

Sportivate Programme Evaluation

Year Three Annual Report April 2013 – March 2014



Picture used by kind permission of Sport across Staffordshire and Stoke on Trent
Sportivate Parkour project at Hanley YMCA centre, 28 young people attended the project in year 2. There are now more than 60 young people attending the session every Saturday. An example of a sustainable project in one of the 20% most deprived Mid Super Output Areas (MSOA) areas in England.

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Executive Summary

Year three of the Sportivate programme has been another successful year, exceeding the annual target by 49.3% and retaining 146,030¹ young people. This means that the overall four year target has also now been exceeded by 5.9%, a great achievement for all those involved with the delivery. In total, 357,789 young people aged 11-25 have been retained since Sportivate began in 2011.



Sportivate is successfully creating a change in behaviour in those that take part. 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 themselves² as non-sporty are now identifying themselves as semi-sporty (non-sporty decreasing by -7.1%), whilst those that were semi-sporty are now sporty (+11.6%). The proportion of semi-sporty young people retained in the programme has increased since year one (+4.3%), there has also been a decrease in the number classified as non-sporty since year one (-5.4%). These changes highlight the action that CSPs have taken to ensure that it is semi-sporty, not sporty, young people who are accessing Sportivate projects.

CSPs identify that strong partnerships aid Sportivate delivery and that partnerships with new and non-traditional providers and deliverers have emerged this year. Deliverers also report many positives, particularly identifying the benefits for young people taking part in Sportivate such as increased self-confidence and skill level.

The inclusion of 11-13 year olds in Sportivate this year had little impact on the age profile of retained participants, with the vast majority still falling into the 14-16 range (42.7%). The older ages are consistently underrepresented, with 19-25 year olds making up only 21.9% of

¹ Figure captured from the Sportivate portal

² Young people 'identify themselves' in a self reporting survey on the amount of physical activity they undertake

the retained profile (just +1.0% more than in year one). 19-25 year olds are also harder to engage and are more likely to enter the programme as non-sporty than the younger age groups.

The programme continues to retain a high proportion of participants from BME communities as well as disabled young people. There has been a +4.5% increase in the number of BME participants since year one and an increase of +1.8% in the number of disabled young people. CSPs, such as London Sport and Birmingham Sport and Physical Activity Partnership, with high BME populations, are funding targeted programmes to meet the needs of these communities. Proportionally, more Asian participants are being retained than ever before (87.1%) and are now more likely to be retained (vs. engaged) than white participants (85.1%). The number of Asian women and girls retained has not increased at the same rate as that of the men and boys, additional research suggests that the discouragement of lunchtime clubs in a school environment by Sport England may be a limiting factor in the ability to use the programme to increase participation in Asian females.

There has only been a small increase in female participation since the beginning of Sportivate (+0.9% since year one) despite strong recommendations for a re-focus on female participation for year three of the programme. CSPs continue to struggle to find providers and deliverers with the expertise to market to and engage with this group. In many cases, there is also a lack of infrastructure within local networks to provide opportunities for women and girls. Engaging females remains the challenge as once they are engaged; they are as likely to be retained in Sportivate as males.

The recommendations following the year three delivery are an extension of the recommendations presented in the Year Two Annual Evaluation i.e. increasing the number of females and 19-25 year olds retained in Sportivate. Where CSPs have an underspend they should invest it in gaining further insight into the needs of the target groups, as well as investing in local infrastructure to ensure females and older age groups can be engaged, retained and then sustained in exit routes. Sport England should consider how its programmes (such as Sporting Champions and Satellite Clubs) aimed at 11-25 year olds are integrated to have the greatest impact on increasing participation. Finally, with the inclusion of the innovation fund for year four, flexibility around some of the Sportivate programme requirements may enable more fit for purpose projects to engage underrepresented groups such as Asian women.

1 Introduction

1.1 Sport Structures was commissioned by Sport England in March 2011 as the independent impact study team for the initial four years of the Sportivate programme.

1.2 This is the third Annual Evaluation Report for the Sportivate programme and covers the period 01 April 2013 to 31 March 2014. County Sports Partnerships (CSPs), project providers³ and deliverers⁴ 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 programme⁵
- 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 22 April 2014 – the deadline for CSPs to upload data for the year three period. Since this date, some CSPs have continued to enter data which has not yet been analysed but will be included in the year four six month report. Throughout the report, we have drawn comparisons with year one and two data provided in the 'Year One Annual Report (2011-2012)', and the 'Year Two Annual Report (2012-2013)'. At this stage in the programme, trends and patterns are beginning to emerge and as such, where there has only been a small incremental change in the figures since year one, we have compared year three figures to year one, rather than to year two.

³ 'Provider' is a term used to describe the tier below CSPs. This can vary from Local Authorities to sports clubs or community groups.

⁴ 'Deliverer' is a term used to describe the tier below provider and most commonly will be the coach or instructor.

⁵ 'The tracking study data not captured by the cut off date for this annual report will feature in both an addendum to this year three annual report and in the year four six month report'

- 1.4 For this reporting period it must be noted that the age at which participants can now take part in Sportivate has been lowered to 11 years old, therefore direct comparisons for ages 11-13 to year one and two cannot be made. Also for this reporting period, the sports list has been updated and some groups of sports have been broken down into specific sports (see appendix A for details).
- 1.5 This report is supported by the Sportivate Programme Evaluation - Year Three Technical Data Report (2013-2014). The report contains a detailed breakdown of all data presented in this report.
- 1.6 Sportivate data is drawn from the portal on specific 'data freeze' dates. Due to the tracking nature of the Sportivate evaluation, data recorded on the portal after the 'data freeze' date, despite relating to that year, is analysed and presented in the following year's six month evaluation report⁶.
- 1.7 Sport England uses the Sportivate data from the six month/annual evaluation reports to calculate corporate reporting figures which report the performance of the programme and CSPs. This figure includes any data recorded after the 'data freeze' date and before the end of year cut off (on the 31st July). The corporate reporting figure is shown in table one.
- 1.8 Apart from in table one, all data in this report refers to the data reported in the year one and year two annual evaluation reports and the year three data collected on the Sportivate portal on the 22nd April 2014.

⁶ Year one data was recaptured at the time of the year two annual evaluation (April 2013), not in October 2012, to account for small changes to year one projects on the portal.

2 Overview

2.1 This section provides an overview of the progress against targets for year three (April 2013 to March 2014), but also gives comparisons against year one, year two and the total of the overall target to date.



A total of 357,789 young people have been retained, this is 5.9% above the overall 4 year retain target



2.2 Table one provides an overall picture of the programme to date.

Table 1 Review of national targets to date

	Year	KPI engage actual	Retain Target	KPI retain actual	% year 1, 2,3 retain target	% retained vs engaged
National	2011 – 2012*	107,624	60,373	87,969	143.9	81.7
	2012 – 2013~	145,276	80,235	123,790	154.3	85.2
	2013 – 2014"	178,773	97,791	151,714	155.1	84.9
	2013 – 2014^	171,608	97,791	146,030	149.3	85.1
Total	2011 – 2014	424,508	238,399	357,789	150.1	84.3
	2011 – 2015	424,508	337,819	357,789	105.9	84.3

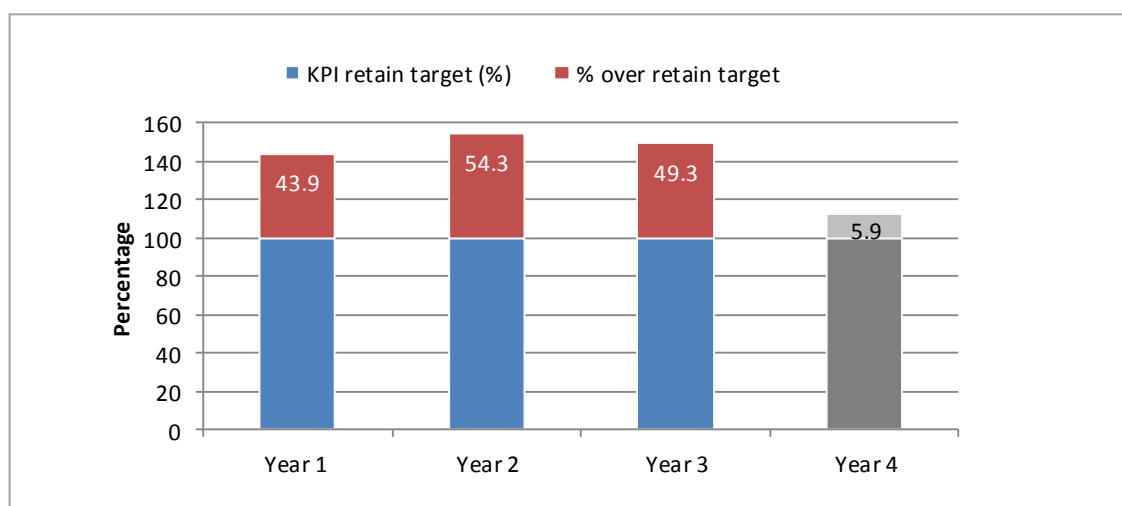
*Year 1 final figure as defined and reported in April 2013

~Year 2 final figure as defined and reported in October 2013

"Year 3 Sport England corporate reporting figure

^Year 3 figure captured from the portal April 2014

Figure 1 Target achievement to date



GREY – year 4 KPI retain target and % over year 4 (April 2014 - March 2015) retain target to date

2.3 A total of 424,508 young people aged 11-25 years have been engaged on the Sportivate programme to date, of these, 357,789 have been retained. In year three, there were 22,240 more young people retained than in year two. The number of retained young people to date means that Sportivate is currently 5.9% over the overall four year retention target.

2.4 A total of 171,608 young people (aged 11-25 years) were engaged in year three, taking part in 11,151 completed projects. Of those engaged, 85.1% have been retained (have attended 5 out of 6, 6 out of 7, 7 out of 8, 8 out of 9, 9 out of 10, 10 out of 11 or 11 out of 12 sessions), equating to 146,030 retained young people. The programme achieved 149.3% of the year three retention target.

Table 2 National and regional progress against targets COMPLETED PROJECTS

	KPI engage actual	KPI throughput actual	KPI retain actual	Year 3 target retain	% year 3 retain target	% retained vs engaged
National	171,608	1,006,078	146,030	97,791	149.3	85.1
East	20,264	111,136	17,017	10,231	166.3	84.0
East Midlands	13,777	77,470	11,512	8,686	132.5	83.6
London	28,217	170,931	23,854	14,598	163.4	84.5
North East	11,456	65,038	10,196	5,188	196.5	89.0
North West	24,210	147,096	19,933	13,733	145.1	82.3
South East	23,294	139,879	19,930	14,700	135.6	85.6
South West	13,186	75,315	11,435	9,637	118.7	86.7
West Midlands	16,754	93,729	14,688	10,104	145.4	87.7
Yorkshire & Humberside	20,450	125,484	17,465	10,914	160.0	85.4

2.5 Three CSPs have achieved more than 220.0% of their year three retention target. These are Active Cumbria with 271.6%, Active Norfolk with 234.3% and PRO ACTIVE South London with 223.0%.

2.6 Two CSPs have achieved less than 100.0% of their year three target; these are Active Devon with 95.4% and Kent Sport with 99.7%⁷. For further breakdown please see technical data output report.

⁷ All target references in this report are based on the data reported from the Sportivate portal, not the Sport England corporate reporting figures which report the performance of the programme and CSPs. Using the Sport England corporate reporting figures, all CSPs delivered their year three targets and have been rated as Gold.

2.7 There is no evidence that the CSPs who performed best against their retention targets were better or worse at targeting people from under-represented groups than those who performed less well against their retention target. The data shows that a CSP who performed best against their target is as likely to have a near equal male to female split as a CSP who performed less well against their target. The number of young people retained does not have a correlation to the breakdown of participants and therefore the ability of CSPs to target the under-represented groups. Active Cumbria, for example, not only has the highest percentage of retained participants against target for their Sportivate programme, but they also have more females (51.6%) than males (48.4%) taking part.

3 Key findings - Demographics

- 3.1 The key findings that outline the demographics of the Sportivate participants are divided into 2 sections; projects and participants.

Projects

- 3.2 Of the completed projects⁸, 73,255 sessions have been delivered in 11,151 projects. There is an average of 6.5 sessions per project, this is the same as year two (6.5 sessions) and similar to year one (6.6 sessions). Projects are therefore more likely to be shorter than the maximum of 12 sessions.

Organisations

- 3.3 Providers and deliverers have been divided into 15 different types⁹. As the type of organisation involved was not a compulsory field only 68.3% (n=7,619) of providers and 65.7% (n=7,331) of deliverers were assigned an organisation.
- 3.4 Local Authority Sports Development Staff are overwhelmingly the most common provider with 40.4% (n=3,080) of projects, this has increased since year one by +4.6%. CSP staff, the second most common provider also increased in prevalence by +8.1% from year one to year three. Most providers have remained consistent in their provision.
- 3.5 The most common deliverers are sports club staff with 19.2% (n=1,409), this has decreased minimally (-1.7%) over the past three years. Since year one, college and HE staff and 'other' deliverers have increased their delivery more than any other organisation (+4.4% and +10.1% respectively). Most deliverers have remained consistent in their delivery. Sport on the doorstep has seen the greatest decline in both providers and deliverers (-6.1% and -6.6%).

