

Sportivate Programme Evaluation

Year Four - Six Month Evaluation April 2014 – October 2014



One Nation Community Centre (Sheffield) project in partnership with England Boxing's Club Support Officer for Yorkshire and Humberside

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Executive Summary

The first half of the year four programme has been another great success. 45.3% of the annual target has been achieved and the overall four year target has now been exceeded by 22.7%. In total, 416,500 young people aged 11-25 have been retained since Sportivate began in 2011. Taking an average of the proportion of sustained participants across the three and a half years of Sportivate (87.5%¹), 364,438 young people have been sustained in sport and exercise up to this point in the programme. Furthermore, we can estimate that 306,648 young people are also members of a sporting club, an impressive 73.6% of the young people who took part in a Sportivate project.

It was recommended in the Year Three Annual Evaluation that the older age groups should be better represented within Sportivate and that CSPs should take specific action to target the 19-25 year old group. CSPs have risen to this challenge and the age profile of Sportivate participants has changed. Since year one, the percentage of 19-25 year olds retained has increased by 5.7%, this older group now makes up 28.0% of the age profile. The proportion of 11-13 year olds retained in programmes has increased by 7.5%, and 14-16 year olds, the group that previously made up 42.7% of the profile, now make up only 32.1%².

Once again, the greatest amount of work is needed on increasing the number of females in Sportivate. There has still only been a small increase in female participation since the beginning of Sportivate (+1.5% since year one), despite there being strong recommendations for a re-focus on female participation in both the Year Two and Year Three Annual Evaluations. A case study on female participation in 2013 also identified some additional information about females in Sportivate in the hope it might further support CSPs to target 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 sports that are likely to retain females remain largely the same as in previous years and the top three are still gym and fitness, boxing and dance. Traditional team sports such as football, netball and cricket also feature in the top ten. Additional reporting in January 2015 on the numbers of females retained in Sportivate in each CSP area will identify which CSPs have the most work to do in contributing to a gender equal Sportivate programme.

¹ +/-1.2% confidence level

² Due to the change in the age groups, with the addition of 11-13 year olds in year three, caution must be taken when comparing figures from year one and two to year three and beyond.

The Sportivate innovation fund is new to Sportivate for year four of the programme and is an opportunity for CSPs to secure further funding for innovative new projects. There were 37 innovation fund projects delivered and 474 young people retained. Based on initial findings, it is clear that many Sportivate innovation fund projects have been delivered to retain the older age groups (35.4% of retained profile) as well as disabled young people (11.0% of retained profile), as these target groups make up a larger proportion of the innovation fund participants than they do of the national Sportivate population (+7.4% and +4.1% respectively). The gender split for Sportivate innovation fund projects is actually less equal than the split of the national Sportivate population, 65.4% to 34.6% in favour of males.

Sportivate is continuing to show a behaviour change amongst participants. Young people who initially identified themselves³ as non-sporty are now identifying themselves as semi-sporty (non-sporty decreasing by -7.8%), whilst those that were semi-sporty are now sporty (+9.6%).

Looking ahead to years five and six, CSPs have been set three performance measures for Sportivate; sustained, completed and inactive. This shows the priority of a Sportivate project, is ensuring an increase in 1x30 participation by targeting those doing less than 1x30 and ensuring that they are sustained post Sportivate. Additionally, the new Sport England youth insight pack requires Sportivate projects to identify that young people's attitudes to sport and physical activity aren't necessarily reflected in their behaviour. Sportivate projects should be targeting young people with a 'positive' or 'functional' attitude to activity and who are either irregularly active or consistently inactive. Sportivate as a whole will then contribute, most effectively, to increasing 1x30 participation amongst 11-25 year olds.

CSPs identify that they have seen success working with providers and deliverers who are targeting the older age groups and women and girls. CSPs identify this as a shift in their processes, moving more towards a targeting and commissioning method of devolving Sportivate funding. Deliverers continue to highlight the high quality projects they are delivering within their CSP areas, and how the young people value them.

The programme continues to retain a high proportion of participants from BME communities (+3.2% since year one) as well as disabled young people (+2.4% since year one). Disabled people are slightly easier to retain than the general Sportivate community for this year four six month period and this is a slight change from previous results. Participation

³ Young people identify the number of days on which they take part in sport and physical activity in a 28 day period through a self-reporting survey. The responses are then analysed and young people are categorised as being 'non-sporty', 'semi-sporty' or 'sporty'.

amongst Asian men and boys has increased again and this group is still easier to retain than white males. However the number of Asian women and girls retained has not increased at the same rate as that of the men and boys. This is the same for disabled women and girls who are also under-represented.

A significant effort is still needed to reduce the imbalance between male and female participants, the Sportivate innovation and incentive funds could be the mechanism to do this. Targeting harder to engage groups and working with non-sport partners will have a knock on effect to engaging some of the young people currently taking doing less than 1x30 minutes of activity per week.

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 programme⁴.
- 1.2 This is the fourth six month evaluation report for the Sportivate programme and covers the period 01 April 2014 to 6th October 2014. County Sports Partnerships (CSPs), project providers⁵ and deliverers⁶ 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 programme⁷
 - 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 6th October 2014 – the deadline for CSPs to upload data for the year four six month period. Throughout the report, we have drawn comparisons with data from years one, two and three as provided in the Year One Annual Report (2011-2012), the Year Two Annual Report (2012-2013) and the Year Three Annual Report (2013-2014). 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 the figures to year one, rather than to year two or year three.
- 1.4 Since year three of the programme, the age at which participants can take part in Sportivate has been lowered to 11 years old, therefore, throughout this report, direct

⁴ The national Sportivate programme is made up of individual projects. Each project is made up of a number of sessions.

⁵ 'Provider' is a term used to describe the tier below CSPs. This can vary from Local Authorities to sports clubs or community groups.

⁶ 'Deliverer' is a term used to describe the tier below provider and most commonly will be the coach or instructor.

⁷ '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'

comparisons for ages 11-13 can only be made to year three data. The sports list has also been updated and some groups of sports have been broken down into individual sports (for the full up to date sports list see appendix A).

- 1.5 This report is supported by the Sportivate Programme Evaluation - Year Four Six Month Technical Data Report (2014). The report contains a detailed breakdown of all data presented in this report.
- 1.6 Sport England uses the Sportivate data from the six month and 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. The corporate reporting figure is shown in table one.
- 1.7 Apart from in table one, all data in this report refers to the data reported in the year one, year two and year three annual evaluation reports and the year four sixth month data collected on the Sportivate portal on the 6th October 2014.
- 1.8 For this reporting period the Sportivate innovation fund has been launched. The Sportivate innovation fund has been developed to help deliver an improved programme in the remaining years of Sportivate and to support CSPs in meeting the strategic outcomes of Sportivate. The fund encourages CSPs who are hitting their retention target to stretch themselves and to develop 'cutting-edge' projects. It also encourages CSPs to widen their horizons and ensure the long term benefits of the programme whilst still delivering retained and sustained participants as part of their approach. Projects might target a 'hard to reach' group, be larger, smaller, more expensive than 'normal' or meet wider objectives alongside those of Sportivate, etc. The application process is competitive and rewards the most forward thinking, innovative CSPs.
- 1.9 The development of the Sport England youth insight pack has given CSPs a better understanding of what motivates young people and also how to create an offer that might appeal to them. Recognising the fact that young people's lives are dominated by technology is a crucial part of this. The insight pack has evolved the thought that young people can be categorised by their 'sportiness' and identifies that there are actually two dimensions that affect participation, not just one – those are attitude and behaviour. Sportivate should be aiming to effect a change in behaviour rather than necessarily a change in attitude.
- 1.10 With the new research, the performance measures by which the success of each CSPs Sportivate programme is measured have also been reviewed. Whilst this report refers

to the measures and performance in place for year four of the programme, it should be noted that in years five and six, CSPs will have three performance measures:

- Sustained
- Completed (previously retained)
- Inactives (increasing participation amongst those doing <1x30)

The comments and recommendations in this report will drive CSPs in the direction of being able to successfully impact on these new measures. However, throughout this report we will continue to refer to the number of 'engaged' and 'retained' participants to provide continuity to the previous 3 years of reporting.

2 Overview

2.1 This section provides an overview of the progress against targets for the first six months of year four (April 2014 to October 2014), but also gives comparisons against years one, two and three as well as the total of the overall target to date.

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

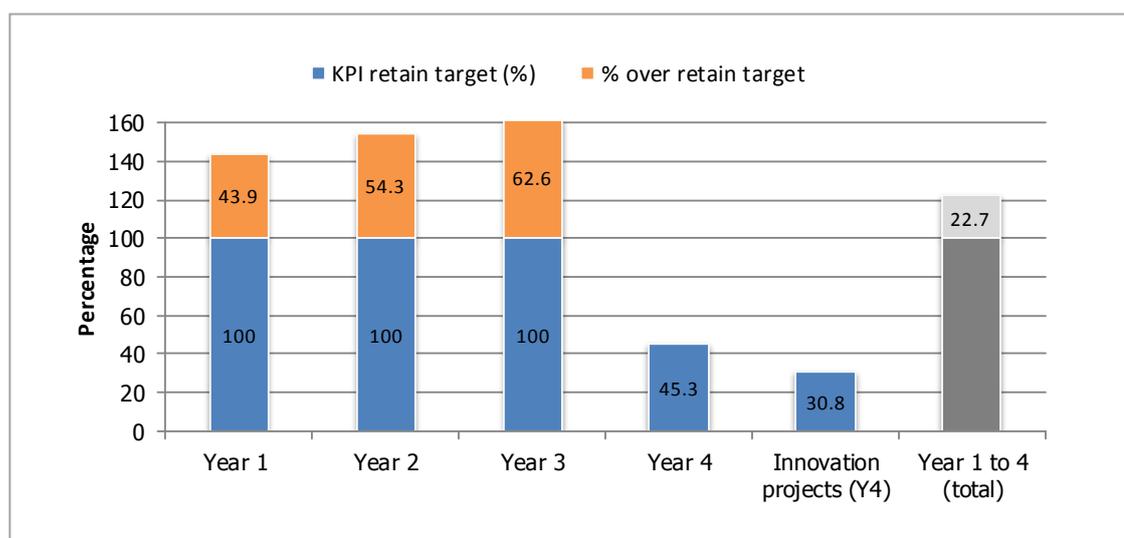
Table 1 Review of national targets to date

	Year	KPI engage actual	Retain Target	KPI retain actual	% year 1,2,3,4 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+	187,920	97,791	158,961	162.6	84.6
	2014 – 2015^	54,312	100,975	45,780	45.3	84.3
	2014 – 2015#	70,624	100,975	58,711	58.1	83.1
	2014-2015 Innovation projects**	620	1,555	474	30.8**	76.5
Total	2011 – 2014	495,132	339,374	416,500	122.7	84.1

*Year 1 Sportivate portal final figure as defined and reported in April 2013 ~Year 2 Sportivate portal final figure as defined and reported in October 2013, +Year 3 Sportivate portal final figure as defined and reported in October 2014, ^Year 4 – six month Sportivate portal figure captured from the portal October 2014, #Year 4 – six month Sport England corporate reporting figure October 2014

**Innovation project only. Percentage relates to innovation target only.

Figure 1 Target achievement to date



GREY – four year retention target (April 2011 - March 2015) and % achieved of target to date

- 2.3 A total of 495,132 young people aged 11-25 years have been engaged in Sportivate to date, of these, 416,500 have been retained. The number of retained young people means that Sportivate is currently 22.7% over the initial four year retention target.
- 2.4 A total of 54,312 young people (aged 11-25 years) have been engaged so far in year four, taking part in 3,610 completed projects. Of those engaged, 84.3% 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 45,780 retained young people. The programme has achieved 45.3% of the year four retention target to date.
- 2.5 There have been 620 young people engaged in Sportivate innovation fund projects and 474 have been retained. This means that 76.5% of young people engaged were retained, which is considerably lower than the national Sportivate population figure (84.3%). Sportivate innovation fund projects are developed to attract harder to engage young people or to deliver using innovative delivery methods, untested recruitment techniques or new delivery partners. The nature of these projects may explain this figure and show it to be an unsurprising finding.

