

Sportivate ahead of target with over 80,000 people completing 6-8 coaching sessions in year 1 and 89% retained in sport after the programme end

Detailed findings

Engagement and attendances

- 98,987 people aged 14-25 were engaged (took part in at least one coaching session)
- There have been 579,311 attendances at sessions

Retention

- 80,870 people were retained (attended at least 5 out of 6, 6 out of 7, or 7 out of 8 sessions), which is higher than (134%) the year 1 retention target
- All but 5 CSPs reached their year 1 retention targets.
- On average 81.7% of engaged participants were retained, so completed their coaching sessions

Sustainability

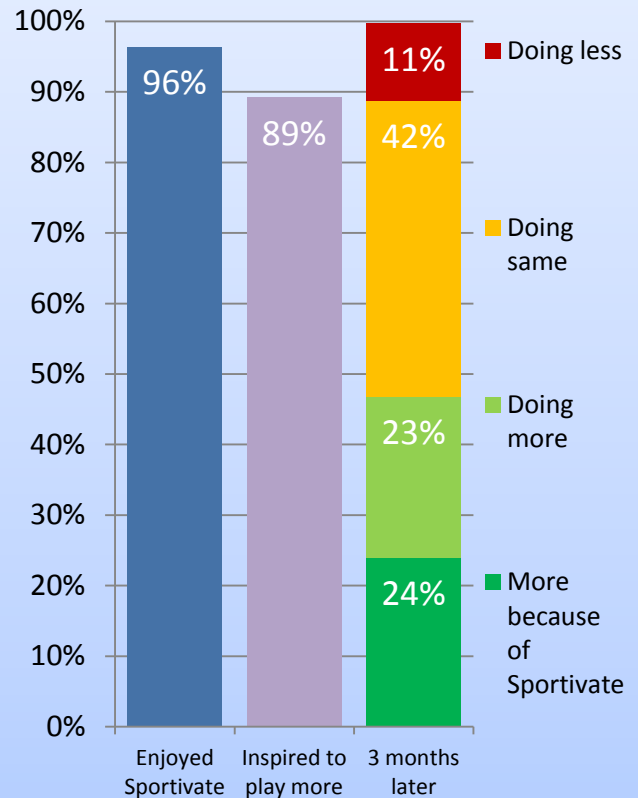
- 96% of participants who completed a survey in their final session said they enjoyed the sessions and 89% said they had been inspired to take part in more sport.
- Three months after the end of their project, 88.9% said they were still taking part in sport, almost 50% said they were doing more than before the project, 24% directly because of Sportivate. Just 11% said they were doing less

Challenges

- Attracting older age groups - over half of participants so far have been 14, 15 or 16

Lessons

- The evaluation identifies key lessons for reaching the right people, achieving social impacts, getting the message and product right, building partnerships, sustaining participation and management and admin



What we did

- We commissioned Sport Structures to evaluate the programme
- The first annual evaluation report covers the period 1 April 2011 to 31 March 2012

Further information

- The full report is available from the [Sportivate](#) section of the Sport England website.