⁸ A project is defined as a series of coaching sessions in a chosen sport lasting between six and twelve sessions. 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. At the end of a project, young people should be supported into a suitable exit route so that their participation is sustained.

⁹ These categories were defined by Sport England prior to the start of the Sportivate programme.

Table 3 Types of organisation providing and delivering Sportivate

Type of Organisation	Providers Year 3*		Deliverer year 3**		Provider	Deliverer
	N	%*	N	%**	% difference year 1 to year 3	% difference year 1 to year 3
College/ HE staff	560	7.4	1,042	14.2	0.6	4.4
Community sports trust staff	251	3.3	244	3.3	-1.2	-2.4
Community sports organisation	184	2.4	510	7.0	-2.9	-3.1
CSP staff	910	11.9	72	1.0	8.1	-0.1
Football in the community	37	.5	36	.5	-0.4	-0.4
Local Authority sport development staff	3,080	40.4	896	12.2	4.6	2.7
Leisure centre staff	185	2.4	341	4.7	0.2	0.6
Mixture	46	.6	182	2.5	-1.9	-2.0
NGB Staff	806	10.6	782	10.7	-1.7	-3.9
Private organisation staff	390	5.1	760	10.4	-3.7	1.7
Sport on the doorstep	17	.2	70	1.0	-6.1	-6.6
Sports club staff	530	7.0	1,409	19.2	-1.8	-1.7
Youth club staff	12	.2	103	1.4	-0.6	1.1
Youth service staff	36	.5	62	.8	0.3	-0.3
Other	575	7.5	822	11.2	6.3	10.1

*Based on 7,619 projects (as this is not a compulsory field within the portal)

**Based on 7,331 projects (as this is not a compulsory field within the portal)

GREEN highlights the highest percentages (top 1, 2 and 3)

- 3.6 Research suggests that the range of commissioning methods employed by CSPs have an effect on the type of providers that access Sportivate funding. Some CSPs run a completely open application process, others opt for solicited projects in targeted areas (geographical or thematic) and some use NGB specific allocations. Most operate a combined approach using a mixture of the three methods above. There are positive examples with each approach, however inequalities seem to have been addressed more successfully using the targeted approach.
- 3.7 As identified in the qualitative reports from CSPs and with an increase of 10.1% in 'other' deliverers, new partners are being engaged who may be helping to achieve success with the targeted approach to allocating funding. CSPs with very strong local networks still seem more able to deliver a higher quality programme than those without.

- 3.8 Using the tracking data (which is analysed in more detail later in this report) we are able to understand in more detail about the settings for sport and activity and are even able to highlight differences by demographics such as age and gender. The sports club setting (the base for the most prevalent deliverers – sports club staff) appeals to both males and females fairly equally (19.4% of females take part in sport in the sports club setting compared to 19.7% males).
- 3.9 There are settings, however, where there are demographic differences; males are +4.4% more likely to take part in the park environment than females, whereas females are +3.3% more likely to take part at a sports facility than males. Local authorities own approximately 35% of leisure facilities in England and as such, it is important to ensure that local authority sports development staff continue to feature as a prevalent provider, to ensure that we can retain women in Sportivate. Local authorities should continue to encourage their leisure centres to get involved with Sportivate.

The March 2014 Sportivate case study on Sheffield International Venues, demonstrated how a large scale Sportivate project could be delivered, with one provider offering a range of activities catering for a number of preferences on sport and activity setting. All activities were branded under the Get Sheffield Fit brand. This project maximised partnerships and local facilities to deliver a successful project.



3.10 Overall, 97% of the qualitative feedback from project deliverers was positive. There are some innovative projects tackling hard to engage groups that are achieving softer outcomes such as improved self-esteem and confidence. Young people have indicated they are enjoying sessions and deliverers are positive about the partnerships that they have developed with their CSP. There are still some challenges identified (table 5) that CSPs can take on board to offer even greater support to their deliverers.

Table 4 Qualitative feedback from deliverers

Challenges	N	Challenges	N
Challenging behaviour/groups	32	Targeting women and girls	8
Age groups targeting (older group)	29	Getting childcare	3
Registration form/personal details	15	Retaining young people	3
Weather (too warm/cold)	11	Poor initial numbers/turnout	2
Access to facilities	7	Communication	2
Recruitment	7	Delay in equipment delivery	1
Retention target unrealistic	8	Parental support	1
Projects scheduling	8	Language barriers	1
Marketing programme	8	Availability of coaches	1

Based on 1,988 deliverers

Participants

Engage and retain measures

- 3.11 Of the 171,608 engaged participants, 85.1% (n=146,030) have been retained¹⁰. This has increased by +3.0% since year one. In this section, comparisons are made between the retain figures and the engage figures to identify trends emerging amongst the participants.
- 3.12 The aim of Sportivate is to keep young people retained in the programme and sport over a number of weeks. When considering the reasons for low retention rates amongst certain groups, it is important to note that low retention figures often reflect low engagement figures. Unless clearly stated, where low retention figures are identified, it is usually due to a lack of engagement in Sportivate. As a result, some conclusions and recommendations focus on the need to engage young people, rather than retain them.

Profile of participants engaged and retained

- 3.13 Sportivate is aimed at both male and female participants. Women and girls make up just over half of the national population (male 49.1 %, female 50.9%¹¹) and as a



The gender ratio remains unequal after 3 years of the programme



result, the number of engaged and retained female participants should reflect this national statistic. The retained participant profile, however, shows that there are fewer female participants taking part than males, 57.9% of the retained participants (n=84,540) are male and 42.1% (n=61,490) are female. The retained profile is very similar to the engaged profile and the likelihood of females being retained in Sportivate once engaged is almost the same as for males (females - 85.0%, males 85.1%), so it is driving them to projects in the first instance that continues to be the difficulty.

¹⁰ The number of young people to take part in a minimum of one session less than the project total. i.e. taking part in 5 out of 6, 6 out of 7, 7 out of 8, 8 out of 9, 9 out of 10, 10 out of 11 or 11 out of 12 sessions

¹¹ Office for National Statistics, Census (2011) KS0012 Gender and Age

- 3.14 The Year Two Annual Evaluation Report highlighted the importance of allocating adequate resources to target underrepresented groups. Attracting more females into Sportivate was a key focus of this. CSPs have always been encouraged to deliver a programme that caters equally for all groups, but following the year two evaluation, the challenge to achieve a more even male to female ratio increased. Despite this, the results show that from year one to year three, there has been an increase of less than 1% (+0.9%) in the number of females retained in Sportivate.
- 3.15 Females take part in less sport than males as a national trend, with a considerable number of women not taking part in enough sport to benefit their health. According to Active People Survey results, 42.0% of men aged 14-25 years participate in sport and physical activity once per week compared to 31.5% of women¹².
- 3.16 Sportivate creates an opportunity to provide an environment that could entice more women and girls into sport and is an opportunity that should be seized to increase the number of women who take part in sport and physical activity.

From the January 2014 Women and Girls Sportivate case study; national trends suggest that females prefer to participate in individual sports than team sports. However, the case study highlights that team sports are more effective in sustaining females in sport. Based on the results of a short survey,

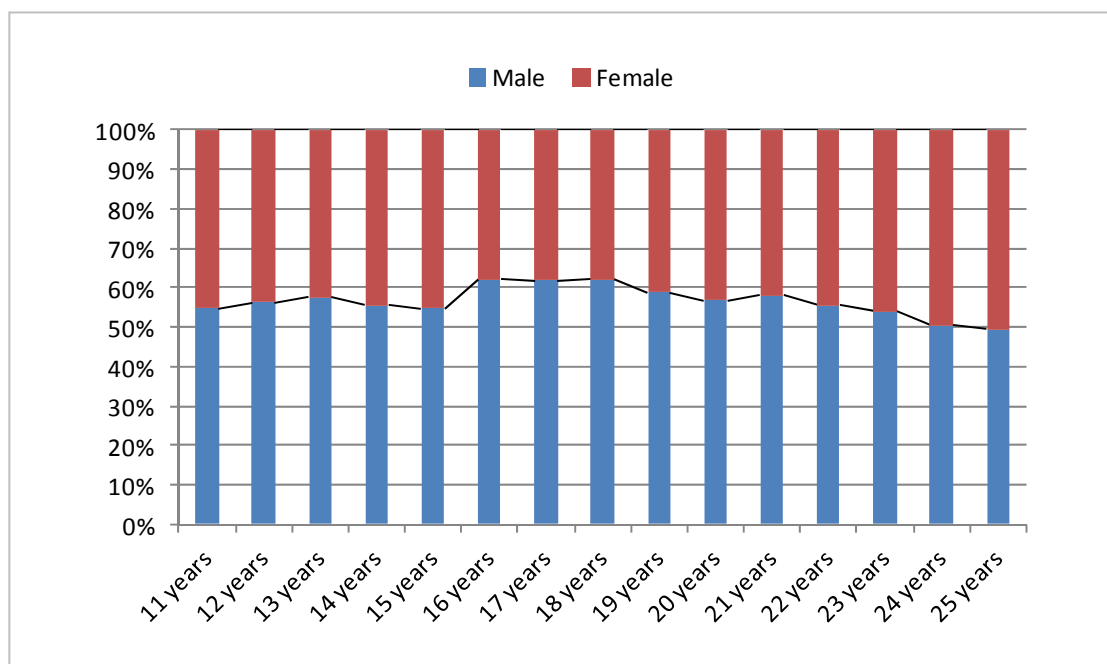
semi sporty women and girls who took part in a team sport at their Sportivate session were 17.4% more likely to still be participating in sport three months later compared to women and girls that took part in individual sports as their activity.



¹² Sport England data - Active People Survey 7

- 3.17 Qualitative feedback from the women and girls case study (received from past Sportivate participants in a short survey) identified the need for more flexible and accessible club environment exit routes. These exit routes must meet the needs of women and girls and could be all female environments or could contain more female coaches. This backs up the views expressed by CSPs in the feedback from last year's report that there is an inferior infrastructure set up for women and girls activity compared to for men and boys.
- 3.18 In the last year, three CSPs retained more females than males, with one CSP retaining 56.1% females compared to 43.9% males. Three CSPs were within two percent of an even gender split and a further 6 CSPs were within 3 – 5% of 50/50 gender representation.
- 3.19 CSPs that achieved equal or near equal representation have done so in different ways. One way was to strategically weight the assessment process so that projects with a focus on underrepresented target groups, such as females, were likely to be approved. Other CSPs are fortunate in the strategic direction of their local authority partners, who are focussing their work on underrepresented groups. In many cases, CSPs that were oversubscribed with applications were in the best situation as they were able to prioritise deliverers who were willing and able to work with harder to engage groups. Promoting Sportivate, and working with partners to generate applications enables greater flexibility in identifying projects to fund and enables greater control of the type of participants engaged.
- 3.20 Most of the CSPs who had a high number of retained male participants, attributed this to providers and deliverers not engaging the projected number of females outlined in their applications. However, one CSP identified that their lower number of retained females was due to the Active Women project within the county that targets the same demographic. They felt that trying to increase the number of females in Sportivate could have a negative effect on both projects by overloading providers and deliverers.

Figure 2 Retained participants by gender and age



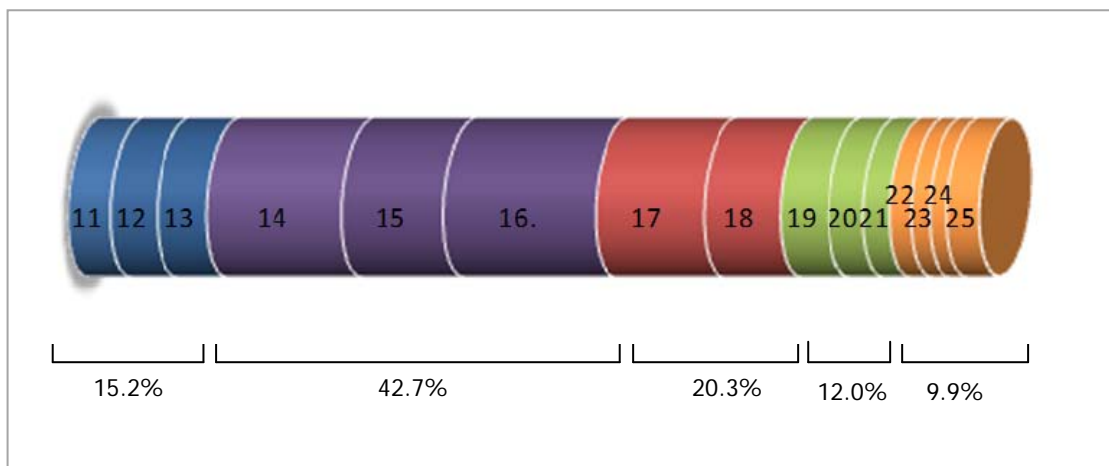
Based on 146,030 year 3 retained participants

- 3.21 The age profile of Sportivate participants has not changed much across years one, two and three, with participants aged 14, 15 and 16 years making up the vast majority of the Sportivate profile (42.7%). Compared to the figures if each age were represented equally¹³, the 14-16 group has more than double its quota of young people.
- 3.22 The percentage by which 14-16 year olds dominate has decreased since year one (57.7%) and two (56.9%) due to the inclusion of 11-13 year olds, however, even without the direct comparison, the data shows that 14-16 year olds are consistently over serviced by Sportivate when compared to the older age groups. The most populated single age is 16 years old (16.7%, n=24,421) the least populated is 24 years old with 1.9% (n=2,821).
- 3.23 CSPs attribute this over servicing to mature school sports partnerships, as well as there being more providers and deliverers with the knowledge and willingness to work with 14-16 year olds compared to 19-25 year olds. Some CSPs feel that there are fewer providers and deliverers that have the skills, expertise and marketing knowledge to deliver a successful project for older age groups.

