Sportivate Programme Evaluation

Year Four Annual Report April 2014 – March 2015

Picture used by kind permission of South Yorkshire Sport
One Nation female boxing project in Sheffield (South Yorkshire) and Sport England Community Sports Project of the year 2015

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Executive Summary

Year four of the Sportivate programme has been a hugely successful year, exceeding the annual target by 45.8%, with 146,787\(^1\) young people completing projects. This means that the overall four year target has been exceeded by 53.0%, a great achievement for all those involved with the delivery. In total, 518,860 young people aged 11-25 have completed projects since Sportivate began in 2011.

This was the final year of the 2011-2015 period, with targets changing for years five and six, (2015-2017). Sportivate has come a long way in four years, from a programme with a focus on ensuring young people attend all or all but one of the Sportivate sessions, to making sustained participation the focus of the work, demanding high quality exit routes be set up for each project.

Whilst achieving target in years one and two was a success to be celebrated, years three and four have required a much greater focus on ensuring Sportivate delivers to a representative demographic in each CSP area. CSPs have risen to the challenge of increasing the proportion of underrepresented groups taking part in Sportivate, making great gains on this in the last year particularly. Women and girls now make up 45.8% of the Sportivate participants, an increase of 4.6 percentage points since year one and an increase of 3.7 percentage points since year three. The proportion of BME participants has also increased considerably, the proportion of young people from BME backgrounds taking part in Sportivate has increase by 5.5 percentage points from year one to year four. Disabled young people now make up 8.9% of all participants and 19-25 year olds, 25.6% (increases of 3.0 percentage points and 3.3 percentage points respectively since year one).

The tracking study, records responses from over 1,500 young people each year, three months after they have taken part in Sportivate. The study demonstrates that Sportivate is not only ensuring participants complete their sessions, but is sustaining them in sport. In year four, 86.3\(^2\) of the participants who completed a Sportivate project were still taking part three months after their project finished.

The tracking survey not only enables us to find out the proportion of young people still participating in sport but also enables us to track the change in behaviour from the point at which the young person fills out their registration form, to their participation three months later. We know from this data that participants who were inactive (taking part in 0-3 days of

\(^{1}\) Figure captured from the Sportivate portal
\(^{2}\) Extrapolated figure, refer to page 36 of the report
activity in the previous 28 days) at registration are reporting that their participation has increased three months later, moving them into the active group (taking part in 4+ days of activity in the previous 28). In year four, there was a +8.4 percentage point change in participants who were active three months after Sportivate when compared to their activity levels at registration. This will be the key performance indicator for years five and six and the hard work that has already been put in will stand CSPs in good stead to achieve their new targets.

Sportivate innovation fund projects have also been delivered for the first time this year, a fund to encourage CSPs to deliver cutting-edge projects and drive continuous improvement in the programme. The projects this year focussed on the older age groups, 19-25 year olds were 5.2 percentage points more likely to have completed an innovation project than a more general Sportivate project. Innovation projects also targeted more inactive participants. 40.9% of the participants reached through innovation projects were inactive, compared to 29.3% of the total Sportivate participants.

CSPs reported that they are successfully using the Sport England Youth Insight Pack (August 2014) to help providers and deliverers understand how to design projects that young people want to attend as well as how to market those projects. The insight is an incredibly powerful tool, examining young people’s attitudes towards and behaviour in sport and should be used in the design and implementation of all Sportivate projects.

A number of recommendations have emerged following the analysis of the data. Whilst sustained participation is good, many young people still report that they stop their participation in sport because the Sportivate session has ended, suggesting that there is more work to be done on ensuring high quality exit routes. As well as this, disabled young people are still less likely to be sustained, despite an increase in the number of young people with a disability completing projects, exit routes for disabled young people should be considered particularly carefully to ensure they are truly accessible. The Sportivate innovation fund has been used successfully in year four, but this success should continue to grow, ensuring that the investment is used to further increase underrepresented groups in Sportivate as well as inactive young people.
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 fourth Annual Evaluation Report for the Sportivate programme and covers the period 01 April 2014 to 31 March 2015. This is the final report of the 2011-2015 contract. County Sports Partnerships (CSPs), project providers\(^3\) and deliverers\(^4\) are familiar with the impact study process and the evaluation tools:

- An online data portal to gather ‘real time’ data including project information, registration forms and attendance registers
- A hardcopy exit postcard survey to reveal the intentions of young people to continue to take part in sport
- An online survey to track levels of participation by young people three months after taking part in the Sportivate programme\(^5\)
- 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 20th April 2015 – the deadline for CSPs to upload data for the year four period. Throughout the report, we have drawn comparisons with year one, two and three data provided in the ‘Year One Annual Report (2011-2012)’, ‘Year Two Annual Report (2012-2013)’ and the ‘Year Three Annual Report (2013-2014)’. At this stage in the programme, trends and patterns have firmly emerged and as such, where there has only been a small incremental change in the figures since year one, we have considered the data across the programme as a whole.