Table 2 National and regional progress against targets COMPLETED PROJECTS

	KPI engage actual	KPI throughput actual	KPI retain actual	Year 4 target retain	% year 4 retain target	% retained vs engaged
National	54,312	321,173	45,780	100,975	45.3	84.3
East	5,892	32,155	5,114	10,299	49.7	86.8
East Midlands	3,360	19,734	2,720	8,505	32.0	81.0
London	8,973	55,592	7,558	15,092	50.1	84.2
North East	3,386	18,703	2,777	5,201	53.4	82.0
North West	7,414	44,381	5,894	13,527	43.6	79.5
South East	6,392	38,820	5,397	15,106	35.7	84.4
South West	4,421	24,756	3,689	9,853	37.4	83.4
West Midlands	5,525	30,502	4,702	11,297	41.6	85.1
Yorkshire & Humberside	8,949	56,530	7,929	12,095	65.6	88.6

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 So far in year four, 23,995 sessions have been delivered in 3,610 completed projects⁸. There is an average of 6.6 sessions per project, this is the same as year one (6.6 sessions) and similar to year two and three (6.5 sessions).
- 3.3 Of the completed projects securing Sportivate innovation funding, there were 37 projects made up of 289 sessions, this is an average of 7.7 sessions per project. This shows that Sportivate innovation fund projects are likely to run for a slightly longer period than traditionally funded projects. The Sportivate innovation fund project retaining the most young people (101 people) was a gym and fitness based project, the project retaining the least (2 people) was an ice hockey project.

Organisations

- 3.4 Providers and deliverers have been divided into 15 different types⁹. As the type of organisation involved was not a compulsory field, only 66.1% (n=2,388) of providers and 63.6% (n=2,296) of deliverers were assigned an organisation.
- 3.5 Local Authority Sports Development Staff are still overwhelmingly the most common provider with 39.2% (n=935) of projects, this has increased since year one by +3.4%. NGB staff, the second most common provider decreased in prevalence by +1.0% from year one to year four. Most providers have remained consistent in their provision.
- 3.6 The most common deliverers are sports club staff with 18.1% (n=415), this has decreased minimally (-2.8%) over the past four years. Most deliverers have remained consistent in their delivery. Sport on the doorstep has seen the greatest decline in both providers and deliverers (-6.2% and -6.6%). Other providers have also seen an increase, possibly due to CSPs continuing to find new partners to work with who do not fall into the defined categories.

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.

3.7 For Sportivate innovation fund projects the most prevalent provider was leisure centre staff and the most prevalent deliverers were sport on the door step and sports club staff, these deliverers reflect the types of projects run through the Sportivate innovation fund.

Table 3 Types of organisation providing and delivering Sportivate

Type of Organisation	Providers Year 4*		Deliverers year 4**		Provider	Deliverer
	N	%*	N	%**	% difference year 1 to year 4	% difference year 1 to year 4
College/ HE staff	106	4.4	212	9.2	-2.4	-0.6
Community sports trust staff	71	3.0	38	1.7	-1.5	-4.0
Community sports organisation	98	4.1	194	8.4	-1.2	-1.7
CSP staff	219	9.2	51	2.2	5.4	1.1
Football in the community	15	0.6	27	1.2	-0.3	0.3
Local Authority sport development staff	935	39.2	285	12.4	3.4	2.9
Leisure centre staff	101	4.2	69	3.0	2.0	-1.1
Mixture	16	0.7	70	3.0	-1.8	-1.5
NGB Staff	270	11.3	365	15.9	-1.0	1.3
Private organisation staff	111	4.6	296	12.9	-4.2	4.2
Sport on the doorstep	4	0.2	32	1.4	-6.1	-6.2
Sports club staff	164	6.9	415	18.1	-1.9	-2.8
Youth club staff	7	0.3	27	1.2	-0.5	0.9
Youth service staff	14	0.6	25	1.1	0.4	0.0
Other	257	10.8	190	8.3	9.6	7.2

*Based on 2388 projects (as this is not a compulsory field within the portal)

**Based on 2296 projects (as this is not a compulsory field within the portal)

3.8 Overall, 96.0% of the qualitative feedback from project deliverers was positive. There are some innovative projects tackling hard to engage groups that are achieving softer outcomes, there are also many specific, targeted projects aimed at providing for those with a disability, women and girls and the older age groups. There are also more specific projects for specialist populations (e.g. Asian women, unemployed young women and young people on probation). Young people have indicated they enjoy the projects they attend, they value them and they have a good attitude towards the delivery.

3.9 Deliverers are positive about the partnerships that they have developed with their CSPs, Local authorities, National Governing Bodies and local communities. Providers and deliverers have used many different approaches in marketing their programmes, including; social media, local press and radio, word of mouth, school communication,

events and fresher's fayres. There are still some challenges identified (table 4) that CSPs can take on board to offer even greater support to their deliverers, these are very similar to previous years of the programme.

Table 4 Qualitative feedback from deliverers

Challenges	N
Challenging young people (behaviour, group cohesion)	22
Age groups targeting (19-25)	18
Obtaining personal details/email addresses	11
Retention target unrealistic	7
Weather (too warm/cold)	7
Facility access/ programming	7
Poor initial numbers/turnout	7
Parental support	4
Recruitment	3
Programming projects	3
Marketing programme	3
Knowledge of women and girls targeting	3
Availability of coaches/volunteers	1

Based on 719 deliverers

Participants

Engage and retain measures (reached by Sportivate and successfully completed)

- 3.10 54,312 young people have been engaged in Sportivate. Of these, 84.3% (n=45,780) have been retained¹⁰. This has increased by +2.6% since year one, although most of this increase occurred between year one and year two and there has been little change from years two to the current year four six month result. The 37 Sportivate innovation fund projects have retained 474 young people.
- 3.11 In this section, comparisons are made between the retention figures and the engagement figures to identify trends emerging amongst the participants. Also, where possible Sportivate innovation fund project demographics have been compared against the national Sportivate population.
- 3.12 The aim of Sportivate is to keep young people retained in the Sportivate programme and therefore taking part in sport for 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 result, the number of engaged and retained female participants should reflect this national statistic. The retained participant profile, however, still shows that there are fewer female participants taking part than males, 57.1% of the retained participants (n=26,158) are male and 42.9% (n=19,622) 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 - 85.7%, males - 84.0%), so it is driving them to projects in the first instance that continues to be the difficulty. The percentage of females has increased by 0.8% since the end of year three, and increased by 0.7% from year one to year three (1.5% increase in total)

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

whilst it is promising that it has increased, there is still a large discrepancy that needs addressing.

3.14 Within the Sportivate innovation fund projects, the gender gap is even wider than that of the national Sportivate population (65.4% male, 34.6% female). This suggests that, so far, the fund has not been used specifically to attract more females into 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. Too few girls in the UK are physically active: Just 12% of girls aged 14 meet the official guidelines for physical activity. Boys are twice as active as girls at ages 14 and 15¹².

3.16 A further report on the proportion of male and female participants retained in each CSP is being undertaken in January 2015.

Figure 2 Retained participants by gender and age



Based on 45,780 year 4 six month retained participants

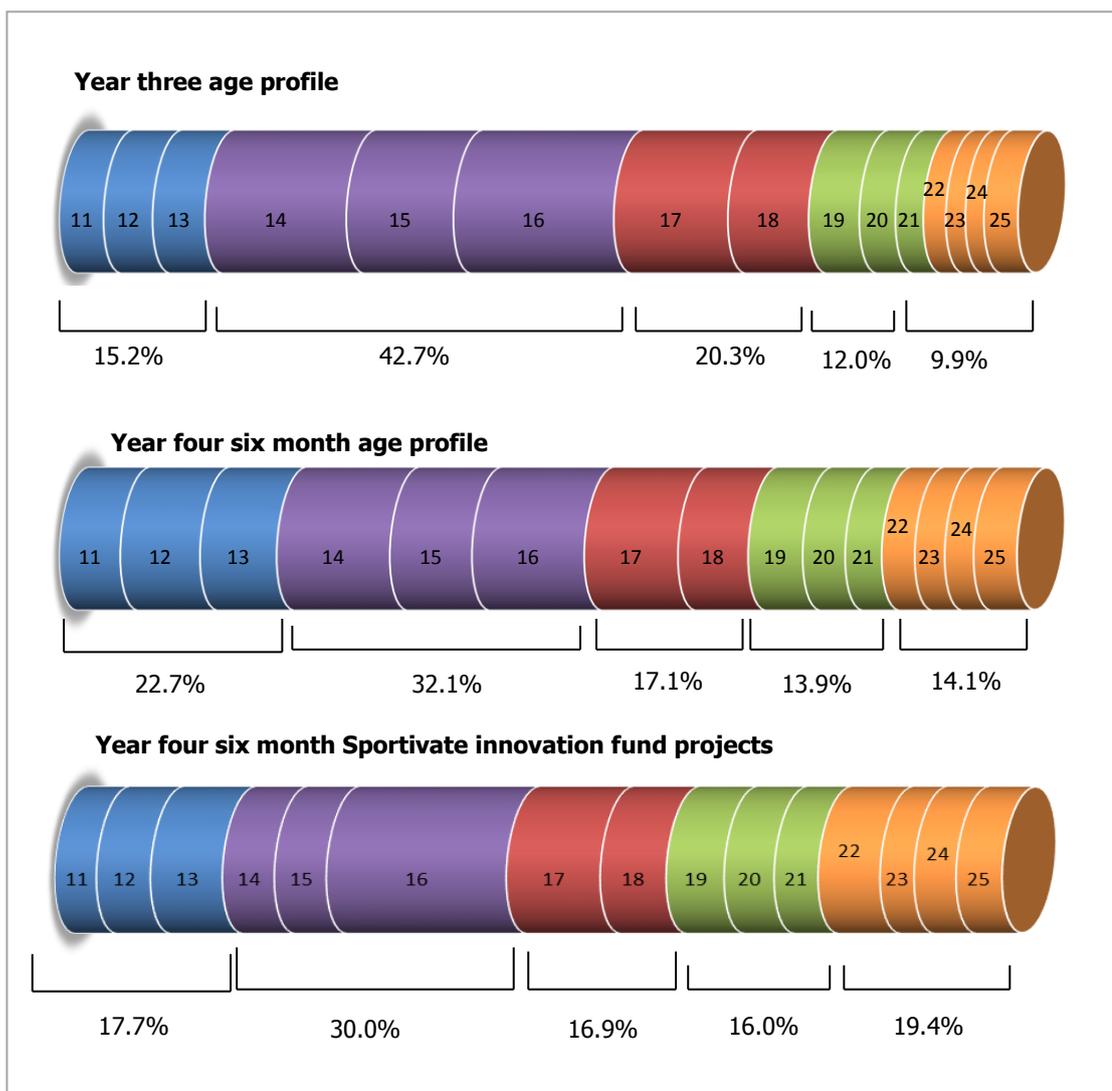
¹² Changing the Game for Girls, Women in Sport (WSFF previously)

- 3.17 The age profile of Sportivate participants has changed since year three. The number of 11-13 year olds engaged in projects has increased by 7.5% and 14, 15 and 16 year olds (who made up 42.7% of the profile in year three) now make up 32.1%. If each age were represented equally¹³, the 14-16 group still has one third more retained participants than you would expect if each age group was represented equally. Most notable in the change in ages retained, is that 19-25 year olds now make up 28.0% of the age profile, this has increased since year one by 5.7%. There has also been a slight decrease in 17 to 18 year olds retained, 17.1% compared to 20.3% in year three. The most populated single age is 14 years old (11.8%), the least populated is 24 years old with 1.9% (n=2,821).
- 3.18 The percentage by which 14-16 year olds dominate Sportivate has decreased since year one (57.7%) and year 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 still consistently over serviced by Sportivate when compared to the older age groups.
- 3.19 The Sportivate innovation fund participant's age profile is different from the National Sportivate age profile. 35.4% of participants from a Sportivate innovation fund project come from the 19-25 age group compared to 28.0% of the national Sportivate population. This suggests that whilst the Sportivate innovation fund projects aren't targeting female participants at present, they are targeting the older age groups.