¹³ Age distribution for age groups for even representation

Age range	11-13	14-16	17-18	19-21	22-25
Percentage	20.0	20.0	13.3	20.0	26.7

Figure 3 Retained by age



Based 146,030 year 3 retained participants

- 3.24 19-25 year olds are also harder to retain (vs. engage) than the 14, 15 and 16 year olds (82.9% compared to 86.7% for the younger group). This means that to achieve an increase in the number of people over the age of 19 retained in Sportivate, an even greater number of this age group would need to be engaged before an increase is seen.
- 3.25 Finally, 19-25 year olds are the least active on entering a Sportivate programme compared to 11-13 and 14-16 year olds. Considering this group are harder to engage, harder to retain and are less likely to be physically active, a disproportionate amount of funding needs to be allocated if there is to be an increase in participation. Sportivate is still not reaching its potential in this area.
- 3.26 A recent Sporting Champions¹⁴ report found that the older age groups were actually more motivated and inspired by a Sporting Champion visiting their session than the 11-13 year olds, therefore, more targeted and integrated delivery of Sporting Champions and Sportivate could be a possible solution.

¹⁴Sporting Champion Programme Annual Evaluation 2013-2014. Sporting Champions is a Sport England funded programme that uses elite athletes to inspire and motivate young people to take part in sport.

3.27 The gender balance is not uniform across the age groups. There is a significant drop in female participation and retention (-6.6%) between the ages of 14 and 16 years old (this is demonstrated in figure 2). The gender divide is widest aged 16 (-24.2%), when of the retained participants, only just over a third are female. This has changed since year one, when the gap was widest at 19 (-29.7%) years of age and year two, when it was at 17/18 years (-30.0%). As the Sportivate age categories have changed since year one, care must be taken in making comparisons, however, it appears that the drop off is happening at a younger age now than two years ago. The proportion of females steadily climbs back up following the drop off, and at 25 years old, 49.4% of the participants are male and 50.6% are female, making this the only age group in which females make up more of the gender profile than males.

Table 5 Participants by age retained vs. engaged

Age	% retained vs. Engaged Year 1*	% retained vs. Engaged Year 2~	Engaged Frequency Year 3^	Retained frequency Year 3^	% retained vs. Engaged Year 3^
11 – 13 years	N/A	N/A	26,165	22,193	84.8
14 – 16 years	82.9	86.8	71,957	62,296	86.7
17 – 18 years	80.9	84.5	35,251	14,835	84.1
19 – 21 years	79.3	84.2	15,796	17,471	83.7
22 – 25 years	79.7	82.8	17,406	14,400	84.2

*Year 1 - based on 98,987 engaged, 80,870 retained participants. ~Year 2 - based on 138,111 engaged, 118,106 retained participants. ^Year 3 - based on 171,608 engaged, 146,030 retained participants

3.28 The trend in ethnicity has not changed in the last three years and Sportivate is retaining a good number of people from black and minority ethnic backgrounds. Census, 2011 data¹⁵ shows that 14.9% of the national population (age 16-24) come from black or minority ethnic backgrounds, and Sportivate is attracting considerably more than this with 23.3% of the retained participants from these populations.

¹⁵ Office for national statistics Census (2011) - table KS201EW 2011 Census, ethnic groups

- 3.29 CSPs have different proportions of BME populations within them and as such the percentage of Sportivate participants attracted from BME communities should vary. The population within Birmingham Sport and Physical Activity Partnership, for example, is 33.3% BME, in London it is 40.1%, whereas in Active Cumbria the population is made up of just 4.9% BME. It is fitting, therefore, that the CSPs with the highest BME figures are London Sport (Central) with 63.1% of their retained profile coming from a BME background, London Sport (West) with 57.2% and London Sport (North) with 55.1%. It is up to individual CSPs to consider the proportion of BME populations within their geographical area and target them accordingly.
- 3.30 In year one, white participants were most likely to be retained in Sportivate once engaged, however, in year three, it was Asian participants who were more likely to be retained (87.1% retain vs. engage). This result showcases the outcome of the valuable work CSPs (particularly London Sport, as well as Birmingham Sport and Physical Activity Partnership and Greater Sport in Manchester) are doing with underrepresented communities. Black young people were the hardest to retain (vs. engage) in year three (82.4%), this has been consistent across all three years.
- 3.31 There are more Asian males engaged in the programme (11.7%) than Asian females (9.2%). A focus group carried out for Birmingham Sport and Physical Activity Partnership amongst Muslim Asian girls, identified that the only successful way to engage them in sport and physical activity was during the school day. Culturally this group was unable to commit to evening or after school sports participation programmes. The Sportivate guidance deters delivery from taking place during the school day and as a result does not best service the needs of Asian girls and women.

Table 6 Participants by ethnicity retained vs. engaged

Ethnicity	% retained vs. Engaged Year 1*	% retained vs. Engaged Year 2~	Engaged Frequency Year 3	Retained frequency Year 3	% retained vs. Engaged Year 3^
White	82.8	86.1	122,693	104,620	85.3
Mixed	78.7	84.1	7,539	6,431	85.3
Asian	80.0	85.2	17,827	15,520	87.1
Black	75.8	80.5	10,591	8,730	82.4
Other	78.4	81.3	3,988	3,381	84.8
Prefer not to say	79.7	86.3	8,970	7,348	81.9

*Year 1 - based on 98,987 engaged, 80,870 retained participants. ~Year 2 - based on 138,111 engaged, 118,106 retained participants. ^Year 3 - based on 171,608 engaged, 146,030 retained participants



Disability participation has increased by 2.1% since year one



3.32 There is very little difference in the retention levels (vs. engagement) of young people with and without a disability. According to census 2011 information, 18.0% of the population are disabled, this is not broken down by age, but estimates suggest that 2.9% of 16-

19 year olds have a disability and that those with a disability are less active and do less sport than those without a disability¹⁶. CSPs have taken definitive action to address disability through inclusive and disability specific projects.

Table 7 Participants by disability retained vs. engaged

	% retained vs. Engaged Year 1*	% retained vs. Engaged Year 2~	Engaged Frequency Year 3^	Retained frequency Year 3^	% retained vs. Engaged Year 3^
With a disability	82.7	85.9	13,130	11,234	85.6
Without a disability	81.9	85.6	146,346	124,893	85.3
Prefer not to say	79.2	84.0	12,132	9,903	81.6

*Year 1 - based on 98,987 engaged, 80,870 retained participants. ~Year 2 - based on 138,111 engaged, 118,106 retained participants. ^Year 3 - based on 171,608 engaged, 146,030 retained participants

3.33 7.7% (n=11,234)¹⁷ of the young people who were retained in the programme identified themselves as having a disability, this has increased since year one by 2.1%, this highlights the action CSPs have taken to engage disabled young people including targeted and inclusive programmes.

3.34 Of the disabled young people¹⁸ retained in the programme, 65.8% (n=7,393) were male and 34.2% (n=3,841) were female, a similar breakdown to the previous years (year one - 65.4% male and 34.6% female). Fewer female participants, with a disability, proportionally, are taking part, compared to the average for all females (-7.6%). This means females with a disability need engaging as much as, or even more than, non-disabled women and girls.

¹⁶ Active people data (AP7)

¹⁷ Engaged figure 7.7% (n=13,130) of young people have a disability

¹⁸ Young people that identified themselves as having a disability

- 3.35 38.9% of the disabled young people are 14, 15 and 16 years old, less than this age group's proportion for all participants. This means that young people with a disability are more likely to be aged 19-25 (28.1%) than those without a disability (21.8%). This is possibly as a result of the fact that young people are more likely to take part in sport and physical activity when they are in education, and as special schools can draw down funding for young people aged up to 25 years old (unlike 19 years in mainstream education), delivery to the older age groups may be easier to set up for disabled young people than non-disabled.
- 3.36 The disabled retained participant profile shows that 80.1% are white, this is +8.6% more than the overall Sportivate profile, BME disabled young people are underrepresented.

Pre-Sportivate level of participation amongst retained participants

- 3.37 Sportivate is aimed at 11 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 programme¹⁹.

¹⁹ At the start of year 2, Sport England further defined the categories for activity level to enable a more detailed breakdown. Those classified as semi-sporty are now divided into three categories to form a consistent measure with other national participation data.

Table 8 Baseline measure of previous activity level of retained participants

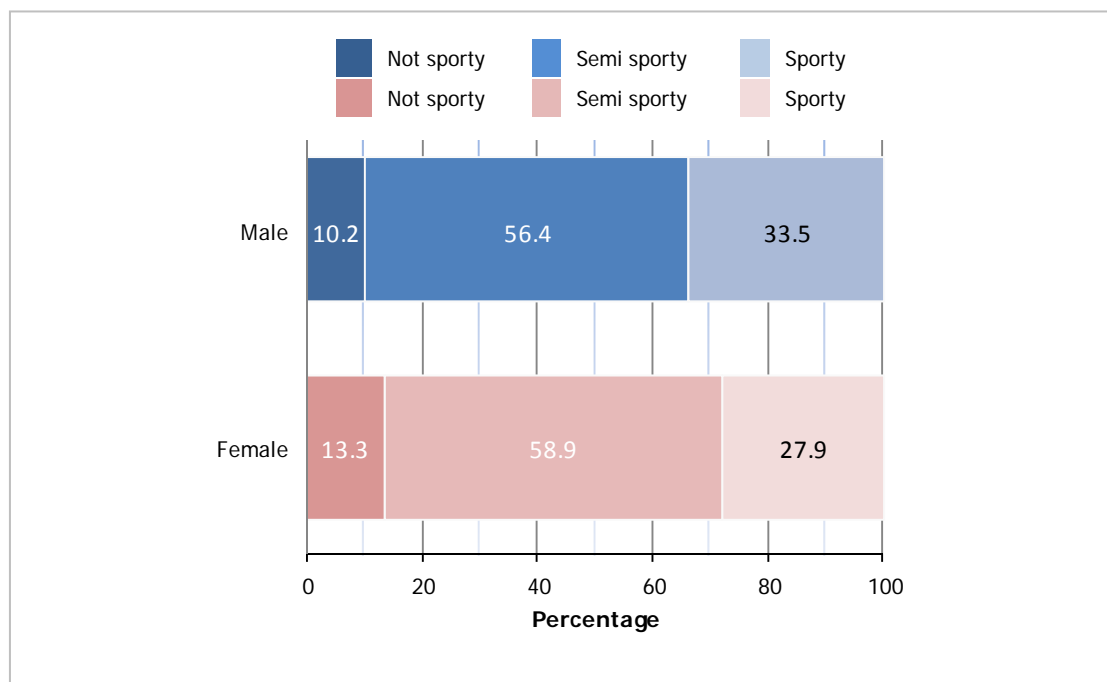
Activity Level	Definition		Year 1	Year 3		Percentage change from year 1 to year 3
			%*	N	%^	%
Non-sporty	0x30	No sport in the previous 28 days	11.4%	3,879	10.2%	-1.2%
Semi-sporty	>0x30	30 mins of sport on 1-3 day in the previous 28 days	10.0%	5,288	13.9%	3.9%
	1x30	30 mins of sport on 4-7 days in the previous 28 days	22.0%	9,280	24.4%	2.4%
	2x30	30 mins of sport on 8-11 days in the previous 28 days	21.1%	8,046	21.2%	0.1%
Sporty	3x30	30 mins of sport on at least 12 days in the previous 28 days	35.5%	11,478	30.2%	-5.3%
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)		53.1%	22,614	59.6%	6.5%
	1x30 total (1x30, 2x30 and 3x30 combined)		78.6%	28,804	75.9%	-2.7%

* Based on 80,870 retained year 1 participants

^ Based on 146,030 retained year 3 participants

- 3.38 Semi-sporty young people make up more than half the young people retained in the programme (59.6%); this has increased since year one (+4.3%). There has also been a large reduction in the number of young people classified as sporty since year one (-5.4%). These changes highlight the action that CSPs have taken to ensure that it is semi-sporty, not sporty, young people who are accessing Sportivate projects.
- 3.39 Once again, the gender differences relating to previous activity levels are considerable; this has been an ongoing trend from the outset on the programme. Women and girls are more likely to report doing 1-11 days of physical activity (semi-sporty) or no days of physical activity (non-sporty), whereas men and boys are more likely to report doing 12+ days (sporty). These figures further highlight the extra effort that should be made to engage women and girls, because of the potential to achieve a greater reduction in the number of non-sporty young people.