1.4 With the comparisons to previous years, it must be noted that since the beginning of the programme, the age at which participants can take part in Sportivate has been lowered to 11 years old, therefore direct comparisons for ages 11-13 to year one and

\(^3\) ‘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 four annual report and in the year five six month report’
two cannot be made. Also, the sports list has been updated and some groups of sports have been broken down into specific 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 Technical Data Report (2014-2015). 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 programme, in years one, two and three, data recorded on the portal after the ‘data freeze’ date, despite relating to that year, has been analysed and presented as a headline figure 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. 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, year two and year three annual evaluation reports and the year four data collected on the Sportivate portal on the 20th April 2015.

1.9 In 2013, it was announced that Sportivate would be continuing for a further two years from 2015-2017. Sport England took this opportunity to review the targets for the programme. This change comes in recognition of the fundamental need to ensure sports interventions are impacting long term on people’s behaviour. As such, for the 2015-2017 period, three new targets have been set, evolving the previous ones. The targets are:

**Sustained target**

- This is the headline target and performance measure for Sportivate. The target relates to the proportion of young people who, when completing their participant registration form, state that they have taken part in sport for at least 30 minutes for 0-3 days in the previous 28 days (<1x30). It then compares this against the proportion of young people who, when completing a participant tracking survey...

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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.
three months after their 6-12 weekly coaching sessions have finished, state that they have taken part in sport for at least 30 minutes for 4 days or more in the previous 28 days (>1x30).

**Completed target**

- This target relates to the number of young people who have successfully completed their 6-12 weekly coaching sessions by missing no more than one session\(^7\).

**Inactive target**

- This target relates to the proportion of young people reached\(^8\) by Sportivate who, when completing their participant registration form, state that they have taken part in sport for at least 30 minutes for 0-3 days in the previous 28 days (<1x30). The target will be a proportion of a CSPs completed target.

1.10 Having identified these new targets, it should be noted that the change in targets will only come into effect for years five and six of the programme and this annual report refers to the delivery that took place in year four of the programme. The report does, however, recognise the impending change and adopts the new terminology (reached, completed and sustained) throughout. The report also addresses the use of the new classifications of behaviour; consistently inactive, irregularly active and consistently active (alongside the previous measure of sporty, semi-sporty and non-sporty).

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\(^7\) Formerly known as the 'retain' target

\(^8\) The young people reached by Sportivate are those who attend at least one of the weekly coaching sessions (formerly engaged)
2 Overview

2.1 This section provides an overview of the progress against targets for year four (April 2014 to March 2015), but also gives comparisons against year one, year two, year three and 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

<table>
<thead>
<tr>
<th>Year</th>
<th>KPI reached actual</th>
<th>Completed Target</th>
<th>KPI completed actual</th>
<th>% year 1, 2,3,4 completed target</th>
<th>% reached vs completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011 – 2012*</td>
<td>107,624</td>
<td>60,373</td>
<td>87,969</td>
<td>143.9</td>
<td>81.7</td>
</tr>
<tr>
<td>2012 – 2013~</td>
<td>145,276</td>
<td>80,235</td>
<td>123,790</td>
<td>154.3</td>
<td>85.2</td>
</tr>
<tr>
<td>2013 – 2014^</td>
<td>189,482</td>
<td>97,791</td>
<td>160,314</td>
<td>163.9</td>
<td>84.6</td>
</tr>
<tr>
<td>2014 – 2015*</td>
<td>194,074</td>
<td>100,644</td>
<td>161,071</td>
<td>160.0</td>
<td>83.0</td>
</tr>
<tr>
<td>2014 – 2015Ω</td>
<td>176,200</td>
<td>100,644</td>
<td>146,787</td>
<td>145.8</td>
<td>83.3</td>
</tr>
<tr>
<td>Total</td>
<td>2011 – 2015</td>
<td>618,582</td>
<td>339,043</td>
<td>518,860</td>
<td>153.0</td>
</tr>
</tbody>
</table>

*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 figure captured from the portal 1 May 2015
*Year 4 Sport England corporate reporting figure
ΩYear 4 Sportivate portal figure captured from the portal 20 April 2015

Figure 1 Target achievement to date

2.3 A total of 176,200 young people (aged 11-25 years) were reached in year four, taking part in 11,596 projects. Of those reached, 83.3% have completed (have
attended all or all but one of the sessions), equating to 146,787 young people completed. The programme achieved 145.8% of the year four completed target.

