

# Creating Sustainable Sportivate Projects

**Sportivate**



LOTTERY FUNDED



SPORT ENGLAND

## Introduction

Sustainability has always been an important part of Sportivate, ensuring that each project has good exit routes that enable young people to continue participating in sport after taking part in a Sportivate project.

In years 5 and 6, the emphasis on sustained participation will become more prevalent. Sustainability will be the headline target and will be reported as such for 2015-2016. Sustainability will be calculated from the sustainability survey responses sent to all participants, 3 months after they have taken part in Sportivate.

The sustainability target is measured as the difference between the activity levels of completed participants prior to taking part in Sportivate and their activity levels 3 months after taking part in a project.

In this case study we are showcasing four examples of projects that have successfully sustained participants after Sportivate.

1

**WESPORT -**

Universities UCanoe project



2

**NORTH YORKSHIRE SPORT -**

Jack Raine Foundation



3

**LANCASHIRE SPORT -**

Lancaster youth challenge



4

**SOUTH YORKSHIRE SPORT -**

Get Sheffield Fit (Sheffield International Venues)



# 1

## Wesport Universities Ucanoe project



### Background

Working in partnership, University of Bristol, University of Bath and the University of the West of England Canoe clubs signed up to the British Canoeing Ucanoe project and applied for Sportivate funding.

Indoor kayaking machines were used at the University Fresher's fairs to promote the clubs. New club members were offered a £30 canoe equipment voucher, if they attended at least 6 sessions and completed their Sportivate project.

### Sustain Strategies

Each University was invited to take part in the Ucanoe wired Indoor Kayak Championships hosted at Bristol University for students to cement their new skills. Ucanoe unleashed sessions enable the transfer of those skills onto open water and these sessions were available for students to continue taking part.

The Universities have reported that over 60% of the original participants that signed up to the Sportivate project are still paddling with the club as a result of the sustainability methods put in place.

Following the success, each University has applied for Sport England Small Grants funding to buy their own indoor kayaking machines and more paddling equipment to cope with growing club numbers.

Before the end of the academic year, the university canoe clubs send an email to all members reminding them of what they have achieved. There will be links to the British Canoeing website highlighting their local canoe clubs. It is hoped the students find a club to continue paddling, during their holidays back home.

### Wider Impact

Planning for the year ahead, the activators from Bath and Bristol Uni are about to complete their UKCC L1 coaching course to ensure safer and more co-ordinated sessions for next year.



'I wanted to try something new when I came to uni. I got talking to the canoe club at the fresher's fair and they told me all the things I could do. They offered a voucher after I attended some sessions. Before joining the club, I had only been

canoeing on school trips and on holiday. The project that they were running made it easy for me to work out what I could manage to attend alongside my studies and the flexibility and variety of what they ran made it great fun. I'm now hooked on paddling, have made a great group of friends and can't wait to go the alps with the club this summer.'

### Jonny Martin Bristol Canoe Club



- Bristol University report that they have had twice as many club members regularly attending their weekly club sessions between March 2014 and March 2015 (compared to the same period in the previous year). The club runs 2-3 sessions a week with additional club trips on weekends. Each session lasts over 30 minutes.
- Trips out on the water complimented the indoor machine activities.
- Successfully sustained participants were signposted to clubs to ensure they continue outside of university.

## 2

### North Yorkshire Sport Jack Raine Foundation



#### Background:

The Jack Raine Foundation is a UK based charity focused on supporting children, their families and communities. The charity has roots firmly planted in two areas - Sport and Child Welfare.

Mr. Bill Brown established a community boxing club in 1966 that was supported by the Church of All Saints in North Street, York. This club became York Boxing Club and the premises are now located next to the Jack Raine Foundation.

The Jack Raine Foundation use Sportivate to reach young people and gain their trust, it helps them open up about any troubles they have and encourages them to respect adults.

They provide Sportivate sessions in boxing and other martial arts. Sessions are delivered by York Boxing Club coaches. The project has had 2 sporting champion visits – Amanda Coulson and Courtney Fry.

The majority of the young people (59.4%) were either irregularly active or consistently inactive (see graph 1), showing the project is also targeting the right group of young people.

#### Sustain strategies:

At the beginning of the first round of Sportivate funding, it was noticed that young people were not making the transition from the Sportivate sessions to becoming members of the boxing club.

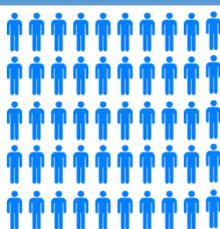
Therefore, a free annual membership was introduced for all those taking part in Sportivate who missed no more than 1 session of the initial programme (usual cost of £50). This broke down one of the key barriers to continued participation.

Many young people are now using their membership and many have since paid for subsequent years membership, enjoying the value they get.

#### Wider impact:

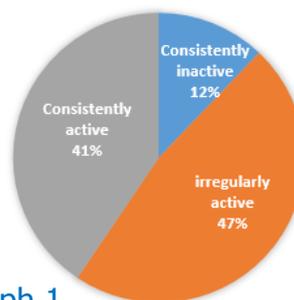
Approximately 20 young people attended each block of activity. There are 2 sessions per week (1 funded by Sportivate, 1 run by the charity) and young people can attend either session – they don't have to choose one day and only attend that day. This gives them flexibility and ensures they are more likely to attend.