Figure 4 Participants by gender and previous activity level



Based on 146,030 year 3 retained participants

- 3.40 The majority of young people with a disability retained in the programme are semi-sporty (68.9%, n=7,737). There is a significantly higher proportion of young people with a disability classifying themselves as non-sporty (17.4%, n=1,951) compared to the figure for all retained young people (10.4%).
- 3.41 Those aged 22-25 are more likely to start the programme as non-sporty than any other age group; the youngest group (11-13 year olds) are most likely to start the programme as sporty. There is a 6.8% difference between 11-13 year olds and 22-25 year olds who, pre-Sportivate, took part in 1 x 30 minutes of physical activity. This is backed up by Active People (APS7)²⁰ data that identified that the number of 14-19 year olds who take part in sport is 74.6%, compared to 65.5% of 20-25 year olds. This is further evidence as to the importance of targeting older participants.

²⁰ Sport England Active People interactive- Active people 7

Table 9 baseline measure of previous activity level of retained participants with age

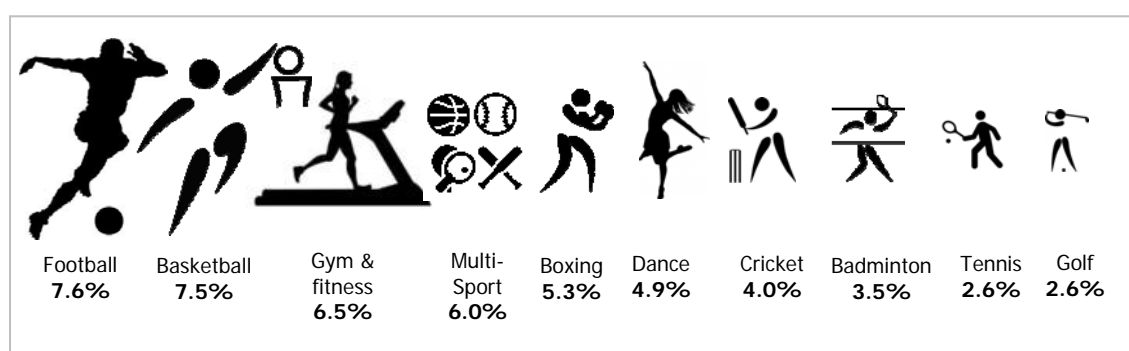
Age		11-13	14-16	17-18	19-21	22-25
Activity Level	Definition	%	%	%	%	%
Non-sporty	0x30 No sport in the previous 28 days	10.4	10.9	12.4	11.1	13.7
Semi-sporty	> 0x30 30 mins of sport on 1-3 day in the previous 28 days	10.3	11.4	15.0	15.4	13.9
	1x30 30 mins of sport on 4-7 days in the previous 28 days	24.9	24.1	24.5	23.3	23.4
	2x30 30 mins of sport on 8-11 days in the previous 28 days	21.4	21.5	19.2	19.5	19.8
Sporty	3x30 30 mins of sport on at least 12 days in the previous 28 days	32.9	32.1	28.9	30.7	29.1
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)	56.7	56.9	58.7	58.2	57.2
	1x30 total (1x30, 2x30 and 3x30 combined)	79.2	77.7	72.6	73.5	72.4

Based on 146,030 year 3 retained participants

Sports

3.42 The top ten sports that young people take part in on the programme are a mix of team and individual sports. The top sport by frequency of retained young people is football (7.6%, n=11,740) followed by basketball (7.5%, n=10,308) and gym and fitness (6.5%, n=9,527).

Figure 5 Top ten sports by frequency of retained young people

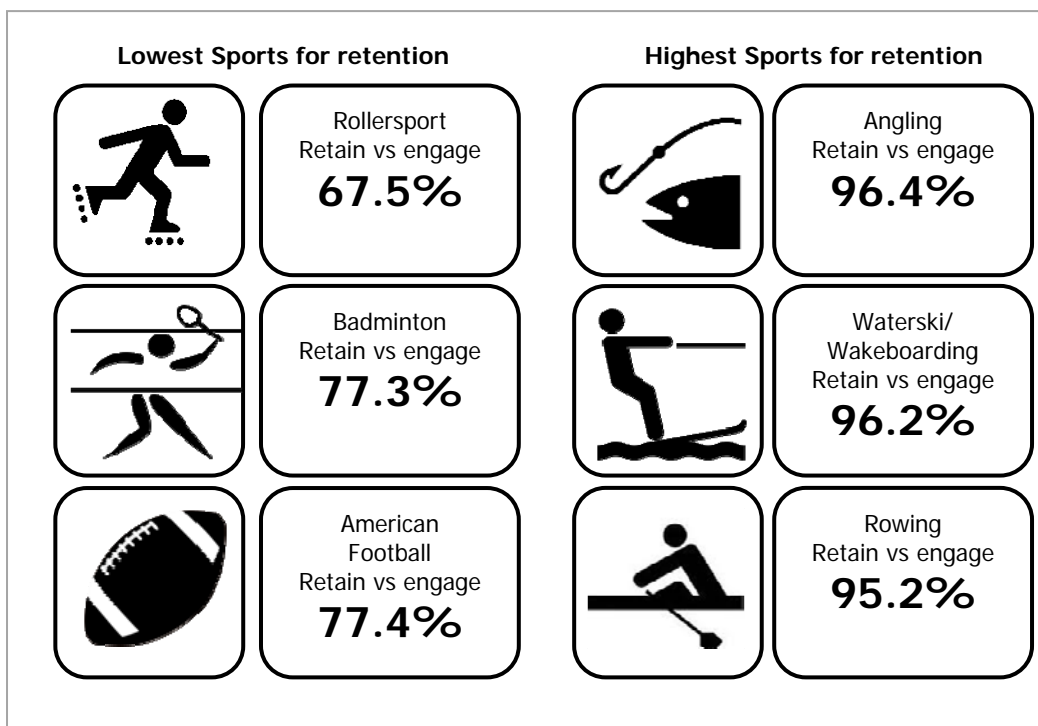


Based on 146,030 year 3 retained participants

- 3.43 The top 10 sports by the frequency of retained young people have remained largely unchanged since year one, however, outside of the top 10, some sports have dramatically increased or decreased the number of participants they are retaining²¹. The top three sports that have seen the greatest increase in retained participants are handball, which has jumped +16 places from the 31st sport in year one, to the 15th sport in year three, followed by snowsport, 33rd in year one to 18th in year three (+15 places) and archery, 37th in year one and 26th in year three (+11 places). The sports that have seen the greatest decrease in the number of retained participations are rugby union; 10th in year one to 22nd in year three (-12 places) and swimming; 21st in year one and 27th in year three (-6 places).
- 3.44 The comparison of the engage and retain figures for these sports shows that handball and snowsport have increased the number retained participants by increasing the number that they have engaged. For rugby union, the number of people they have engaged has not dropped significantly, but their retention rate has decreased, showing that, proportionally, less young people are completing the Sportivate programme in this sport than in year one.
- 3.45 The sports with the highest and lowest retention rates are shown in figure 6. These are similar to year one and year two. The technical data report contains details on all sport retention rates.

²¹ Caution should be applied to this observation to take into account the changes in sport classifications since year one. There are more sports observed in Sportivate in year three than there were in year one. A list of the sports that have been changed can be found in Appendix A.

Figure 6 Sports by highest and lowest retention rates

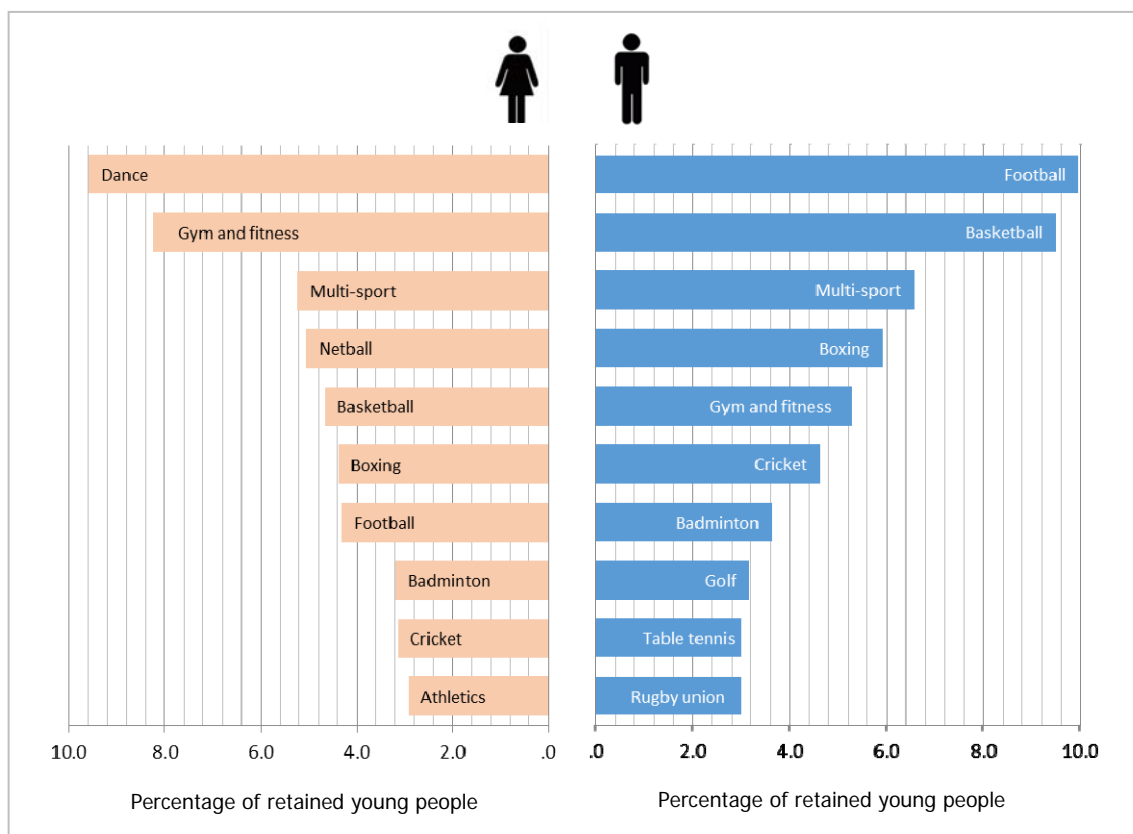


Only including sports with more than 200 engaged participants

3.46 There are significant differences between the sports that retain the most male and female participants. The most successful sports in retaining men and boys are football 9.9% (n=8,409), basketball 9.5% (n=8,020) and multi-sport 6.6%, (n=5,548) this is the same order as year one and two. For women and girls, the top three activities are dance 9.6% (n=5,890), gym and fitness 8.2% (n=5,069) and multi-sport 5.2% (n=3,215). Gym and fitness was previously the top activity for women but it has now been replaced by dance²². There are no team sports in the top three sports for women.

²² Caution should be applied to this observation to take into account the changes in sport classifications since year one

Figure 7 Top ten sports taken part in by gender



Based on 146,030 year 3 retained participants

- 3.47 Sports receive varying amounts of funding from Sport England through the Whole Sport Plan process. Funding is allocated in tiers with the top tier sports receiving £20-30 million. Football is a top tier sport and is also the most participated in sport in Sportivate. Netball is also a top tier funded sport but as it is a largely female sport, it does not feature in the top 10 sports in Sportivate. It features as the fourth most participated in sport for women and girls.
- 3.48 Boxing and basketball are popular sports for both males and females, both sports are on the third tier of funding (£1m -10million). Anecdotally, these sports have been successful in attracting harder to engage groups and projects are often delivered in partnership with community organisations such as youth clubs. Boxing, despite having less funding than both football and netball, is more likely to deliver Sportivate through its NGB staff team (21.2%) than football (8.7%) and netball (5.4%). The breakdown of deliverers shows that both basketball (34.0%) and boxing (32.0%) have more sports club staff deliverers than football (18.0%).
- 3.49 NGBs place a varying amount of importance on Sportivate, depending on their strategic aims; this was confirmed through conversations with a small number of NGBs. The Angling Trust, who only receive Sport England funding to engage adults

over the age of 26, use Sportivate to increase youth sports participation within their clubs. This is a similar situation to that of British Water ski and Wakeboard who use Sportivate funding to great effect to deliver for young people. Larger sports, although advocate the delivery of Sportivate projects and value its contribution to attracting new participations, seem to place less emphasis on it than the smaller sports.

