2012/13	5,887	35,664	11,028	4,643	42.1	78.9
South East	2011/12	14,140	87,776	9,502	12,237	128.8	86.5
	2012/13	4,863	28,459	12,269	4,109	33.5	84.5
South West	2011/12	10,667	63,341	6,216	9,158	147.3	85.9
	2012/13	2,790	15,848	7,734	2,482	32.1	89.0
West Midlands	2011/12	10,491	58,072	6,321	8,413	133.1	80.2
	2012/13	4,185	22,390	8,429	3,343	39.7	79.9
Yorkshire & Humberside	2011/12	9,699	60,241	6,637	8,537	128.6	88.0
	2012/13	4,428	28,491	8,848	4,072	46.0	92.0

Table 3 provides the breakdown of figures for each CSP for year one and year two figures to date (April-October). The figures within this table are different to those reported in the year one annual report as these figures now include data for projects submitted after the year one reporting deadline.

Table 3 CSP progress against targets breakdown for YR1 and YR2

	Year	KPI engage actual	KPI through put actual	Target retain	Actual retain	% retain target	% retained vs engaged
Active Cumbria	2011/12	1,305	7,241	486	1,129	232.3	86.5
	2012/13	579	3,108	648	456	70.4	78.8
Active Devon	2011/12	2,270	12,817	1,479	1,983	134.1	87.4
	2012/13	615	3,293	1,738	547	31.5	88.9
Active Dorset	2011/12	1,568	10,075	752	1,334	177.4	85.1
	2012/13	101	656	1,003	93	9.3	92.1
Active Essex	2011/12	3,712	20,701	1,795	3,172	176.7	85.5
	2012/13	1,335	7,204	2,394	1,175	49.1	88.0
Active Gloucestershire	2011/12	1,172	7,746	622	948	152.4	80.9
	2012/13	203	1,380	830	186	22.4	91.6
Active Norfolk	2011/12	1,938	10,874	895	1,572	175.6	81.1
	2012/13	817	4,408	1,193	670	56.2	82.0
Active Surrey	2011/12	1,354	8,072	1,108	1,190	107.4	87.9
	2012/13	633	3,823	1,477	581	39.3	91.8
Active Sussex	2011/12	2,223	13,799	1,582	1,899	120.0	85.4
	2012/13	904	5,853	2,109	782	37.1	86.5
Berkshire Sport	2011/12	2,108	13,993	966	1,923	199.1	91.2
	2012/13	550	3,209	1,288	486	37.7	88.4
Birmingham Sport and Physical Activity Partnership	2011/12	1,905	9,839	1,499	1,438	95.9	75.5
	2012/13	1,090	5,692	1,999	804	40.2	73.8
Black Country Be Active Partnership	2011/12	1,590	8,793	1,232	1,334	108.3	83.9
	2012/13	782	4,385	1,643	612	37.2	78.3
Bucks and Milton Keynes Sports Partnership	2011/12	1,308	8,058	729	1,024	140.5	78.3
	2012/13	539	3,119	972	452	46.5	83.9
Cheshire and Warrington Sports Partnership	2011/12	2,732	16,610	907	2,378	262.2	87.0
	2012/13	288	1,711	1,209	248	20.5	86.1
Cornwall Sports Partnership	2011/12	1,037	6,031	773	991	128.2	95.6
	2012/13	195	1,091	711	190	26.7	97.4
County Durham Sport	2011/12	1,003	5,895	598	797	133.3	79.5
	2012/13	204	1,195	798	189	23.7	92.6
Coventry Solihull and	2011/12	1,780	9,256	1,238	1,421	114.8	79.8