Over 200 people have attended sessions over the 3 years. 81.9% of those reached were sustained in the project for at least a year (graph 2) and over 50 young people who completed a Sportivate session are still with the club up to 3 years later.

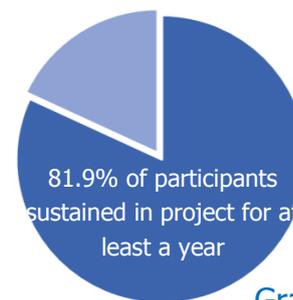


**50 + participants**

Still involved in club up to 3 years after the project finished\*



Graph 1



Graph 2

- Increased quantity and flexibility of sessions enabled young people attend.
- Free annual membership for all young people who attended Sportivate.
- The project involved Sporting Champions to inspire young people.

\*Young people attending at least 1 structured boxing session per week

## 3

### Lancashire Sport Lancaster youth challenge



#### Background

Lancashire youth challenge formed in 2013 and used sport to change the lives of hard to reach young people.

The cycling project reached 20 young people and 10 were chosen to complete a cycling challenge for their dedication and tenacity.

Sportivate supported the project set up, helping to provide free sessions, equipment and bikes.

#### Sustain Strategies

A key element of the sustainability was that Sportivate was the entry point to a long term project.

Sportivate introduced and engaged young people to the 7 month long wider project to get young people ready for a cycle challenge.

Young people were trained to be able to care for and maintain the bikes. Training was also offered to volunteers so they could become ride leaders and the activity could be sustained without bringing in external staff.

Local cycle clubs were engaged, including the local Go Ride club to ensure that an exit and development route was available for young people.

Training also centred around an exciting varied programme including social media training.

#### What it meant to the young people

*"The young people want to go the extra mile year on year. After our success we want to make the next challenge even bigger and better! Which just goes to show how one sporting success can raise ambitions for further achievements."*

Yak Patel, project organiser

#### Wider Impact

Some young people went on to secure apprenticeships based on their participation. Others worked towards a Duke of Edinburgh Silver award. The group are also planning a trip by bike to spectate at the Tour de France as well as taking part in a track cycling event at the National Cycling Centre. This all counts towards their D of E silver award where they are expected to plan, budget and fundraise for the event themselves.

Through the challenge, over £2,000 was raised for disabled children.

Dukes Theatre, YMCA, CTC, and the Marsh Community Centre came together over an extended period to make this project work. They raised over £15,000 to fund the project, leaving a lasting legacy.



- Bike hire was available for free to allow young people to train.
- Young people were upskilled to maintain and care for the bikes.
- Young people were trained to become ride leaders.
- The project linked to the local cycle club to offer exit routes for the young people.

## 4 South Yorkshire Sport Get Sheffield Fit—Sheffield International Venues



### Background

Sheffield International Venues Ltd (SIV) is one of the largest sport, leisure and entertainment companies in Europe. There are over 4m visitors each year.

SIV plays a key role in supporting the economic, sporting and cultural profile of Sheffield by championing community participation and sports development.

We produced a detailed [case study on SIV and Get Sheffield Fit \(GSF\)](#) in February 2014 which outlined how the project was set up and some of the key success factors. In this section, we will revisit the project and review its sustainability.

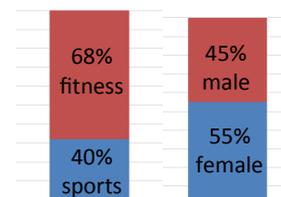
### Sustain Strategies

SIV has had a loyalty card scheme in place for a number of years but set out new parameters for using the system to enable them, through the CRM system, to track movement of all Sportivate participants up to 1 year after the programme (i.e. more if they become a full member).

The priority of the Sportivate sessions in SIV is to encourage young people to feel confident using their local leisure centre, and whilst a number of sports and activities were offered through Sportivate, the gym activities were the main emphasis and enabled the greatest ability of tracking.

Using the CRM system, SIV can continuously interact with GSF participants through targeted promotions and campaigns to encourage sustained participation within their Sport Centres. They are also reaching out to all GSF participants to collate some quality feedback on individual experiences; this will form part of the full GSF Project Evaluation. SIV will use the GSF Legacy to inform future campaigns such as This Girl Can.

**421 Completed**  
**121 Sustained**



Programme KPIs year one (April 2013-March 2014)

### Wider Impact

In year one of the GSF programme (April 2013 -March 2014), 421 participants completed gym and fitness activities. 55.1% were female and 44.9% were male.

Of those young people, 121 were sustained and took part in activities in SIV venues, between July 2014 (3 months after the last GSF programme took place for year 1) and March 2015.

This equates to 28.7% of participants being sustained in participation up to a year after taking part in Sportivate. These young people took part in a total of 6,042 sessions, demonstrating that each person, on average, took part in activity 1.5 times per week.

27.8% of the year one completed participants were aged 22-25 years and 21.3% were aged 19-21 years. 68.4% of the young people completed gym and fitness projects.

- Tracking using loyalty cards and a CRM system enabled very accurate data to be recorded on sustained participation.
- The data also enabled specific promotions and campaigns to be developed that targeted Sportivate participants directly.
- Fitness activities proved most likely to sustain the older participants.