3.50 As in year two, there were a large number of projects categorised as multi sport. In order to understand the makeup of these projects, a sample of 100 multi sports projects were reviewed (15% of all year three multi sport projects), they were categorised as follows:

- Multi sports programme - 32.0%
- Labelled incorrectly - 22.0%
- Unknown (due to ambiguous projects titles) - 15.0%
- 'Have a go" programmes - 12.0%
- Fitness programme - 9.0%
- Targeted multi sport programme (disability/females) - 5.0%
- Satellite club - 4.0%

3.51 Therefore the position of multi sports at fourth in the top ten retained sports may be misleading. Providers and deliverers should take more care to ensure that projects are correctly assigned to a sport.

3.52 Multi sports projects retain fewer participants (82.3%) when compared to the Sportivate average of 84.2% and therefore should be closely scrutinised at the application stage to ensure they have a suitable infrastructure to enable retention.

3.53 The top two sports for young people with a disability are football (12.1%, n=1,361) and multi sport (11.7%, n=1,319). Cricket, gym/fitness and dance are also popular for disabled and non-disabled young people alike. The main differences for young people with a disability, compared to those without, are the popularity of golf, athletics, swimming and multi skills.

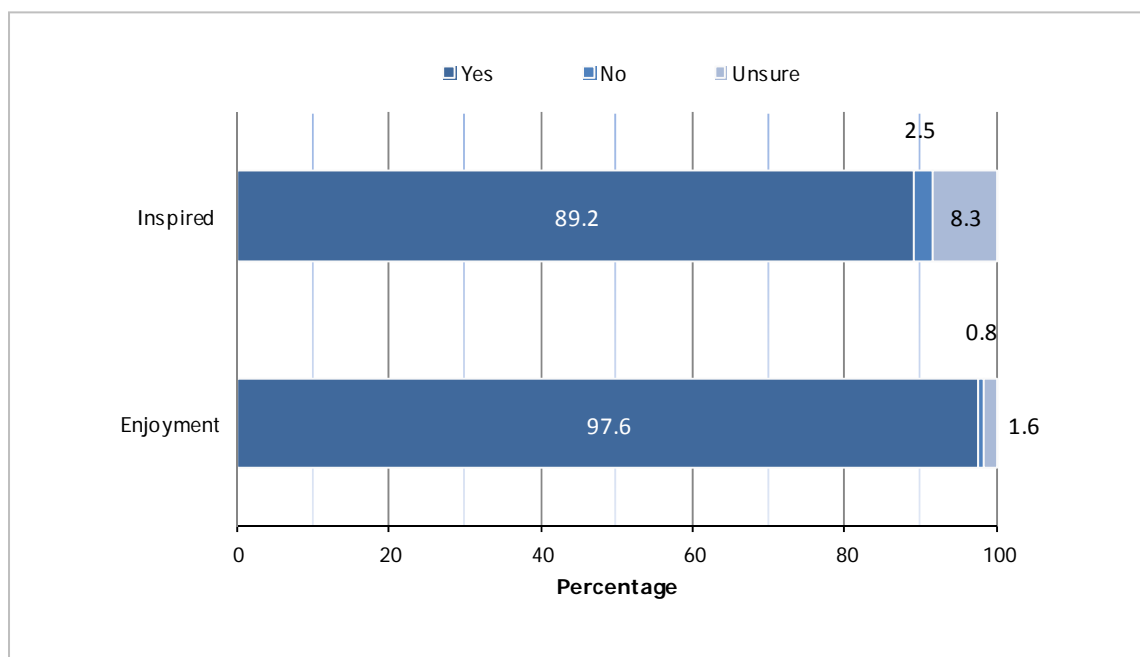
4 Sustain measure – intention survey

4.1 The intention survey is conducted through hardcopy forms (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. 20,000 postcards were sent to CSPs, aggregated based on their targets. 4,563 postcards have been received (although not all participants answered all questions). This survey provides an excellent level of confidence in the responses received for year three²³.

Enjoyment and inspiration

4.2 Sessions were enjoyed by 97.6% (n=4,408) of young people who attended the Sportivate programmes (increase of +1.2% on year one). Very few young people (0.8%, n=38) indicated that they did not enjoy the sessions they attended, a further 1.6% (n=70) were unsure.

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



Based on 4,563 year 3 respondents

²³ 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%
4563 responses	+ or – 1.43	+ or – 1.40	+ or – 1.31	+ or – 1.14	+ or – 0.86	+ or – 0.62

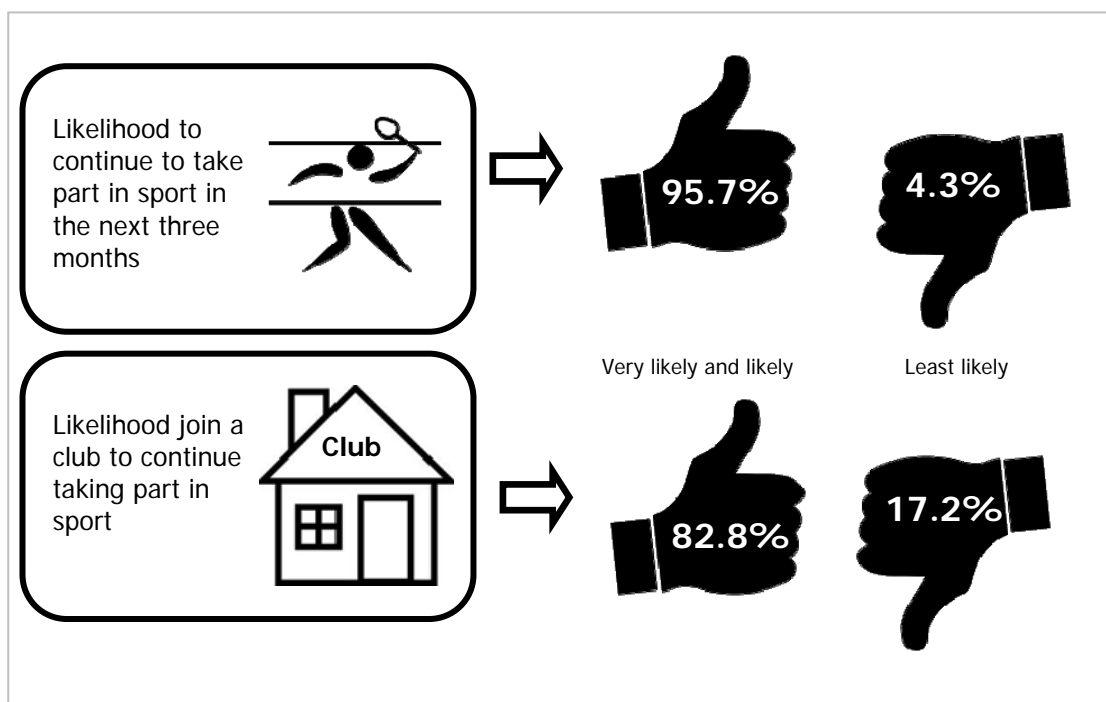
4.3 As well as having enjoyed the sessions, nearly 90.0% felt inspired to continue taking part in sport (89.2%, n=4,022 in year one). Just 2.5% (n=111) were not inspired, 8.3% (n=375) were unsure as to whether the sessions were inspirational.

Likelihood of continuing to take part in sport or join a club²⁴

4.4 Most young people (95.7%) expressed a likelihood that they would continue to take part in sport over the next three months. The majority (75.0%) suggested that they were 'very likely' (a decrease of -4.1% on year one), with a further 20.7% 'likely' to continue taking part in sport. Only a few (4.3%) felt that they were 'not likely' to continue to take part in sport in the next three months.

4.5 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 (58.0%, n=2,007), this is -1.5% less than year one), 42.0% (n=1,453) are not a member of a club. Of those that are not a member of a club, 46.0% (n=1,059) are 'very likely' to join a club to continue taking part in sport in the next three months. A further 36.9% (n=847) are 'likely' to join a club. The remaining 17.2% (n=395) were 'not likely' to join a club.

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

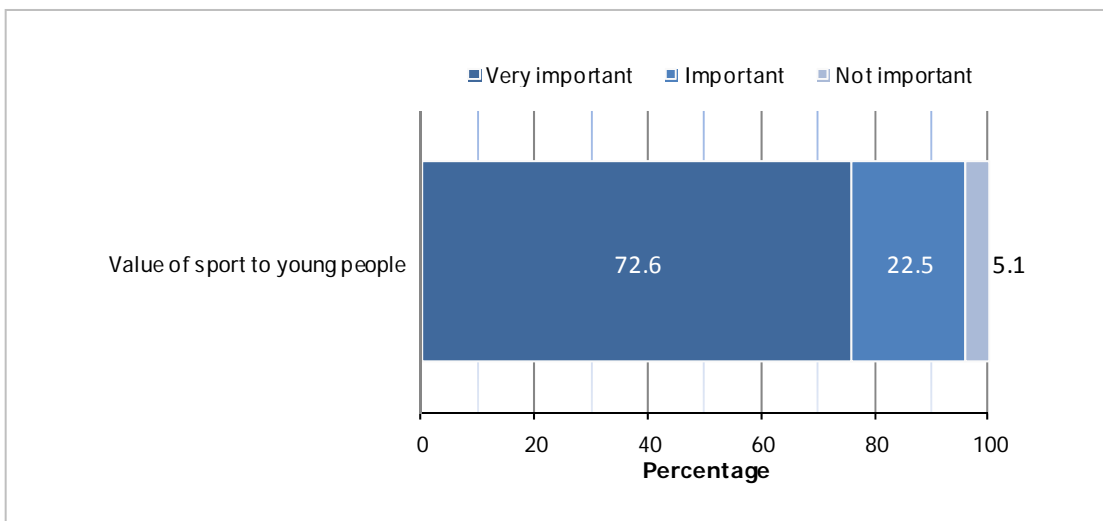


Based on 4,563 year 3 respondents

²⁴ Scale 1-10 answers to question were categorised 1-4=not likely, 5,6,7=likely and 8, 9, 10=very likely

4.6 Sport is seen to be important to young people taking part in Sportivate. Nearly three quarters of young people (72.6%, n=3,245) felt that taking part in sport was 'very important' to them (a difference of -0.2% since year one). 22.5% (n=1,004) felt that taking part in sport was 'important'. Whereas, only 5.0% (n=223) felt that sport was not important.

Figure 10 Value of sport to young people



Based on 4,563 year 3 respondents

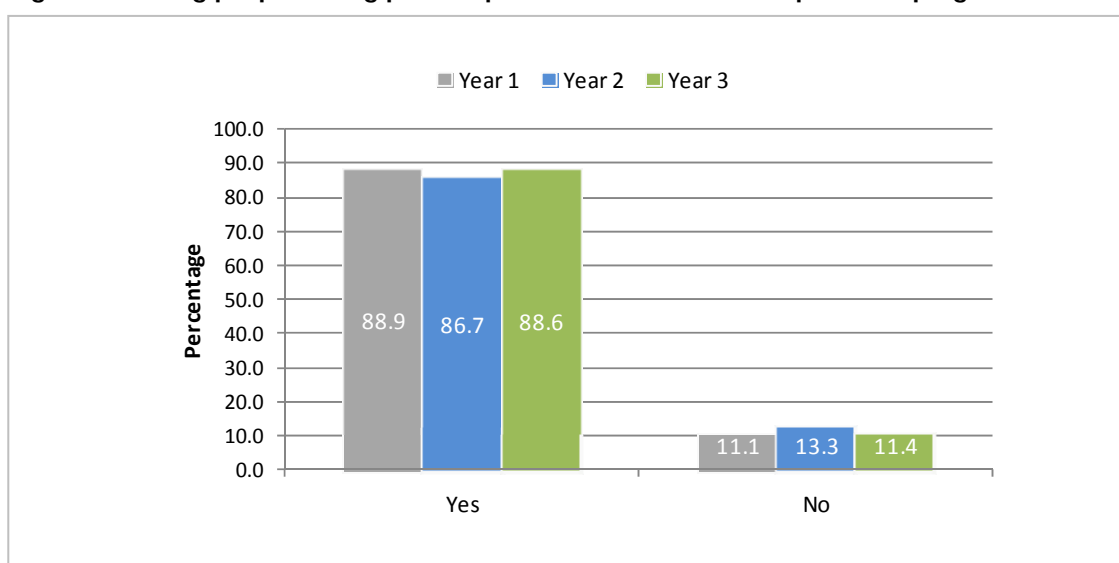
4.7 The intention data shows that providers and deliverers who know how to run enjoyable and inspirational sessions are being commissioned by CSPs to deliver Sportivate. They are also positively advocating sports clubs as exit routes for continued participation in sport.