¹³ Age distribution for age groups (e.g. 20.0% of 11-25 year olds are aged 14-16 years)

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 on 146,030 year 3 retained participants, based on 45,780 year 4 six month retained participants, based on 474 Sportivate innovation fund retained participants

- 3.20 Unlike in year three, 19-21 and 22-25 year olds are marginally easier to retain (vs. engage) than the 14, 15 and 16 year olds (86.8% and 85.5% compared to 85.0% for the younger group). The reasons for this shift are unclear, but this result will be examined further in the end of year four report if the trend continues.
- 3.21 The proportion of males to females is not uniform across the age groups. There is a significant drop in female participation and retention (-5.8%) between the ages of 14 and 16 years old (this is demonstrated in figure 2). The gender divide is widest aged 17 (-28.3%), when just over a third of the retained participants are female. This has changed since year three, where the gap was widest at 16 (24.3%) and year one, when the gap was widest at 19 (-29.7%). 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, 49.2% of the participants are male and 50.8% are female, making this the only age group in which females make up more of the gender profile than males. This is consistent with all previous years.

Table 5 Participants by age retained vs. engaged

Age	% retained vs. engaged Year 1*	% retained vs. engaged Year 2~	% retained vs. engaged Year 3^	% retained vs. engaged Year 4+
11 – 13 years	N/A	N/A	84.8	80.2
14 – 16 years	82.9	86.8	86.7	85.0
17 – 18 years	80.9	84.5	84.1	85.7
19 – 21 years	79.3	84.2	83.7	86.8
22 – 25 years	79.7	82.8	84.2	85.5

*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, +Year four- six month based on 54,312 engaged, and 45,780 retained participants

- 3.22 Since year one, the proportion of Asian participants has increased by 4.8% and the number of white participants has decreased slightly. This is a positive result for the programme as it demonstrates that Sportivate is retaining a good number of people from black and minority ethnic backgrounds. Census, 2011 data¹⁴ 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 28.0% retained.
- 3.23 In year one, white participants were the ethnic group most likely to be retained in Sportivate once engaged. In year four (six month findings), as in year three, it is Asian participants who were more likely to be retained (88.8% retain vs. engage). This result showcases the outcome of the valuable work CSPs have been doing. Black young people are still the hardest to retain (vs. engage) so far in year four (82.5%), this has been consistent across Sportivate to date.
- 3.24 Also, reflecting the results identified in year three, there are more Asian males engaged in the programme (16.0%), than Asian females (10.5%). Despite the fact that Asian participation has increased each year of the programme, female participation amongst this group has actually declined slightly (-1.2%).
- 3.25 Within the Sportivate innovation fund projects, 17.1% of the young people came from a Black or minority ethnic background, compared to 21.0% of the total

¹⁴ Office for national statistics Census (2011) - table KS201EW 2011 Census, ethnic groups

Sportivate participants. Care should be taken when comparing these statistics as a much larger proportion (18.8%) of young people engaged on the Sportivate innovation fund projects stated that they'd 'prefer not to say' what their ethnic origin is, compared to the national Sportivate figure of 6.1%.

Table 6 Participants by ethnicity retained vs. engaged

Ethnicity	% retained vs. engaged Year 1*	% retained vs. engaged Year 2~	% retained vs. engaged Year 3^	% retained vs. engaged Year 4+
White	82.8	86.1	85.3	84.8
Mixed	78.7	84.1	85.3	86.0
Asian	80.0	85.2	87.1	88.0
Black	75.8	80.5	82.4	82.5
Other	78.4	81.3	84.8	82.4
Prefer not to say	79.7	86.3	81.9	74.0

*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, +Year four six month based on 54,312 engaged, and 45,780 retained participants

- 3.26 6.9% (n=23,649)¹⁵ of the young people who were retained in the programme identified themselves as having a disability, this has increased since year one by 21.1%, highlighting the action CSPs have taken to engage disabled young people, including targeted and inclusive projects. 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. From this figure, Sportivate is catering well for disabled young people. CSPs have taken definitive action to address disability through inclusive and disability specific projects.
- 3.27 There is a slight difference for year four in the retention levels of young people with a disability as, when compared to the engage figure, more young people with a disability have been retained (87.6%).

¹⁵ Engaged figure 7.7% (n=13,130) of young people have a disability

¹⁶ Active people data (AP7)

Table 7 Participants by disability retained vs. engaged

	% retained vs. engaged Year 1*	% retained vs. engaged Year 2~	% retained vs. engaged Year 3^	% retained vs. engaged Year 4+
With a disability	82.7	85.9	85.6	87.6
Without a disability	81.9	85.6	85.3	84.6
Prefer not to say	79.2	84.0	81.6	78.6

*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, +Year four six month - based on 54,312 engaged and 45,780 retained participants

- 3.28 11.0% of the young people who took part in a Sportivate innovation fund project have a disability (+4.1% more than the Sportivate profile), this suggests that Sportivate innovation funding is being used to engage and retain young people who are more likely to have a disability than the national Sportivate population as a whole.
- 3.29 Of the disabled young people¹⁷ retained in the programme, 66.8% (n=2,540) were male and 33.2% (n=1,260) 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 (-9.7%) and this gap has widened by 2.0% since year three. This means that more work needs to be done, as well as more resources invested, to ensure that the gap doesn't widen further and we continue to see fewer disabled females engaging in Sportivate.
- 3.30 31.4% of the disabled young people are 14, 15 or 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 (30.6%) than those without a disability (28.0%).
- 3.31 The disabled retained participant profile shows that 84.0% are white, this is +16.5% more than the national Sportivate population profile, BME disabled young people are underrepresented.
- 3.32 The Sportivate data matches the demographic influences on sporting attitudes and behaviour that were identified in the Sport England youth insight pack; boys are more engaged than girls, participation levels decrease across the age group

¹⁷ Young people that identified themselves as having a disability

(although there is a small revival in the early twenties) and ethnicity plays a greater role in participation by young women than men.

Pre-Sportivate level of participation amongst retained participants

3.33 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 programme¹⁸.

Table 8 Baseline measure of previous activity level of retained participants

Activity Level	Definition		Year 1	Year 4 - six month		% change from year 1 to year 4
			%*	N	%^	%
Non-sporty	0x30	No sport in the previous 28 days	11.4%	5,515	12.0%	+0.6%
Semi-sporty	>0x30	30 mins of sport on 1-3 day in the previous 28 days	10.0%	7,126	15.6%	+5.6%
	1x30	30 mins of sport on 4-7 days in the previous 28 days	22.0%	10,920	23.9%	+1.9%
	2x30	30 mins of sport on 8-11 days in the previous 28 days	21.1%	9,257	20.2%	-0.9%
Sporty	3x30	30 mins of sport on at least 12 days in the previous 28 days	35.5%	12,962	28.3%	-8.2%
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)		53.1%	27,303	59.6%	+6.5%
	1x30 total (1x30, 2x30 and 3x30 combined)		78.6%	33,139	72.4%	-6.2%

* Based on 80,870 retained year 1 participants

^ Based on 45,780 retained year 4 six month participants

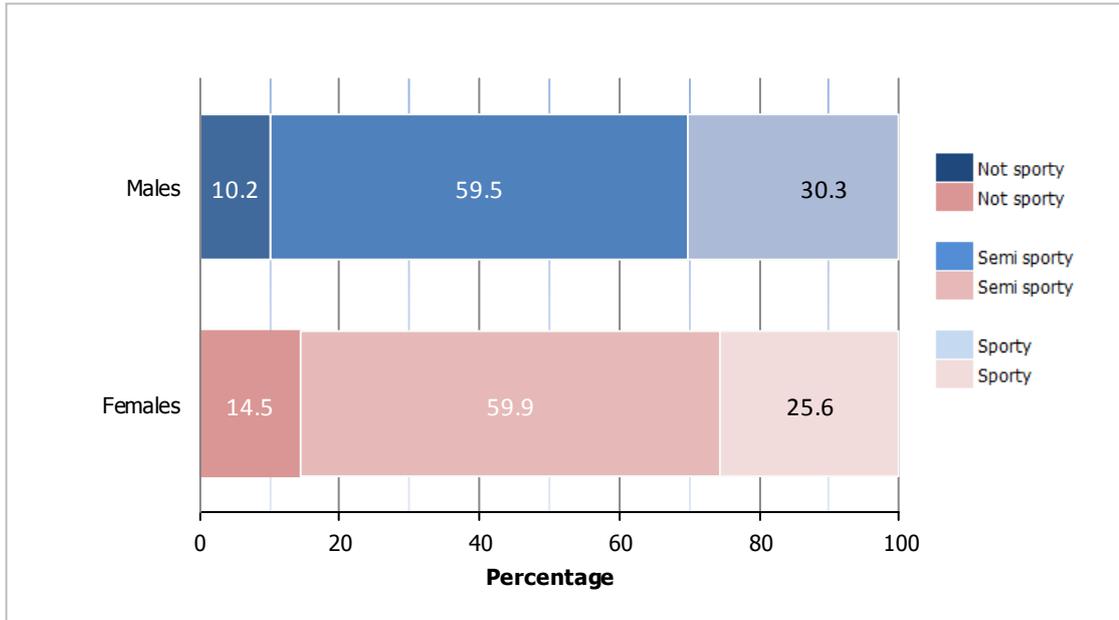
3.34 Semi-sporty young people make up more than half the young people retained (59.6%); this has increased since year one (+6.5%). There has also been a large reduction in the number of young people classified as sporty since year one (-6.2%). These changes highlight the action that CSPs have taken to ensure that it is semi-sporty, non-sporty, young people who are accessing Sportivate projects.

¹⁸ 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.