Warwickshire Sport	2012/13	943	4,827	1,651	745	45.1	79.0
Derbyshire Sport	2011/12	2,703	16,815	1,061	2,317	218.4	85.7
	2012/13	225	1,250	1,414	166	11.7	73.8
Energize Shropshire Telford and Wrekin	2011/12	1,005	5,953	474	766	161.6	76.2
	2012/13	313	1,786	632	243	38.4	77.6
Greater Sport	2011/12	5,511	33,573	3,300	4,092	124.0	74.3
	2012/13	2,961	18,371	4,400	2,227	50.6	75.2
Hertfordshire Sports Partnership	2011/12	2,270	13,284	1,120	1,724	153.9	75.9
	2012/13	474	2,708	1,493	436	29.2	92.0
Humber Sports Partnership	2011/12	2,265	13,055	1,072	1,847	172.3	81.5
	2012/13	494	2,870	1,430	446	31.2	90.3
Kent Sport	2011/12	2,784	18,116	1,813	2,486	137.1	89.3
	2012/13	773	4,590	2,417	698	28.9	90.3
Lancashire Sports Partnership	2011/12	2,695	15,533	1,695	1,996	117.8	74.1
	2012/13	1,104	6,485	2,259	879	38.9	79.6
Leicestershire and Rutland Sports Partnership	2011/12	2,029	11,806	1,280	1,447	113.0	71.3
	2012/13	650	3,804	1,706	523	30.7	80.5
Lincolnshire Sports Partnership	2011/12	2,035	12,189	891	1,586	178.0	77.9
	2012/13	987	5,712	988	894	90.5	90.6
Living Sport	2011/12	1,241	6,293	918	926	100.9	74.6
	2012/13	442	2,280	1,225	366	29.9	82.8
Merseyside Sports Partnership	2011/12	3,083	19,285	1,884	2,714	144.1	88.0
	2012/13	955	5,989	2,512	833	33.2	87.2
North Yorkshire Sport	2011/12	727	4,364	907	654	72.1	90.0
	2012/13	449	2,719	1,209	408	33.7	90.9
Northamptonshire Sport	2011/12	888	5,006	723	741	102.5	83.4
	2012/13	170	942	964	158	16.4	92.9
Northumberland Sport	2011/12	460	2,636	296	417	140.9	90.7
	2012/13	199	1,043	395	160	40.5	80.4
Oxfordshire Sports Partnership	2011/12	1,768	10,581	1,088	1,497	137.6	84.7
	2012/13	641	3,500	1,051	494	47.0	77.1
PRO ACTIVE Central London	2011/12	3,286	17,443	1,902	2,035	107.0	61.9
	2012/13	272	1,410	2,536	210	8.3	77.2
PRO ACTIVE East London	2011/12	5,272	32,166	2,459	4,366	177.6	82.8
	2012/13	1,204	6,374	3,279	833	25.4	69.2
PRO ACTIVE North London	2011/12	2,060	11,247	1,144	1,496	130.8	72.6
	2012/13	449	2,265	1,525	317	20.8	70.6
PRO ACTIVE South London	2011/12	3,409	21,247	1,416	2,947	208.1	86.4
	2012/13	882	5,483	1,888	726	38.5	82.3
PRO ACTIVE West London	2011/12	2,447	14,414	1,629	1,723	105.8	70.4
	2012/13	633	3,750	2,173	450	20.7	71.1