5 Sustain measure – tracking survey

5.1 The tracking survey is circulated to all young people who are retained and that opt into taking part in further research. The survey is sent to young people 90 days after their last Sportivate session. In total, 1,898 participants who took part in Sportivate between July and March responded to the tracking study, the number gives good confidence in the results²⁵. The tracking study results are still being collected through to July 2014 (based on a project ending in March 2014 +90 days), as a result, the final tracking study data will be collected and distributed in July 2014. This will further increase the confidence in the results.

5.2 The majority of young people (88.6%, n=1,548) have continued to take part in sport since attending a Sportivate session²⁶. This remains largely unchanged, as shown in figure 11, from year one to year three. From the responses provided, the data can be extrapolated to calculate the national sustain figure (88.6% of the overall retain figure) which suggests that 129,386 participants have been sustained in sport for this period (+/- 1.79). Our confidence in this sustain figure is based on statistical theory²⁷.

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



Based on 1,899 year 3 respondents, 2,439 year 2 respondents, 1,739 year 1 respondents

²⁵ At a 95% Confidence Level the Confidence intervals are:

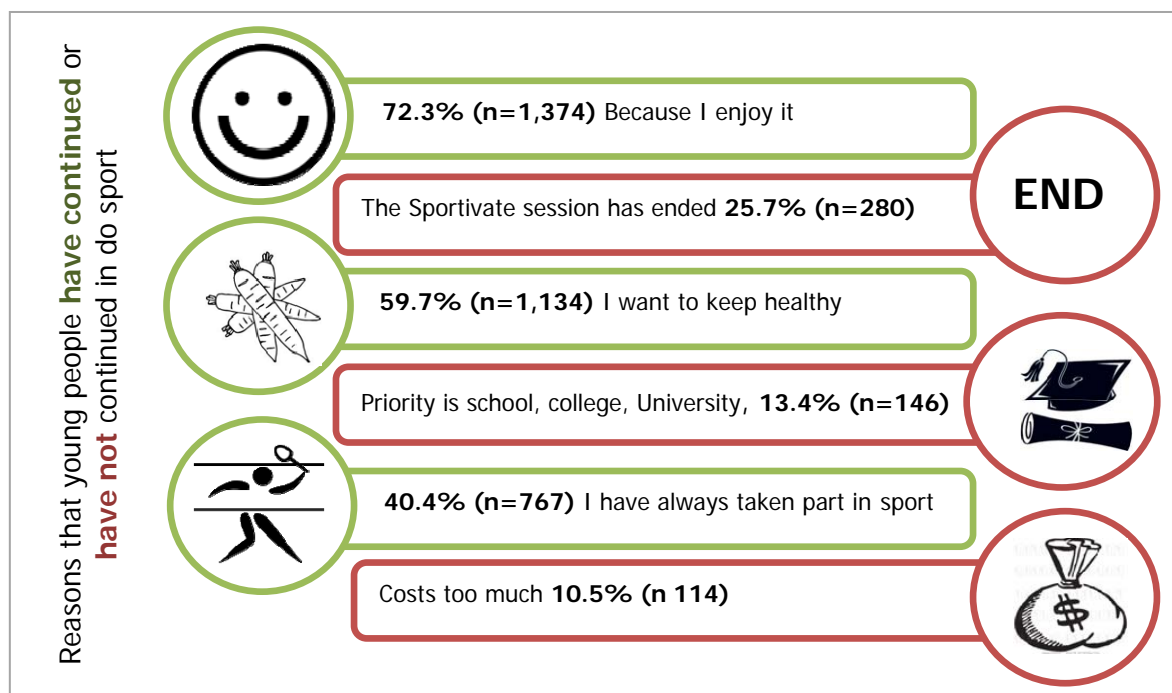
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	5% or 95%
1898 responses	+ or – 2.33	+ or – 2.19	+ or – 2.05	+ or – 1.79	+ or – 1.34	+ or – 0.97

²⁶ There are limitations as those that fill in the study are more likely to be 'sporty' than those that don't are more likely to be 'not sporty'. However, the sample is representative regarding demographics compared to the whole retained profile for year 2.

²⁷ Accuracy 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 attending a Sportivate session are the same top three reasons as in year one and year two.

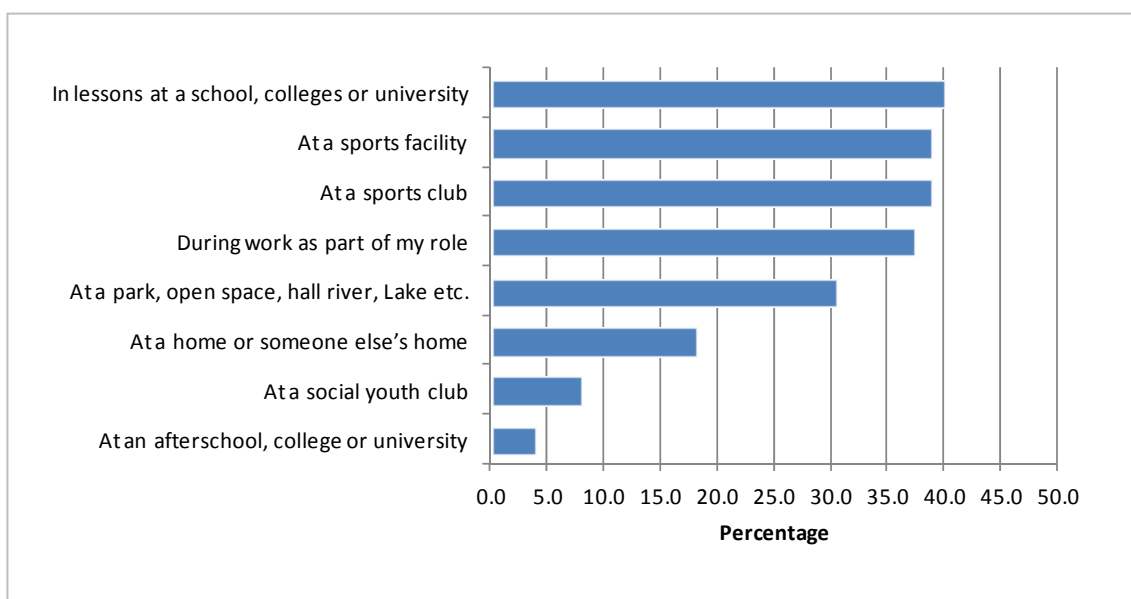
Figure 12 Reason for continuing to take part or not take part in sport



Based on 1,898 year 3 respondents

5.4 Young people who have continued to take part in sport have taken part in a variety of settings. The most popular settings are in lessons at school, college or university (40.0%, n=759), at a sports facility (38.8%, n= 737) and at a sports club (38.8%, n=737). The top three environments have remained consistent from year one to year three with the order only altering minimally.

Figure 13 Settings where sustained participants want to continue to take part in sport

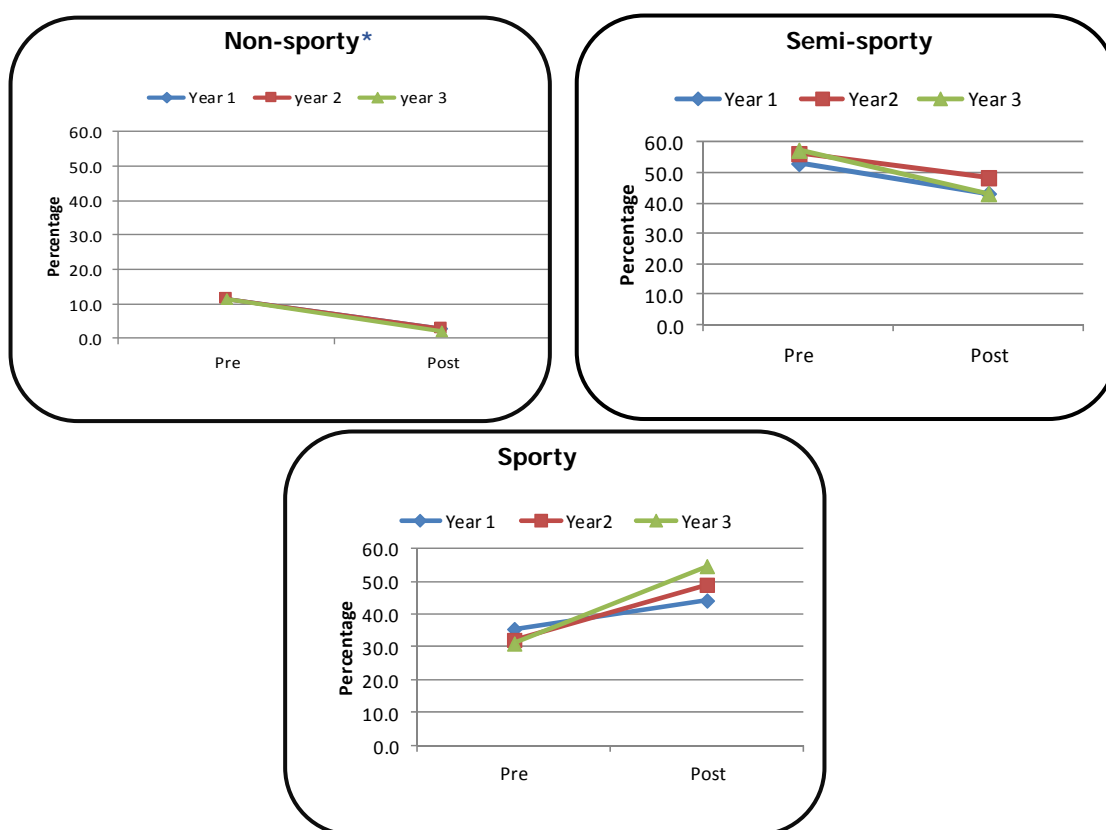


Based on 1,898 year 3 respondents

5.5 The majority of young people that responded to the tracking survey (72.0%, n=28.0) are members of a club(s). This is consistent with the year one and two data and is a lot higher than the intention data where just over half of young people (59.0%, n=2633) indicated that they are a member of a club(s). This is encouraging and indicates that club membership increases after involvement in the Sportivate programme.

5.6 The three graphs in figure 14 show that year three of Sportivate has achieved the biggest behaviour change for both sporty and semi-sporty. 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 themselves²⁸ as non-sporty are now identifying themselves as semi-sporty, whilst others that were semi-sporty initially are now sporty (+11.6%).

Figure 14 Activity level by year and type

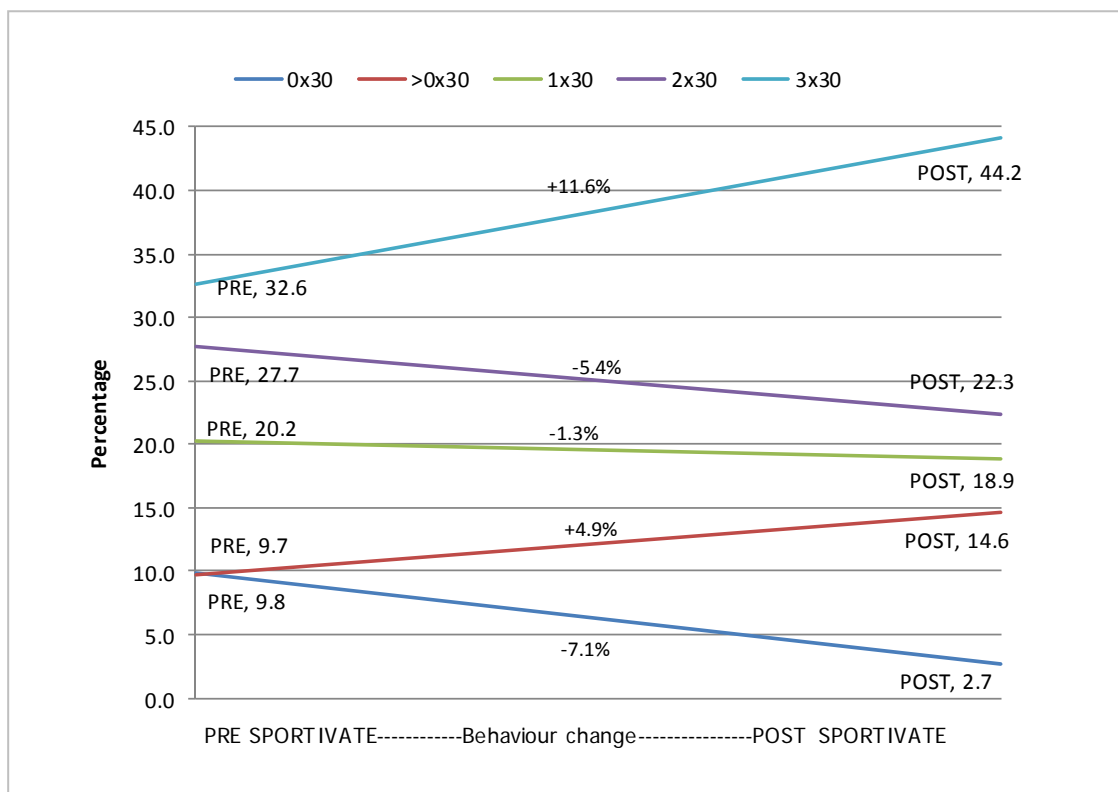


*Non-sporty - Year 1 data (pre 11.4%, post 2.7%) is very similar to the year 2 data (pre 11.4%, post 2.6%) and consequently the year 1 data line lies directly underneath the year 2 line and cannot be seen on this graph

²⁸ 'Identified themselves' is defined by a self reporting survey on the amount of physical activity undertaken each week

5.7 Figure 15 shows that young people who take part in Sportivate are likely to increase the amount of activity they undertake. There is a significant drop in those no longer participating after three months. Furthermore there is an increase of 11.6% in those doing 3 x 30 minutes a week.