- 3.35 Non-sporty young people make up 12.0% of the retained young people, this figure has remained consistent over the last three years (11.4% for year one and two, 11.9% for year three).
- 3.36 National data shows that an average 58.0% of 14-25 year olds participate at least once a week each month (1x30)¹⁹. Within the year four six month Sportivate population, an average 72.4% of young people participate in activity at least once a week. Therefore, Sportivate is attracting a significantly higher proportion of young people doing at least 1x30 minutes of activity. This is where CSPs are now being asked to lower this percentage and ensure that young people, not currently doing 1x30, take part in Sportivate and increase their participation as a result.
- 3.37 A 2014 Sport England review into young people's lives found that sport needs to adapt how it presents itself to broaden its reach and increase the proportion of young people regularly participating. With this new research evidence suggests that young people's behaviours do not always reflect their attitudes to sport. Activity programmes, such as Sportivate, need to focus more on changing behaviours and less on changing attitudes.
- 3.38 Once again, the gender differences relating to previous activity levels are considerable; this has been an ongoing trend from the outset on the programme and continues into year four. 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.

¹⁹ Active People Data

Figure 4 Participants by gender and previous activity level



Based on 45,780 year 4 six month retained participants

3.39 In year three, 22-25 year olds were most likely to be non-sporty. This trend has shifted in the first six months of year four, those aged 11-13 years old are more likely to be non-sporty at the beginning of the programme than any other age group. 19-21 year olds, when they start a project, are least likely to be non-sporty. This is a surprise finding, however, the six month reports have been known to produce anomalous data that isn't reflected in the end of year evaluation. Should this finding be observed in the end of year four evaluation we will examine the reasons for the shift.

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

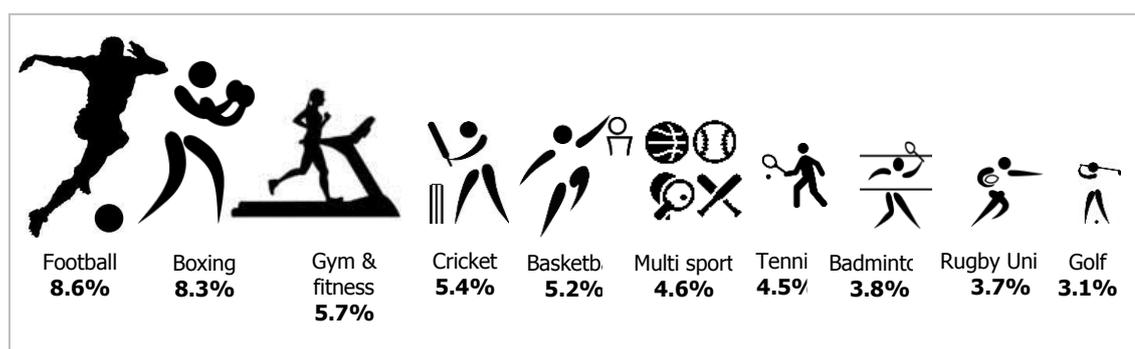
Age		11-13	14-16	17-18	19-21	22-25
Activity Level	Definition	%	%	%	%	%
Non-sporty	0x30 No sport in the previous 28 days	15.3	11.5	11.6	9.8	10.5
Semi-sporty	> 0x30 30 mins of sport on 1-3 day in the previous 28 days	9.5	11.2	18.7	26.4	20.9
	1x30 30 mins of sport on 4-7 days in the previous 28 days	22.1	25.9	24.5	22.0	23.1
	2x30 30 mins of sport on 8-11 days in the previous 28 days	22.2	21.1	18.7	18.5	18.6
Sporty	3x30 30 mins of sport on at least 12 days in the previous 28 days	30.9	30.3	26.6	23.3	26.9
Strategic priorities	Semi-sporty total (>0x30, 1x30 and 2x30 combined)	53.9	58.2	61.8	66.9	62.6
	1x30 total (1x30, 2x30 and 3x30 combined)	75.2	77.3	69.7	63.9	68.6

Based on 45,780 year 4 six month retained participants

Sports

3.40 The top ten sports that young people take part in are a mix of team and individual sports. The top sport by frequency of retained young people is football (8.6%, n=3,954) followed by boxing (8.3%, n=3822) and gym and fitness (5.7%, n=2,630). Dance has fallen out the top ten for the first time since the start of the programme.

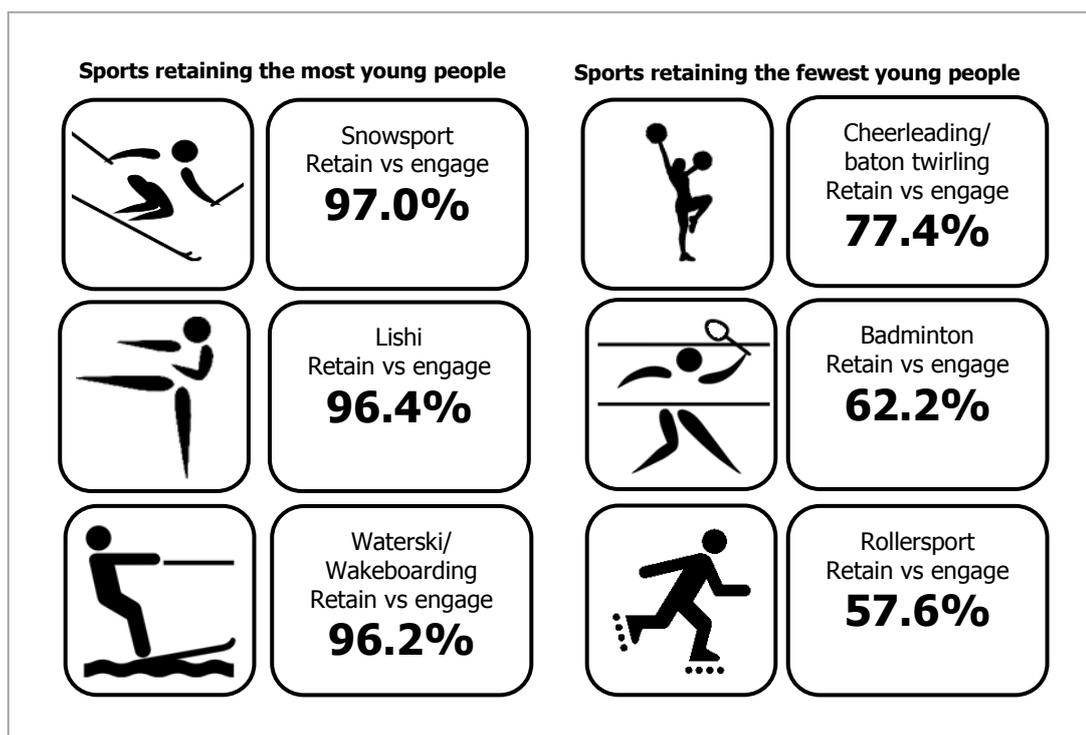
Figure 5 Top ten sports by frequency of retained young people



Based on 45,780 year 4 six month retained participants

3.41 The sports with the highest and lowest retention rates are shown in figure 6. These sports are similar to those that featured in the previous three years, with the addition of lishi. The technical data report contains details on all sport retention rates.

Figure 6 Sports by highest and lowest retention rates (vs engage)

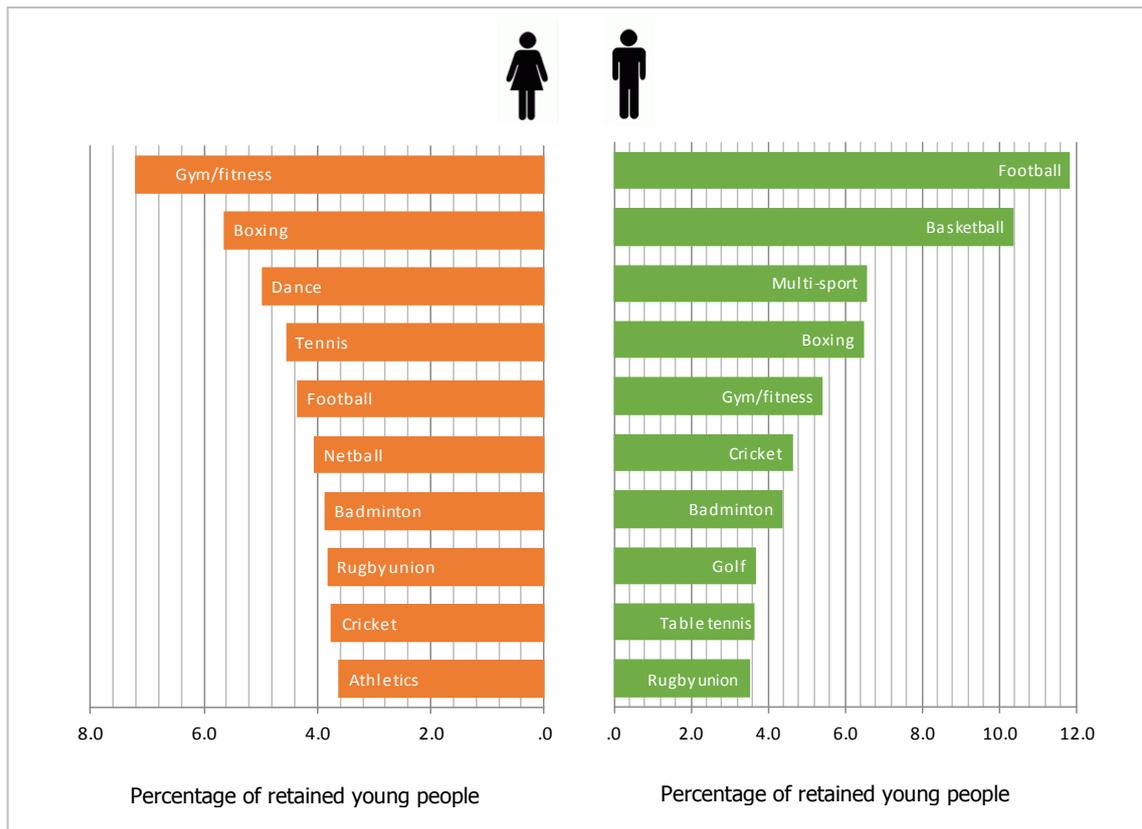


Only including sports with more than 200 engaged participants

3.42 There are significant differences between the sports that retain the most male and female participants. The top three activities for men and boys are football 11.9% (n=3,100), boxing 10.4% (n=2,712) and cricket 6.6%, (n=1,724) this is slightly different from all previous years, as cricket is in the top three for the first time. For women and girls, the top three activities are gym and fitness 7.2% (n=1414), boxing 5.7% (n=1,110) and dance 5.0% (n=979). Dance was previously the top activity for women but it has now been replaced by gym and fitness²⁰. There are no team sports in the top three sports for women as was the case in year three.

²⁰ 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 45,780 year 4 six month retained participants

3.43 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.