Somerset Activity and Sports Partnership	2011/12	803	5,052	510	709	139.0	88.3
	2012/13	499	2,941	679	466	68.6	93.4
South Yorkshire Sport	2011/12	2,734	15,803	1,695	2,419	142.7	88.5
	2012/13	1,454	9,249	2,259	1,342	59.4	92.3
Sport Across Staffordshire and Stoke on Trent	2011/12	2,177	13,505	1,173	1,756	149.7	80.7
	2012/13	594	3,225	1,564	527	33.7	88.7
Sport Hampshire and IOW	2011/12	2,595	15,157	2,216	2,218	100.1	85.5
	2012/13	823	4,365	2,955	616	20.8	74.8
Sport Nottinghamshire	2011/12	2,413	12,833	1,422	1,936	136.1	80.2
	2012/13	567	2,939	1,896	451	23.8	79.5
Sports Partnership Herefordshire & Worcestershire	2011/12	2,034	10,726	705	1,698	240.9	83.5
	2012/13	463	2,475	940	412	43.8	89.0
Suffolk Sport	2011/12	2,066	10,113	944	1,463	155.0	70.8
	2012/13	828	4,224	916	641	70.0	77.4
Team Beds and Luton	2011/12	1,651	8,906	681	1,288	189.1	78.0
	2012/13	383	2,131	909	357	39.3	93.2
Tees Valley Sports Partnership	2011/12	1,217	6,776	788	963	122.2	79.1
	2012/13	658	4,158	1,051	550	52.3	83.6
Tyne and Wear Sport	2011/12	3,856	20,508	1,463	3,287	224.7	85.2
	2012/13	744	3,938	1,951	626	32.1	84.1
Wesport	2011/12	2,762	15,911	1,422	2,365	166.3	85.6
	2012/13	1,046	5,723	1,896	876	46.2	83.7
West Yorkshire Sport	2011/12	3,973	27,019	2,963	3,617	122.1	91.0
	2012/13	2,031	13,653	3,950	1,876	47.5	92.4
Wiltshire and Swindon Activity and Sports Partnership	2011/12	1,055	5,709	658	828	125.8	78.5
	2012/13	131	764	877	124	14.1	94.7

1.2 Table 3 provides the breakdown of figures for year one and year two figures to date (April-October). The figures within this table are different to those reported in the year one annual report as these figures now include data from participants submitted after the year one reporting deadline.

Table 3 Sustain measure - Tracking survey updated for YR1

Since taking part in the Sportivate session listed in our e mail to you, have you continued taking part in sport? Based on 1739 responses	N	%
Yes	1546	88.9
No	193	11.1
Have you continued taking part in sport or sports which you did as part of the Sportivate sessions as listed in your email to you? Based on 1519 responses	N	%
Yes	1199	78.9
No	320	21.1
Why have you stopped taking part in sport? (top three) Based on 1739 responses	N	%
The Sportivate sessions ended	80	4.6
My priority is school, college, university or work	57	3.3
Cost too much	34	2.0
Why have you continued to take part in sports? (top three) Based on 1739 responses	N	%
I enjoy it	1267	72.9
I want to keep healthy	1045	60.1
I have always taken part in sport	746	42.9
Where do you take part in sports? (top three) Based on 1739 responses	N	%
At a sports club	773	44.5
At a sports facility	739	42.5
In lessons at a school, colleges or university	691	39.7
Are you currently a member of one or more clubs where you can take part in sport? Based on 1537 responses	N	%
Yes	1130	73.5
No	407	26.5
How many days have you done 30 minutes of sport and or recreational physical activity? Based on 1688 responses	N	%
Not Sporty - No sport in the previous 28 days	35	2.0
30 mins of sport on at least 1 day in the previous 28 days	165	9.8
30 mins of sport on at least 4 days in the previous 28 days	386	22.9
30 mins of sport on at least 8 days in the previous 28 days	184	10.9
Sporty - 30 mins of sport on at least 12 days in the previous 28 days	918	54.4
Semi Sporty total	735	43.5
Are you doing more, less or the same amount of sport in your own time as you were three months ago? Based on 1675 responses	N	%
More	786	46.9

less	207	40.7
Same	682	12.4
Are you doing more because of the Sportivate sessions that you attended? Based on 790 responses	N	%
Yes	380	48.1
No	221	28.0
unsure	189	23.9
How important is taking part in sport to you? Based on 1673 responses	N	%
Very important	1245	74.4
Important	357	21.3
Not important	71	4.2
Are you interested in taking part in any other sports? Based on 1854 responses	N	%
Yes	1159	70.1
No	139	8.4
Unsure	356	21.5
What sports are you interested in taking part in? (top ten)	N	%
Swimming	430	24.7
Badminton	419	24.1
Gym/Fitness	369	21.2
Tennis	350	20.1
Cycling/Mountain Biking/BMX	307	17.7
Football	302	17.4
Basketball	300	17.3
Snowsport	265	15.2
Athletics	259	14.9
Canoeing	248	14.3