Figure 15 Activity level behaviour change



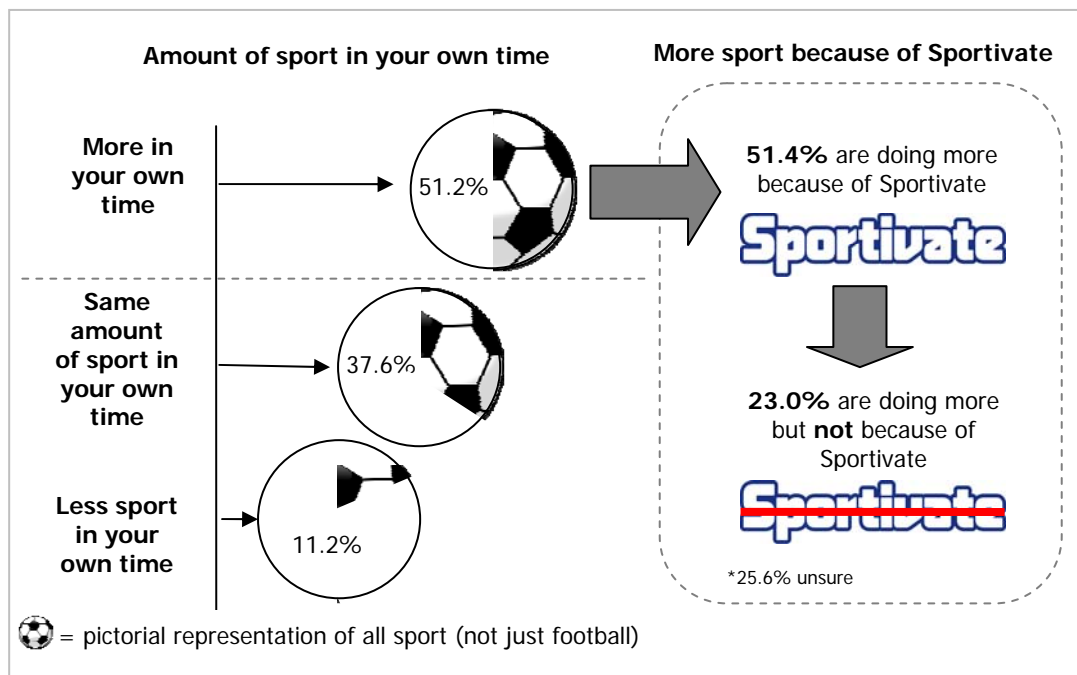
* Based on 1,898 year 3 respondents

5.8 Most young people (73.3 %, n=1,324) see taking part in sport as very important, 21.9% (n=396) see sport as important and only 5.0 % (n=86) as not important. As well as seeing the importance of sport, 69.5% (n=1,228) of young people suggested that they are interested in participating in other sports.

5.9 Sportivate is having a positive impact on young people. Overall 51.2% (n=930) are doing more sport in their own time, 37.6% (n=682) are doing the same and 11.0% (n=203) are doing less. This remains consistent with the data from year one and year two.

5.10 Furthermore, 51.4% (n=477) of the young people doing more sport are doing it because of the Sportivate sessions they attended, 23.0% (n=211) are doing more, but not because of Sportivate and 25.6% (n= 238) are unsure why they are doing more sport. This has also remained consistent with year one and year two data.

Figure 16 Impact of Sportivate on amount of sport undertaken by young people



* Based on 1,898 year 3 respondents

In December 2013, three CSPs featured in the 'Beyond Delivery' case study, detailing their commitment to ensuring that their Sportivate funding not only delivered activities for young people but ensured infrastructure was also built to ensure sustainability. Each example saw Sportivate being used as a way of achieving other aims, such as developing coaches, educating providers and deliverers on how to maximise their opportunities to attract funding or improving the standard of facilities that young people have access to.

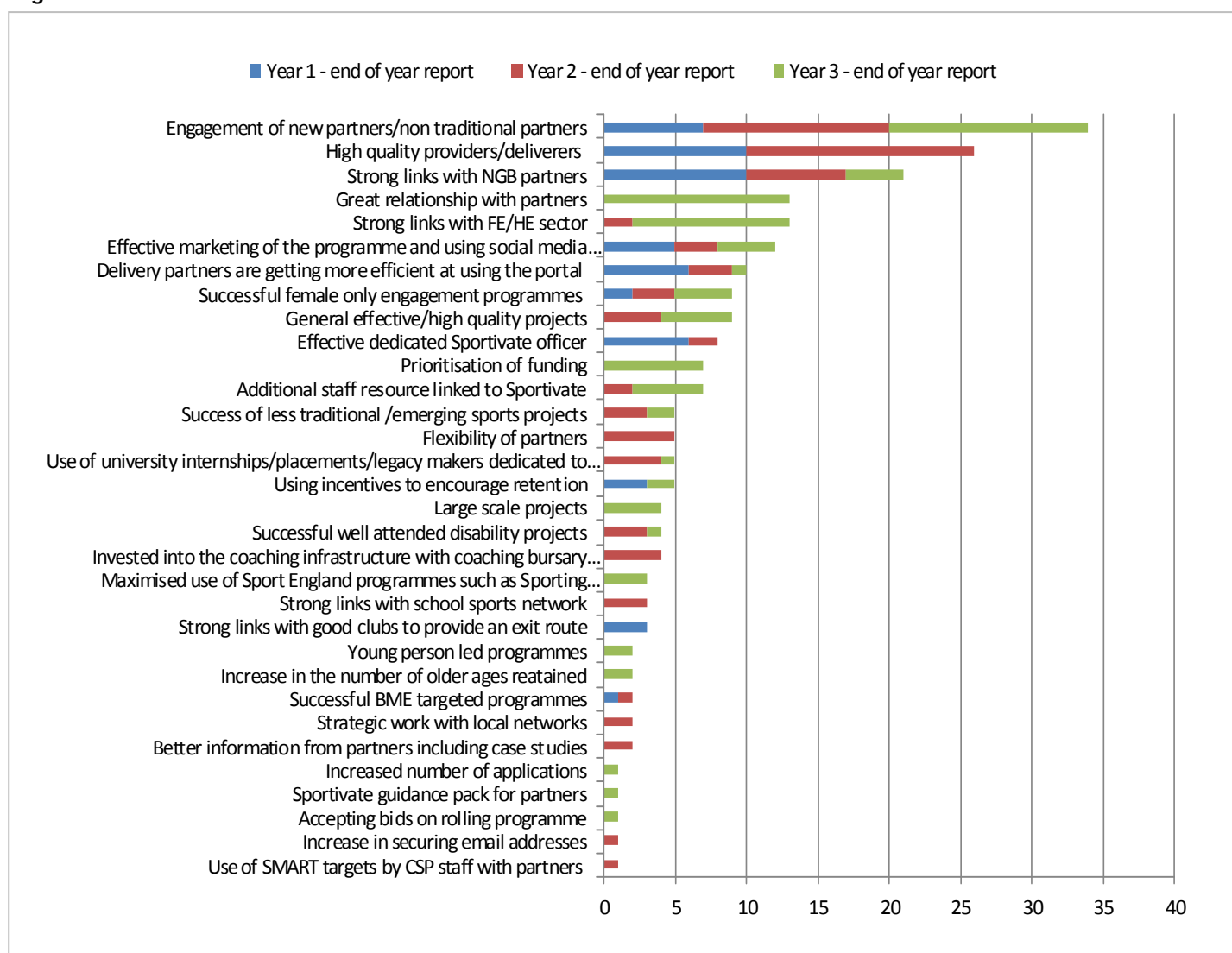


6 CSP Qualitative review

6.1 After each sixth month period, CSP programme leads are prompted by the portal to complete a qualitative review. CSPs provided commentary of the year three programme on three themes

- Dashboard review - CSPs outline their dashboard and provide comments
- Main successes - CSPs provide commentary on what they believe have been their key successes throughout the year.
- Main challenges - CSPs provide commentary on what they believe have been their key challenges throughout the year.

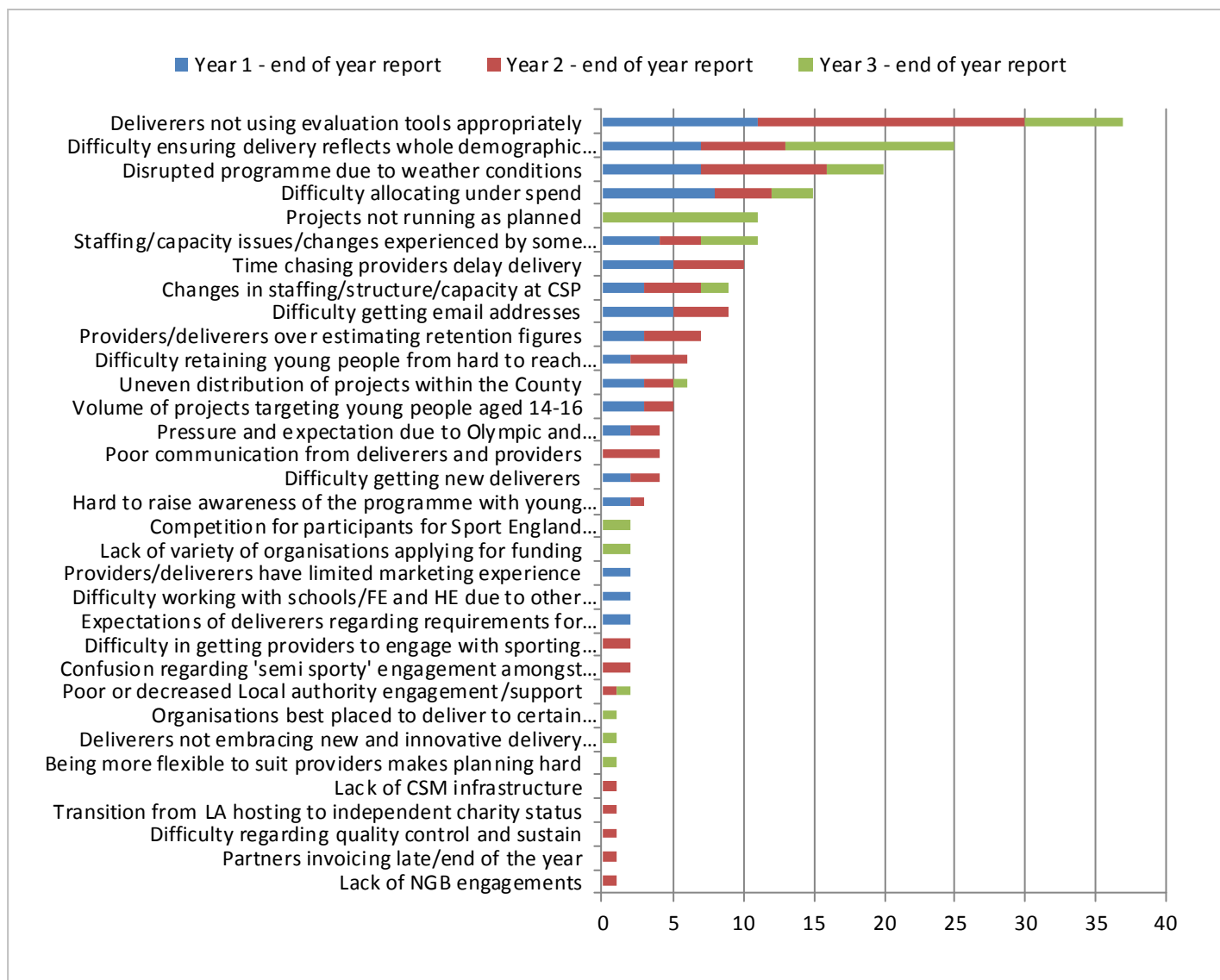
Figure 17 Main successes for CSPs



Based on 44 responses

- 6.2 Sportivate has moved on from year one to year three, with new areas of success as well as some different challenges. Across all three years, CSPs identify that they have seen success in working with new and non-traditional providers and deliverers. It is good to see that this has remained consistent throughout the Sportivate programme, showing the CSPs identify that engaging new partners is a positive step towards reaching harder to engage groups. Considering that there are still groups under-represented within Sportivate, however, these new partnerships need to be stronger or more prevalent to ensure an impact on the results. Strong links with NGB partners and effective marketing of the programme using social media are also consistent successes, with CSPs identifying these positive outcomes each year.
- 6.3 The hard work that has gone into developing relationships with partners is starting to become apparent with a number of CSPs reporting that their success in Sportivate has come from great partnerships with partners (n=13). For the first time, this year, successful prioritisation of funding has been reported (n=7) and a small number of large scale projects have paid off, demonstrating the benefits of investing larger amounts of money in one go (n=4).
- 6.4 CSPs have also seen greater success this year than in previous years in engaging with the HE/FE sector (n=11) and with providers and deliverers who focus on delivering to females (n=4).