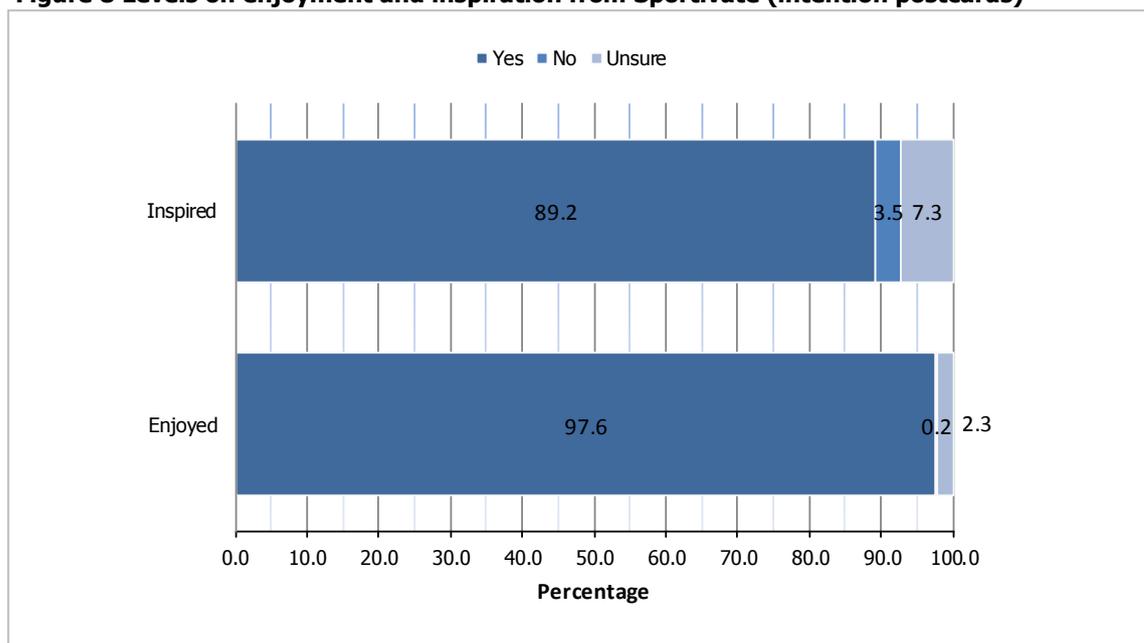
4 Sustain measure – intention survey

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 project they attended. 20,000 postcards were sent to CSPs, aggregated based on their targets. 1,237 postcards have been received (although not all participants answered all questions). This survey provides an excellent level of confidence in the responses received for the first six months of year 4²¹.

Enjoyment and inspiration

4.2 Projects were enjoyed by 97.6% (n=1,207) of young people who attended a Sportivate project (increase of +1.2% on year one). Very few young people (0.2%, n=2) indicated that they did not enjoy the project they attended, a further 2.3% (n=28) were unsure.

Figure 8 Levels on enjoyment and inspiration from Sportivate (intention postcards)



Based on 1,237 year 4 six month respondents

4.3 As well as having enjoyed the Sportivate project, nearly 90.0% felt inspired to continue taking part in sport (89.2%, n=1,102). Just 3.5% (n=43) were not inspired, 7.3% (n=90) were unsure as to whether the project was inspirational.

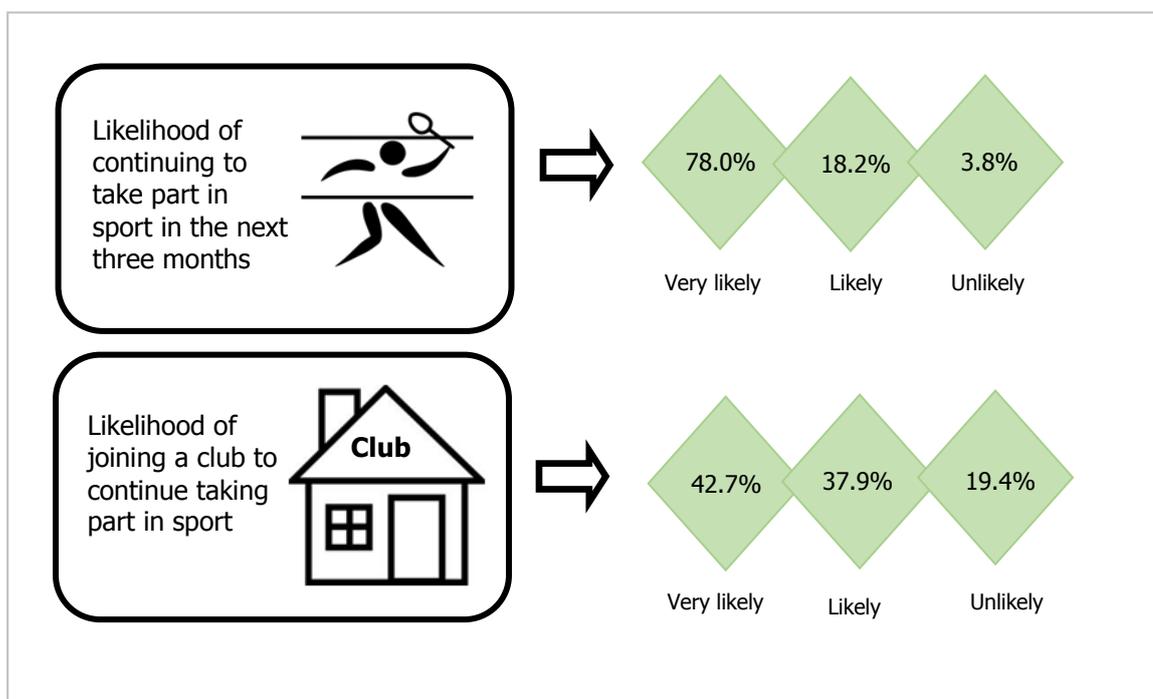
²¹ At a 95% Confidence level the confidence intervals are:

	50%	40% or 60%	30 or 70%	20 or 80%	10 or 90%	5 or 95%
1237 responses	+ or - 1.43	+ or - 1.40	+ or - 1.31	+ or - 1.14	+ or - 0.86	+ or - 0.62

Likelihood of continuing to take part in sport or join a club²²

- 4.4 Most young people (95.2%) expressed a likelihood that they would continue to take part in sport over the next three months. The majority (78.0%) suggested that they were 'very likely' (a decrease of -1.1% from year one), with a further 18.2% 'likely' to continue taking part in sport. Only a few (3.8%) felt that they were 'not likely' to continue to take part in sport in the next three months.
- 4.5 We know that young people are seeking experiences which are: interactive, social, rewarding, personalised, inspiring and creative, Sportivate exit routes need to ensure that they are meeting as many of these criteria as possible in order to sustain young people and impact on 1x30 participation.
- 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 (61.4%, n=753), this is 1.9% more than year one), 38.6% (n=474) are not a member of a club. Of those that are not a member of a club, 42.7% (n=205) are 'very likely' to join a club to continue taking part in sport in the next three months. A further 37.9% (n=182) are 'likely' to join a club. The remaining 19.4% (n=93) were 'not likely' to join a club.

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



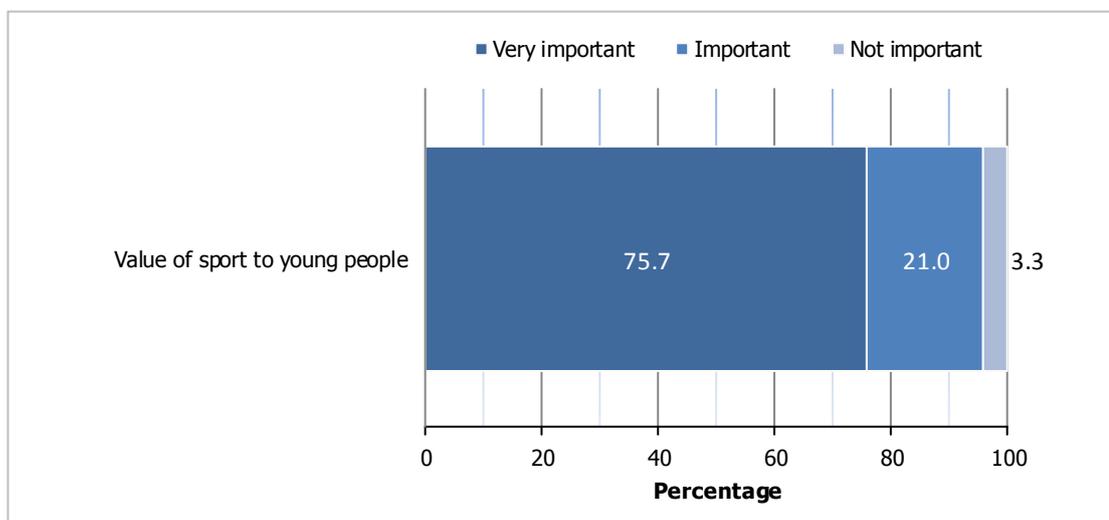
Based on 1,237 year 4 six month respondents

- 4.7 Sport is seen to be important to young people taking part in Sportivate. Nearly three quarters of young people (75.7%, n=924) felt that taking part in sport was 'very

²² Scale 1-10 answers to question were categorised 1-4=not likely, 5,6,7=likely and 8, 9, 10=very likely

important' to them (a difference of +3.0% since year one). 21.0% (n=256) felt that taking part in sport was 'important'. Whereas, only 3.3% (n=40) felt that sport was not important.

Figure 10 Value of sport to young people



Based on 1,237 year 4 six month respondents

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, 365 participants who took part in Sportivate between April - July responded to the tracking study, the number gives moderate confidence in the results²³. As there has only been three clear months of data collection for this period, the picture will become clearer in the year four annual report with a larger sample size.
- 5.2 The majority of young people (85.6%, n=327) have continued to take part in sport since attending a Sportivate session²⁴. This remains largely unchanged, as shown in figure 11, from year one to year four. From the responses provided, the data can be extrapolated to calculate the national Sportivate sustain figure (85.6% of the national Sportivate retain figure) which suggests that 39,188 participants have been sustained in sport for this period (+/- 4.09).
- 5.3 From this we can also extrapolate that 89.3% (n=34,994) of those young people who continue to take part in sport 90 days later, are achieving 1x30 participation or more (n=34,994). Our confidence in this sustain figure is based on statistical theory²⁵.

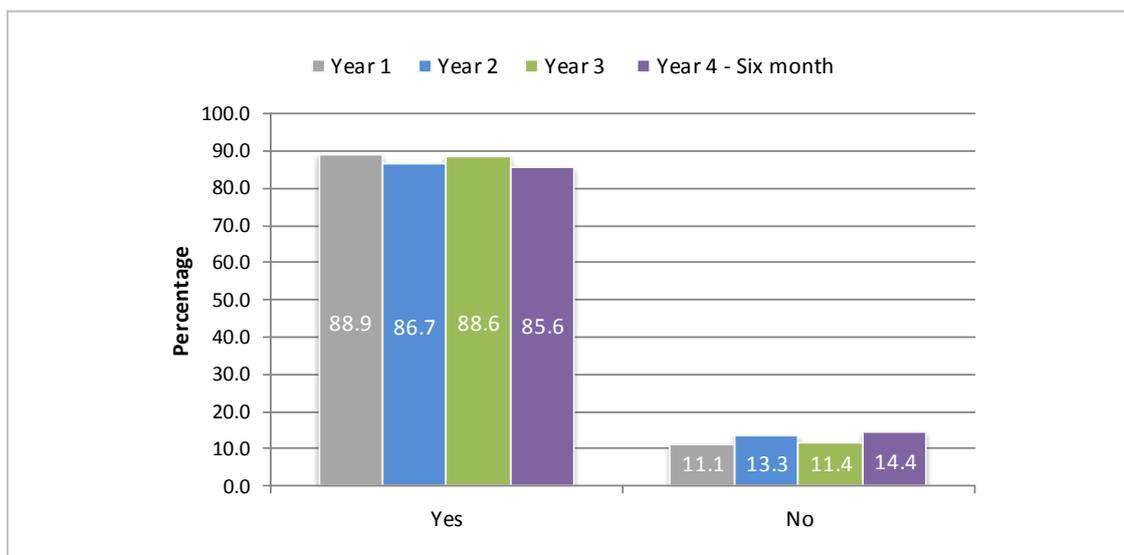
²³ At a 95% Confidence Level the Confidence intervals are:

	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	5% or 95%
365 responses	+ or – 5.00	+ or – 4.99	+ or – 4.68	+ or – 4.09	+ or – 3.07	+ or – 2.23

²⁴ 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.

²⁵ 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.

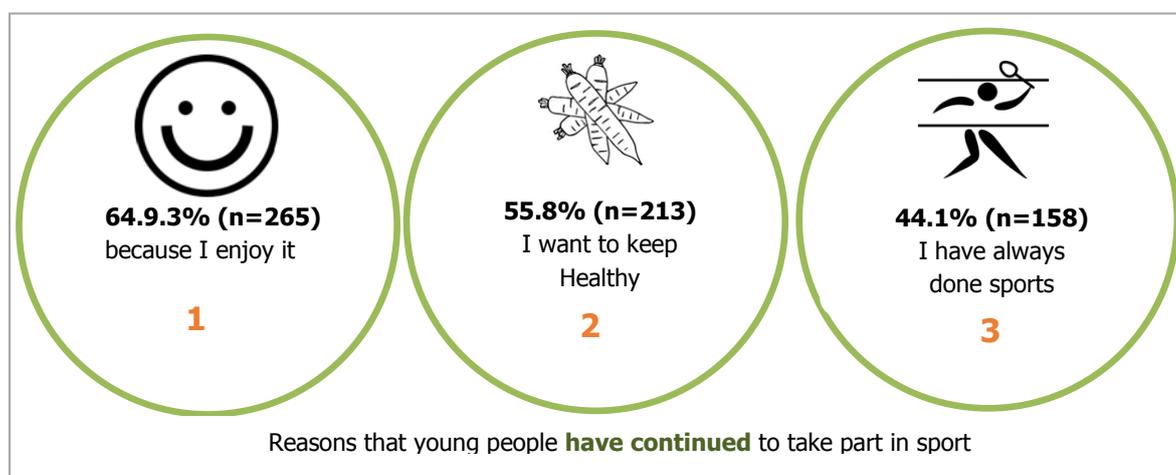
Figure 11 Young people taking part in sport three months after a Sportivate project



Based on 365 year 4 six month respondents, 1,898 year 3 respondents, 2,439 year 2 respondents, 1,739 year 1 respondents

5.4 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 years one to three; these are because I enjoy it (64.9%), to keep healthy (55.8%) and I have always done sport (44.1)%

Figure 12 Reason for continuing to take part in sport²⁶



Based on 365 year 4 six month respondents,

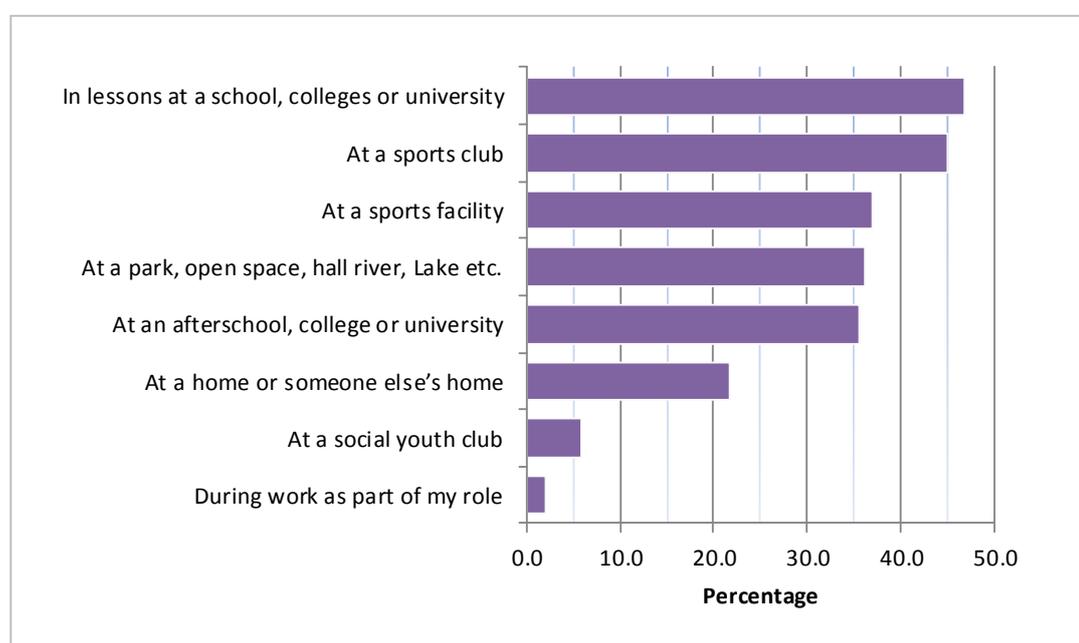
5.5 Young people who have continued to take part in sport have taken part in a variety of settings. The most popular settings are in lessons at school, college or university (46.9%, n=179), at a sports club (45.0%, n= 172) and at a sports facility (36.9%, n=141). As Sportivate is a community based programme it is of some concern that taking part in school, college or university is the top environment, however, of the

²⁶ Reasons for not taking part have not been included because sample per response is less than n=30.

179 that stated this, 64.2% (n=115) also said they took part in a club and therefore, it is clear that a community club setting is still important. The top three environments have remained consistent from year one to year four with the order only altering minimally.

5.6 Participation in school is one factor that can be either a driver for a positive experience and continued participation or a driver for a negative experience and drop out. We know that around 15% of young people are positive about taking part in sport but need an easier route²⁷. CSPs should ensure that the offer in each of the environments where young people continue to participate is good enough to sustain them.

Figure 13 Settings where sustained participants take part in sport



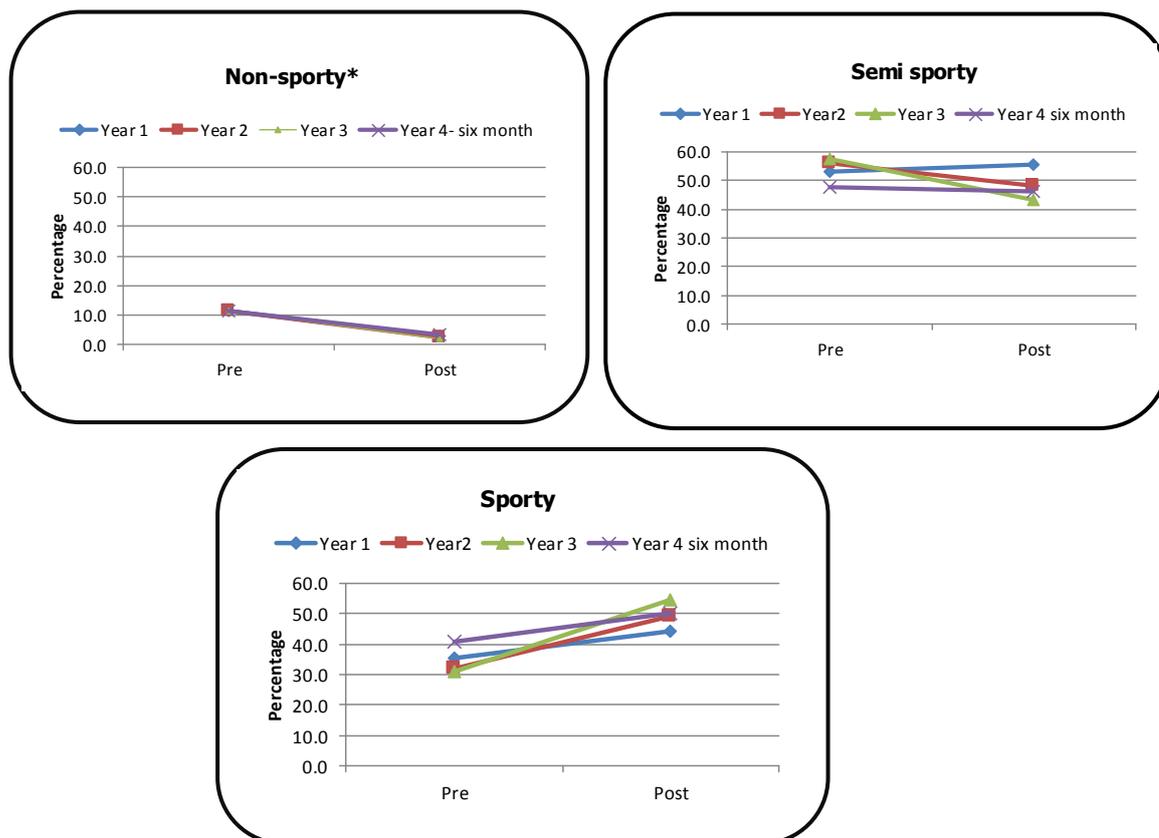
Based on 365 year 4 six month respondents

5.7 The majority of young people who responded to the tracking survey (69.8%, n=226) are members of a club(s). This is consistent with the previous three years and is a lot higher than the intention data where just over half of young people (61.0%, n=753) indicated that they are a member of a club(s). This is encouraging and indicates that club membership increases after involvement in Sportivate.

²⁷ Sport England youth insight pack

5.8 The three graphs in figure 14 show, that at this half point in year 4, Sportivate has achieved a behaviour change for both sporty and semi-sporty young people. 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 (+9.6%). This is consistent with the findings from previous years.

Figure 14 Activity level by year and type

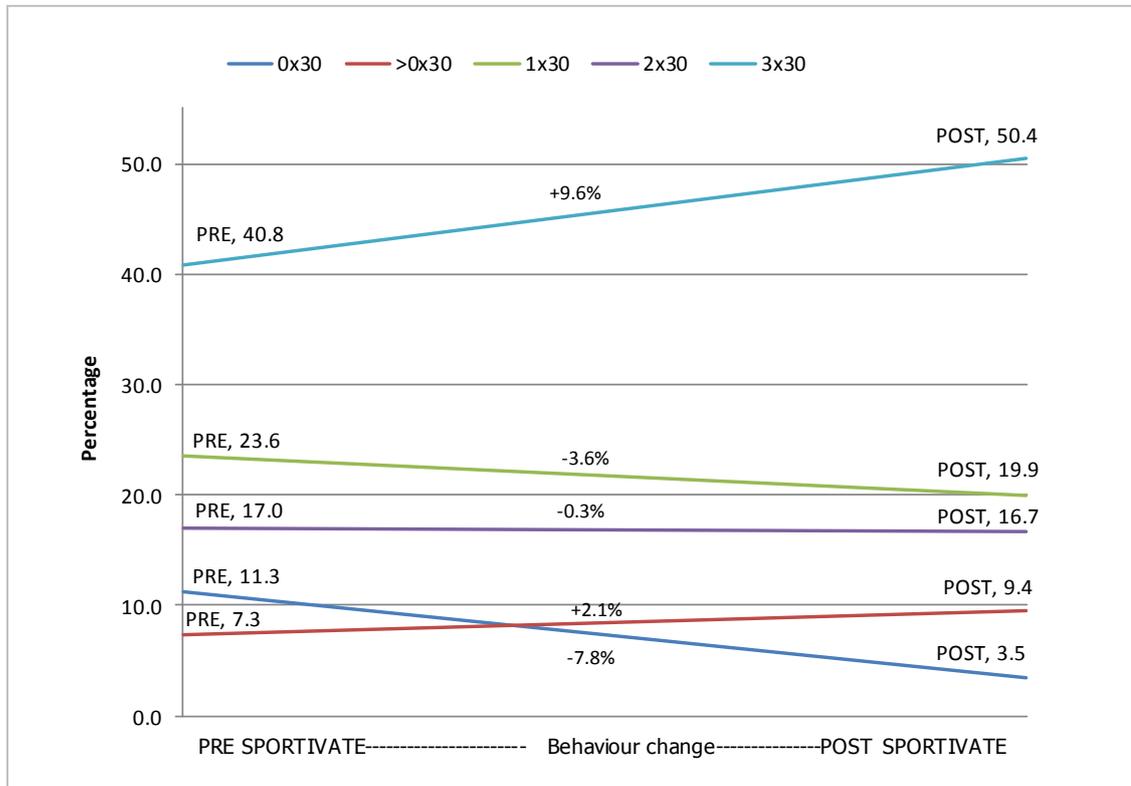


*Non-sporty - Year 4 six month data (pre 11.4%, post 2.7%) is very similar to the year 1 data (11.6%, 2.1%), year 2 data (pre 11.4%, post 2.6%) and year 3 data (pre 11.5%, post 2.1%) and consequently the year 1,2,3 data line lies directly underneath the year 4 line and cannot be seen on this graph

²⁸ Young people identify the number of days on which they take part in sport and physical activity in a 28 day period through a self-reporting survey. The responses are then analysed and young people are categorised as being 'non-sporty', 'semi-sporty' or 'sporty'.