Figure 18 Main challenges for CSPs



Based on 44 responses

6.5 Overall, the challenges of Sportivate in year three have remained very similar to those at the start of the programme. Ensuring deliverers use the evaluation tools correctly is a constant test, although, reassuringly it is highlighted as less of a problem this year than in either of the two previous years (year 1 n=11, year 2 n=19, year 3 n=7). The importance of matching the Sportivate demographic to the local demographic data is being identified as a challenge for more CSPs than ever before, but that is likely linked to the increased pressure placed on CSPs by Sport England's Sportivate team.

- 6.6 Projects not running as planned is the biggest new challenge, making it hard for CSPs to ensure their demographic breakdowns are reflective of their local area. Another challenge is that with so many Sport England funded programmes such as Satellite Clubs, Active Women and Street Games, some CSPs felt that there is a saturation of the market and finding new participants and new partners for all the programmes, without double funding programmes, is difficult. There is also still a feeling of a lack of variety of organisations applying for funding.
- 6.7 Some good solutions were identified to overcome the challenges, giving ideas on what could be done in year four. More regular contact with partners was a solution that would overcome a number of the challenges, 16 CSPs felt that this is something they could do to improve the delivery of the programme. For the CSPs that haven't seen success in prioritising funding, working with new partners and securing additional staff resource for Sportivate, these were possible solutions to their challenges.
- 6.8 It is clear that from the feedback from CSPs that they are working well with their providers to deliver exciting and well thought out programmes. They work together to find solutions to challenges and as a result a successful programme is being delivered.

7 Summary

7.1 The third year of Sportivate has been delivered with the same level of success as the previous two years, exceeding the annual target by 49.3%. Following the hugely successful year, the overall four year programme target has also been achieved and exceeded by 5.9%, a whole year ahead of schedule. Based on this, it is predicated that by the end of year four, Sportivate will exceed 150.0% of the target if delivery continues at this pace.

Table 10 Target group summaries

Target group table	Percentage of all retained young people Year 1	Percentage of all retained young people Year 2	Year 3 Frequency	Percentage of all retained young people year 3	% increase/decrease since year one
Women and girls	41.4	41.5	61,490	42.1	+0.7
Disabled	5.9	6.5	11,234	7.7	+1.8
Black and minority Ethnic	18.8	20.7	34,062	23.3	+4.5
19 to 25 years old [^]	22.3	23.1	31,871	21.8	-0.5

Based on 146,030 retained young people [^] age ranges have changed for year 3

7.2 All CSPs have made a significant impact upon their target. Some CSPs have made clear strategic decisions to focus a large proportion of their delivery on harder to engage groups such as women and girls and the older age groups. These 2 groups are still underrepresented within Sportivate compared to national population statistics.

7.3 The national gender profile has hardly changed from year one to year three and remains broadly a 60/40 split in favour of males. Six CSPs have achieved equal or female biased gender splits, however 43 CSPs²⁹ are still 3.0% to 29.0% off an even gender representation. In some cases, the results do not reflect the hard work that CSPs are doing to engage with providers and deliverers who can successfully deliver to women and girls, however, in others there is still a lack of focused delivery. Having achieved the year four target, pursuing an equal male to female ratio must continue to be a top priority for all CSPs for year four of the programme.

²⁹ In this instance, London Sport is divided into its geographic locations, each with individual targets

- 7.4 Women and girls are more likely to enter a Sportivate programme non-sporty or semi-sporty and therefore with better targeted programmes, the potential for Sportivate to have a real impact on participation is great. This may require more resource and effort and extensive partnership working.
- 7.5 More young people have been retained (vs. engaged) in the Sportivate programme this year than in year one (+3.4%), this means that now only 14.9% of engaged young people are not completing the 6-12 week programme of sport or physical activity.
- 7.6 14-16 year olds still overwhelmingly in the majority amongst Sportivate participants (42.7%), resulting in a very uneven distribution amongst the age groups. This is despite CSPs reporting that they are not actively targeting 14-16 year olds in many cases.
- 7.7 The inclusion of the new age groups (11, 12 and 13 years) in year three has had little effect on the uneven distribution amongst the age groups, as CSPs have openly commented that they feel 11-13 year olds are already over serviced in terms of sport and physical activity provision and don't need Sportivate as an additional provision. This is reflected in the data as only 22,193 (15.2%) 11-13 years old have been retained this year.
- 7.8 19 - 25 year olds make up just 21.8% of the retained profile. This age group are also more likely to be semi-sporty or non-sporty when compared to their younger counterparts (11-16 year olds). Whilst 11-16 year olds have access to curriculum PE and after school clubs, there is little readily available to the older groups, probably resulting in their lack of sportiness. As such, targeted efforts and resources at this age could have a much bigger impact on young people's participation in sport and physical activity.
- 7.9 Active people data³⁰ also shows that those in education do 17.1% more sport than those not in education, therefore when targeting the older age groups, the greatest impact on participation is likely to come from those not currently in education. For some CSPs, such as Somerset Activity and Sports Partnership, programmes such as workplace fitness are the only option as they have no higher education establishments in their CSP area, for others the reliance on HE and FE to deliver to the older ages may be steering delivery away from a group that have a greater need.

³⁰ Active people interactive (2014) Active people 7, Crosstab Age 14-16, 17-24, with education.

- 7.10 Culture and religion has an impact on Sportivate delivery and CSPs with large populations of BME communities are most affected. On the whole, there are more BME participants retained within Sportivate, proportionally, than the population averages and the figure has increased since year one (+4.5%). The Sportivate criteria, however, does limit the chances of engaging with certain groups such as Asian women and girls, as they are unlikely to attend an after school or evening sport and physical activity session. To attract this group, activities need to take place during the day in a school or college setting. More provision also needs to centre in social groups that fit around family life to appeal to these groups.
- 7.11 Retention rates differ amongst the individual ethnicity groups, Asian young people are more likely to be retained (vs. engaged) than any other ethnicity (87.1%). Black young people still remain the hardest to retain (82.4%). There is no significant difference between the retention rates of young people with a disability and those young people without a disability.
- 7.12 The top three sports remain consistent; football (7.6% of retained participants), basketball (7.5% of retained participants) and gym and fitness (6.5% of retained participants). Different sports appeal to the different genders, however, boxing, basketball, football and gym and fitness remain popular amongst both genders. Angling, wakeboarding and waterskiing and rowing are the sports with the highest retention rates, with angling only failing not to retain four in every hundred young people engaged. Rollersport, badminton and American football have the lowest retention rates, with rollersport failing to retain 32 young people in every hundred engaged.
- 7.13 Gym/fitness (7.5% n=1,113), dance (7.1% n=1,060) and boxing (6.9% n=893) are the top three sports for retaining women and girls. Recent evidence suggests that some individual sports are up to 10.0% less likely to retain women and girls than team sports, so despite these being the most delivered sports and activities, they may not be the best at retaining women, perhaps marginally contributing to the lack of progression against the female retain target.

- 7.14 Providers and deliverers have remained consistent with local authority development staff continuing as the most common provider and sports club staff the most common deliverer. Good local authority engagement is vital as they have dedicated staff and facility access with good community networks that can lead to high quality projects. Sports club staff delivering large numbers of projects, highlights the importance of both professional and voluntarily sports clubs in developing participation and offering exit routes that can lead to a lifelong habit of sport and physical activity.
- 7.15 The intention survey shows that 59.0% of young people who responded to the survey are members of a club and of those that aren't, 89.2% are likely or very likely to join a club to continue their participation in sport. A large proportion of young people have enjoyed their Sportivate session (97.6%) and 89.2% were inspired by the session, again highlighting the hard work that is being done by deliverers, coaches and volunteers at the delivery level of Sportivate projects.
- 7.16 The tracking survey results show that 88.6% of young people who have been retained in the programme have been sustained in sport, this equates to 129,386 young people continuing to participate in sport and physical activity in some capacity 90 days after their original Sportivate programme. The reasons for taking part remain the same as the last two years, these are enjoyment, to keep healthy and because they already participate in sport. Young people continue to participate in a range of environments; however, CSPs should be aware of individual gender differences. Males take part in more informal spaces such as the park when compared to females, whilst females take part in a more formal sports facility.
- 7.17 It is clear that Sportivate evokes behaviour change in retained participants. At the beginning of the programme 9.8% were non-sporty and 90 days after the programme only 2.7% remained in this group. At the start of Sportivate, 32.6% were considered sporty and after the programme this increased to 44.2%. Participants are progressing through the pathway from non-sporty to semi-sporty to sporty. Not only are they moving from sporty and semi-sporty and then from semi-sporty to sporty, but evidence shows that 33.0% are also moving directly from being non-sporty to sporty.

8 Recommendations

8.1 In view of the key findings and summary presented in this report, there are three themes to enhance the successes already delivered by the Sportivate programme.

Disproportionate investment to achieve equality

8.2 As highlighted in the end of year two recommendations, there is a need to address the inequality of provision for women and girls and the older age groups.

8.3 In many cases, exit routes for women and girls are less mature than for men and boys. Therefore, consideration should be given to using Sportivate underspend to invest in the development of sustainable exit routes for girls. This could involve grants to clubs that are prepared to develop women's provision or coach bursaries for female coaches and additional funding to support the exit routes of female activities.

8.4 We recommend a formula is developed to identify the cost per head for a female to be sustained compared to a male. This model could also be developed for older age groups and a specific under-represented ethnic group such as Asian women. CSPs could use the calculations to allocate funding to address inequalities.

8.5 In speaking to some CSPs, it seems they have conducted internal research in their local areas to understand what marketing and engagement models and products actually work with the older groups and with women and girls. There is scope to consolidate this insight into a tool kit which could aid all CSPs and in turn providers and deliverers and truly help address inequalities.

8.6 CSPs have continued to develop their relationships with their partners in the last year to target hard to engage groups. Working with providers to improve the awareness of and marketing to, groups with significantly lower engage and retain figures will have a dramatic effect on the impact of Sportivate.

Recommendations

- Develop a formula to identify the level of investment needed to reach equality in female participation
- Develop a toolkit for CSPs to engage the older Sportivate age group not in education
- Invest in school environment activities for Asian women. Use these activities to develop specific and tailored sustainable clubs

- Consider how year four funds or underspend could be used to reach other hard to engage groups such as NEET young people.

Integration of Sport England Programmes

- 8.7 There are multiple Sport England programmes that target the 11-25 age group (e.g. satellite clubs and Sporting Champions). Delivery should ensure that these programmes complement each other, for example, Sportivate projects can act as a catalyst for successful satellite clubs. A Sporting Champion attending a project can be a way to engage new participants, as well as retain them and, in some cases, address challenges faced by providers and deliverers.

Recommendation

- Model a Sportivate programme that integrates satellite clubs and uses Sporting Champions to inspire engagement in the programme and the club to develop a sustainable programme.

Underspend

- 8.8 From the CSP qualitative feedback, anecdotal evidence and discussions with Sport England it is clear that some CSPs have significant underspend and the majority of CSPs have some underspend. This has to be spent by the end of year four and we recommend strongly that this needs to be carefully invested.

Recommendations

CSPs should invest underspend in the following areas:

- Insight that will support planning for year 5 and year 6 delivery
- Investment in infrastructure to develop further opportunities for the older age group to be engaged in sport
- Investment in infrastructure to develop further opportunities for women and girls
- Investment in training for providers and deliverers on how to target older age groups and women and girls
- Develop marketing materials and campaigns that make Sportivate activities more appealing to underrepresented groups.

Appendix A Sport List

Previous classification of sports	Re-classified sports
Baseball/Softball/Rounders/Tchouckball/Stoolball	Aerobics / Fitness Classes / Boxercise
Handball/Korfball	Aquafit / Aquacise / Aqua Aerobics
Raquetball	Baseball
Watersports	Bmx
Yoga/pilates/taichi	Climbing
Aquatics	Cycling
Cycling/mountain Biking/BMX	Futsal
	Handball
	Kayaking
	Kite Surfing
	Korfball
	Lishi
	Modern Pentathlon
	Mountain Biking
	Pilates
	Rounders
	Softball
	Synchro Swimming
	Taekwon-Do
	Tai Chi
	Tchouckball
	Waterskiing / Wakeboarding
	Windsurfing
	Yoga