5.9 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 9.6% in those doing 3 x 30 minutes a week, consistent with the last three year's results.

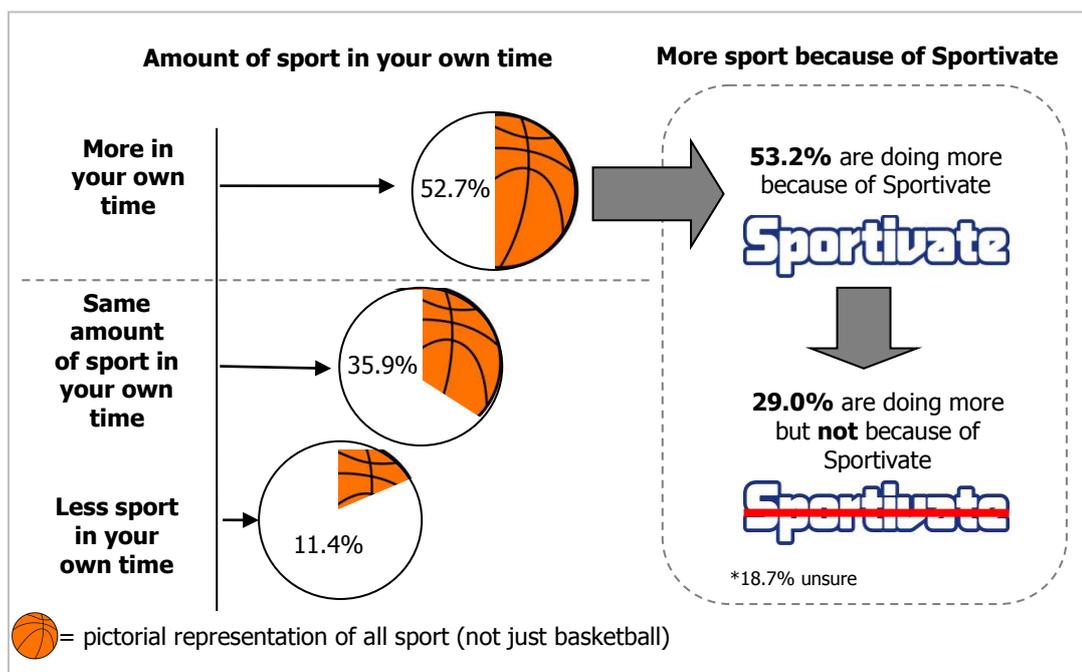
Figure 15 Activity level behaviour change



Based on 365 year 4 six month respondents

- 5.10 Most young people (76.0 %, n=279) see taking part in sport as very important, 21.3% (n=67) see sport as important and only 5.7 % (n=21) as not important. As well as seeing the importance of sport, 64.4% (n=235) of young people suggested that they are interested in participating in other sports.
- 5.11 Sportivate is having a positive impact on young people. Overall 53.7% (n=194) are doing more sport in their own time, 35.9% (n=132) are doing the same and 11.4% (n=42) are doing less. This remains consistent with the data from year one and year two.
- 5.12 Furthermore, 53.2% (n=101) of the young people doing more sport are doing it because of the Sportivate project they attended. 23.0% (n=211) are doing more, but not because of Sportivate and 29.0% (n= 56) 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



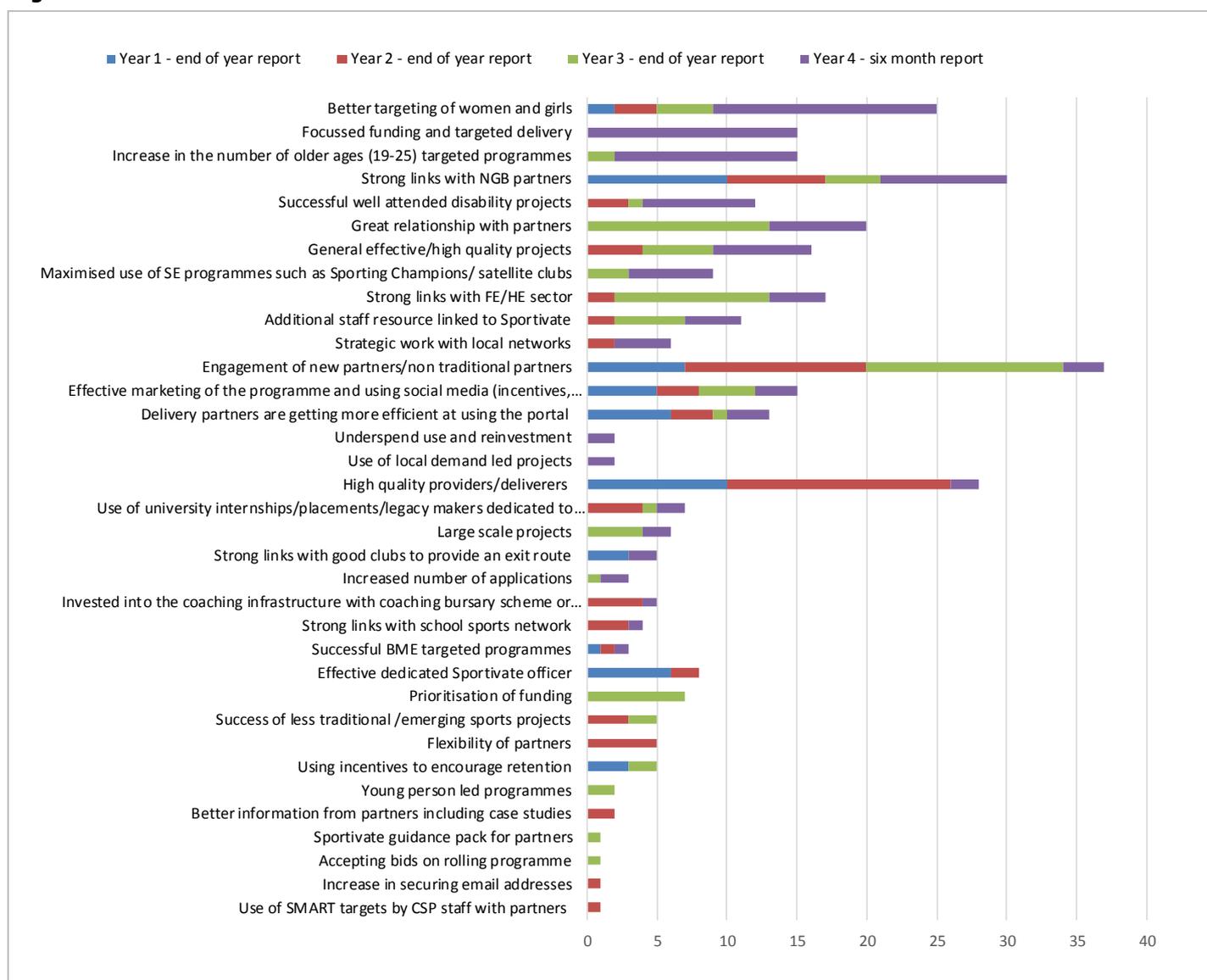
Based on 365 year four six month respondents

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 four six month 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 47 year 1 responses, 48 year 2 responses and 44 year 3 responses, based on 46 year 4 six month responses

- 6.2 There has been a slight shift in the main successes that CSPs are reporting in year four so far and they reflect the emphasis of Sportivate's move towards targeting key groups. 'Better targeting of women and girls' was identified as the greatest successes this time around. This has been identified as a strong aspect of the programme in previous years by a few CSPs, however it has been identified by significantly more in this period.
- 6.3 It is interesting that targeting females has been identified as successful, considering the proportion of females taking part in Sportivate is still considerably lower than the proportion of males. One CSP suggested that whilst they have seen success in working with partners to fund projects targeting women and girls, these projects still have a higher risk of cancellation. This would, therefore, not lead to the increase in the proportion of female participants that CSPs would hope, although still suggests work is moving in the right direction.
- 6.4 'Focussed funding and targeted delivery' has been mentioned for the first time but was mentioned consistently by many CSPs. A focus on 19-25 year olds was also identified as a success, matching the findings in the report that there are now more young people aged 19-25 retained in Sportivate than in any of the previous three years.
- 6.5 NGB partnerships continue to be important to CSPs and there are many instances where CSPs attribute the success of specific targeted projects to working with NGB partners. This has been constant throughout all three and half years of programme delivery.
- 6.6 'Using local demand led projects' and 'underspend use and reinvestment' were new successes highlighted this year, but also reflect the shift in expectation about how CSPs allocate Sportivate funding and the stipulations they put in place for providers to be awarded funding. It should also be noted, however, that CSPs must use all of the Sportivate funding they have been awarded or Sport England will claw it back at the end of this year.
- 6.7 There has been much less emphasis on the partners that are engaged in year four and the importance sits clearly in how projects are targeted and how funding is directed straight to the underrepresented target markets.

Figure 18 Main challenges for CSPs



Based on 47 year 1 responses, 48 year 2 responses and 44 year 3 responses based on 46 year 4 six month responses

6.8 Despite many CSPs reporting successes in their targeted delivery, it is still not without challenges and this is the challenge identified with most prevalence. It seems that despite there being great progress in this area, there is still lots of work to be done.

6.9 The importance of matching the Sportivate demographic to the local demographic data is being identified as a challenge for more CSPs than ever before, CSPs report a

number of older age group and female projects not reaching retention targets or that delivery has been delayed. It is likely that partnerships with providers and deliverers delivering to these groups are still not matured in their experience delivering Sportivate and as such there is more uncertainty, it may also be linked to the increased pressure placed on CSPs by Sport England's Sportivate team to target the hard to engage groups.

- 6.10 Ensuring deliverers use the evaluation tools correctly and the time it takes to chase providers for paperwork etc. continues to need overcoming. Another operational challenge that remains a factor for CSPs is the difficulty in securing email addresses for the tracking survey.

7 Summary

- 7.1 At this midpoint stage of year four in the Sportivate programme, delivery is clearly going well and half of the year four target has almost been achieved (45.3%). The overall year one to year four target has been surpassed by 22.7%. Many CSPs have already achieved their total year one to year four target.

Table 10 Target group summaries

Target group table	Percentage of all retained young people Year 1	Percentage of all retained young people Year 2	Percentage of all retained young people year 3	Percentage of all retained young people year 4-six month*	% increase/decrease since year one
Women and girls	41.4	41.5	42.1	42.9	+1.5
19 to 25 years old^	22.3	23.1	21.8	28.0	+5.7
Disabled	5.9	6.5	7.7	8.3	+2.4
Black and minority ethnic	18.8	20.7	23.3	22.0	+3.2

*Based on 45,780 retained young people

^Age ranges changed for year 3, adding 11-13 year olds, meaning we must be wary of direct age group comparisons for years one and two.

- 7.2 Table 10 shows an increase across the board in the retention of target groups, possibly as a result of CSPs having achieved their target and therefore committing to provision for the harder to engage groups. The smallest increase is in women and girls, only increasing by +1.5% over the past 3.5 years. The greatest increase is in the older age groups (19-25 years old) with an increase of +5.7%. We know from the Sport England youth insight that there seems to be appeal in activities with age barriers, such as marathons and 'adventure races'. Using information like this will help CSPs to continue to drive this increase in participation amongst 19-25 year olds.
- 7.3 The national Sportivate gender profile has hardly changed from year one to year four (six month) and remains broadly a 60/40 split in favour of males. This trend includes those participants who have attended a Sportivate innovation fund project where the gap is even wider. 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. Pursuing an equal male to female ratio must continue to be a top priority for all CSPs for the remainder of the Sportivate programme.
- 7.4 Also in line with the previous Sportivate trend, women and girls are more likely to enter Sportivate non-sporty or semi-sporty. Therefore, with more targeted projects, the potential for Sportivate to have a real impact on 1x30 participation is great.
- 7.5 There is also scope to do more with disabled young women who are underrepresented compared to the Sportivate profile. Disabled young women are

- likely to begin a project non-sporty and as a result, there is scope for a greater number of specialised projects that can have an impact upon underrepresented populations.
- 7.6 More young people have been retained (vs. engaged) in the Sportivate programme this year than in year one, the biggest jump in this figure was seen between years one and two and has levelled off in the last two years. This means that now only 14.7% of engaged young people are not completing the 6-12 week project of sport or physical activity. Young people who attended a Sportivate innovation fund project are harder to retain (76.4%), when compared to the total of all Sportivate participants (84.3%). This is to be expected due to the nature of Sportivate innovation fund projects using non-traditional methods or targeting hard to engage groups.
- 7.7 Comparing the age groups year on year needs to be done with some caution due to the addition of 11-13 year olds in the programme for year three, however it is clear that the age profile has changed in the last six month period. 14-16 year olds do still make up the majority of participants, however this has decreased by nearly 10% over the last six months (32.1%) and has resulted in a slightly more even split across the age groups.
- 7.8 Many CSPs identified that 11-13 year olds would not be a priority for them, however so far in year four, the proportion of 11-13 year olds has increased (+7.5%). This period has also seen the first significant change in the proportion of older age groups retained. The 19-21 age group now makes up 28.0% of the age profile, this has increased by 5.7% since year one. Sportivate innovation fund projects have also engaged larger number of those aged 19-25 when compared to the National Sportivate population.
- 7.9 In the last six months, 19-21 and 22-25 year olds have also been marginally easier to retain (vs. engage) than the 14, 15 and 16 year olds (86.8% and 85.5% compared to 85.0% for the younger group). This is a surprising finding as traditionally it has been the younger age groups who have been easier to retain in Sportivate. This result confirms that effort has been made to retain the older age groups. Older age groups have entered Sportivate mostly semi sporty.
- 7.10 As mentioned in the year three reports, culture and religion have an impact on Sportivate. Qualitative research we undertook earlier this year identified that some Asian women and girls struggled to engage with Sportivate due to the community

based nature of the programme which conflicts with commitments at home. There are more BME participants retained within Sportivate, proportionally, than the population averages and the figure has increased since year one (+4.3%). However, the proportion of Asian men being engaged in projects has increased but the proportion of Asian women has not. CSPs with large BME populations need to consider how to ensure their Sportivate delivery promotes an increase in 1x30 participation amongst Asian women.

- 7.11 As was the case in year three, retention rates still differ amongst the individual groups, Asian young people are more likely to be retained (vs. engaged) than any other ethnicity and Black young people still remain the hardest to retain. There is also a slight difference between the retention rates of young people with a disability and those without a disability, those with a disability are easier to retain.
- 7.12 Football and gym and fitness (8.6% and 5.7% of retained participants respectively) remain in the top three sports, whilst basketball has dropped out of the top three, and has been replaced by boxing (8.3% of retained participants). Different sports appeal to the different genders, however, boxing, basketball, football and gym and fitness still remain popular amongst both genders. Lishi, wakeboarding and water skiing and snowsport are the sports with the highest retention rates, rollersport and badminton have the lowest retention rates.
- 7.13 Gym/fitness (7.2% n=1,414), boxing (5.7% n=1,110) and dance (6.9% n=893) are the top three sports in which women and girls are retained. However, traditional team sports such as football, netball, badminton, rugby union and cricket still feature in the top ten for women and girls. Boxing is consistently in the top three and is evidently a sport which appeals to women. Basketball has fallen out of the top ten.
- 7.14 Providers and deliverers have remained consistent with local authority development staff continuing as the most prevalent 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 voluntary 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 young people are inspired by and enjoyed the Sportivate project that they attended. 61.4% of young people who responded to the survey are

members of a club and of those that aren't, 80.6% are likely or very likely to join a club to continue their participation in sport. This highlights 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 85.6% of young people who have been retained, have been sustained in sport, this is consistent with the last three years of the programme. This equates to 39,188 of young people continuing to participate in sport and physical activity in some capacity 90 days after their original Sportivate project. From this, we can also extrapolate that 89.3% (n=34,994) of those young people who continue to take part in sport 90 days later, are achieving 1x30 participation or more (n=34,994). The reasons for taking part remain the same as the last three years, these are enjoyment, to keep healthy and because they already participate in sport.
- 7.17 It is clear that Sportivate evokes behaviour change in retained participants. At the beginning of their project, 11.3% were non-sporty and 90 days after taking part in Sportivate only 3.5% remained in this group. At the start of Sportivate, 28.3% were considered sporty and after attending a project, this increased to 50.4%. Participants are progressing through the pathway from non-sporty to semi-sporty to sporty.

Sportivate innovation fund

- 7.18 The Sportivate innovation fund has retained a slightly lower proportion of young people compared to the number engaged than the national Sportivate population (76.5% vs. 84.3%).
- 7.19 It is clear that Sportivate innovation fund projects are being used to tackle hard to reach groups, such as the older age groups (35.4%) and those with a disability (11.0%), as these demographics are significantly higher (+7.4% and +4.1% respectively) than the National Sportivate retained profile.
- 7.20 Specific conclusions cannot be made regarding ethnicity due to a large proportion of the sample not wanting to reveal their ethnicity. Sportivate innovation fund projects still do not address the gender gap as the ratio is roughly 35.0% female to 65.0% male, which is a larger divide than the Sportivate participant profile.

8 Considerations

8.1 In view of the key findings and summary presented in this report, there are two themes to enhance the successes already delivered by the Sportivate programme through the remainder of year 4.

Using Sportivate innovation fund projects to impact on female participation

- Results are already starting to show that Sportivate innovation fund projects are proving successful at increasing the proportion of disabled young people and of 19-25 year olds taking part in Sportivate.
- Analysis of the data from the Sportivate innovation fund projects, so far, also shows that the ratio of males to females is even more uneven than within the whole Sportivate population. With the additional funding available through the Sportivate innovation fund, and the ever present need to increase the number of females engaged in Sportivate, it emphasises the disproportionate volume of projects and investment needed to increase female participation. Innovation projects, as well as traditional Sportivate projects should be continuing to address this inequality to ensure that the Sportivate programme does not continue to be unequal.
- Consideration should also be given to the fact that the retention rates within Sportivate innovation fund projects are lower than that of the full Sportivate profile. Whilst it may not be an unsurprising result, Sportivate innovation fund projects should be striving to retain harder to engage young people, not just engage them.
- Through the remainder of year four, we need to monitor the number of projects planning to deliver to females that 'fail' to run due to lack of participants. We can then assess how many more of these projects need to be planned than projects targeting males to ensure that the number of females taking part does increase.
- When developing innovation fund projects to target young women it is important to remember that young people want a role in shaping their experience ensuring that the activities fit their lifestyle and that it is made as easy as possible for them to join in²⁹.

²⁹ Sport England youth insight pack

Partnership working for wider social outcomes and increasing 1x30 participation

- Sport England has set out new performance measures for CSPs for the next two years of delivery. CSPs will be targeted with ensuring that more young people, who take part in <1x30 minutes of activity per week, are reached by Sportivate.
- We know that the harder to engage target demographics; disabled young people, those from BME communities, 19-25 year olds and females are more likely to be semi sporty or non-sporty than the whole population (and therefore less likely to be doing 1x30 minutes of activity). Therefore, by targeting these groups, projects will also be targeting those less likely to be participating in sport and activity.
- In cases where young people are consistently inactive and don't have a positive relationship with sport, traditional sport development methods may be ineffective. It is important to work with partners outside of sport who may be able to provide the 'hook' needed to encourage these young people. In many cases, a Sportivate project for the benefit of sport alone may struggle to engage them, however embedding Sportivate within a project that has wider social benefits, such as employment skills, has a much greater potential for successfully 'fitting into what's important for those young people'³⁰.
- CSPs should continue to build and explore relationships with non-sport partners to provide sports and activities that meet the needs of young people, especially those who have a functional relationship with sport, rather than a positive one. This often has the added benefit of unlocking additional partnership funding.

³⁰ Sport England youth insight pack

Appendix A Sport List

Sport		
Aerobics / Fitness Classes / Boxercise	Futsal	Rounders
American Football	Goalball	Rowing
Angling / Fishing	Golf	Rugby League
Aquafit / Aquacise / Aqua Aerobics	Gym And Fitness	Rugby Union
Archery	Gymnastics	Sailing / Yachting
Athletics: Running And Jogging	Handball	Sand And Land Yachting / Kite Sport
Athletics: Track And Field	Hockey / Unihoc	Skateboarding
Australian Rules Football	Ice Hockey	Snowsport
Badminton	Ice Skating	Softball
Baseball	Judo	Squash / Racketball
Basketball	Kabaddi	Sub Aqua
BMX	Karate	Surfing
Boating / Dragon Boat Racing	Kayaking	Swimming
Boccia	Kite Surfing	Synchro Swimming
Bowls / Petanque	Korfball	Table Tennis
Boxing	Lacrosse	Taekwon-Do
Canoe Polo	Life Saving	Tai Chi
Canoeing	Lishi	Tchoukball
Cheerleading	Mixed Martial Arts	Tennis
Climbing	Modern Pentathlon	Trampolining
Cricket	Mountain Biking	Triathlon
Croquet	Mountaineering	Ultimate Frisbee
Curling	Multi-Skills	Volleyball
Cycling	Multi-Sport	Water Polo
Dance Exercise / Zumba	Netball	Waterskiing / Wakeboarding
Diving	Orienteering	Weightlifting
Dodge Ball	Other	Wheelchair Basketball
Equestrian	Other (Disability Sport)	Wheelchair Rugby
Fencing	Pilates	Windsurfing
Football	Polo	Wrestling
Free Running / Parkour	Roller Sport / Roller Skating / Inline Skating	Yoga