2.4 Year on year, the Sportivate programme has reached large numbers of young people, this has allowed 618,582 11-25 year olds to access opportunities to participate in sport since the programme began in 2011. 518,860 (83.9%) of these participants have gone on to complete projects. The four year target of 339,043 has been surpassed by 179,817 young people (53.0%).

Table 2 National and regional progress against targets – year four (2014-2015)

<table>
<thead>
<tr>
<th>KPI reached actual</th>
<th>KPI throughput actual</th>
<th>KPI completed actual</th>
<th>Year 4 target Completed</th>
<th>% year 4 completed target</th>
<th>% reached vs completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>176,200</td>
<td>1,032,089</td>
<td>146,787</td>
<td>100,644</td>
<td>145.8</td>
</tr>
<tr>
<td>East</td>
<td>17,364</td>
<td>93,177</td>
<td>14,296</td>
<td>10,299</td>
<td>138.8</td>
</tr>
<tr>
<td>East Midlands</td>
<td>13,748</td>
<td>80,674</td>
<td>11,476</td>
<td>8,505</td>
<td>134.9</td>
</tr>
<tr>
<td>London</td>
<td>32,905</td>
<td>201,480</td>
<td>27,744</td>
<td>15,092</td>
<td>183.8</td>
</tr>
<tr>
<td>North East</td>
<td>10,895</td>
<td>60,623</td>
<td>9,285</td>
<td>5,201</td>
<td>178.5</td>
</tr>
<tr>
<td>North West</td>
<td>23,580</td>
<td>140,462</td>
<td>18,014</td>
<td>13,527</td>
<td>133.2</td>
</tr>
<tr>
<td>South East</td>
<td>22,932</td>
<td>137,874</td>
<td>19,090</td>
<td>15,006</td>
<td>127.2</td>
</tr>
<tr>
<td>South West</td>
<td>14,928</td>
<td>84,398</td>
<td>12,767</td>
<td>9,853</td>
<td>129.6</td>
</tr>
<tr>
<td>West Midlands</td>
<td>19,750</td>
<td>109,270</td>
<td>16,797</td>
<td>11,258</td>
<td>149.2</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>20,098</td>
<td>124,131</td>
<td>17,318</td>
<td>11,903</td>
<td>145.5</td>
</tr>
</tbody>
</table>

2.5 In year four, CSPs were less likely to be considerably over their completed target than in previous years. From speaking to three CSPs that were significantly over target in year three but less so in year four, it is clear that the CSPs have tried to focus on specific priority groups.

2.6 Active Norfolk achieved 157.9% of their completed target in year four compared to 248.8% in year three. They have employed a more targeted approach when assessing projects in year four, particularly focusing on projects that reach a higher proportion of women and girls and 19-25 year olds. They gave more constructive feedback to projects that didn’t reach these focus areas so that projects could be altered in order to be successful in a future application process. They also delivered workshops to providers to ensure that the CSP target groups were communicated. This change in assessment process is evident in their demographic data, with females making up 43.5% of the completed participants in year four, compared to 36.1% in year three, and 33.5% of the participants aged over 19 in year four, compared to 19.2% in year three.
2.7 Get Berkshire Active achieved 203.2% of their completed target in year three and were only 26.0% over target in year four, the CSP has concentrated on the older age groups in year four and also reduced the funding for school sports partnerships which has therefore decreased the amount of projects that have high numbers of the younger age groups.

2.8 County Durham Sport has focussed on ensuring projects are sustainable in year four, and have not focussed on the quantity of completed participants through the programme. As a result, they have seen a drop in the number of participants completing projects compared to previous years. In year three, they achieved 191.4% of the completed participants target compared to 124.5% in year four. This decrease was not only seen in the proportion of participants completing projects, versus the number reached (84.8% in year three and 79.8% in year four), but also that fewer participants were reached (2,297 in year three and 1,593 in year four), highlighting their more targeted approach to Sportivate.
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 projects\(^9\), 76,751 sessions have been delivered in 11,596 projects. 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 year three (6.5 sessions). Projects are therefore more likely to be closer in length to the minimum project length of six sessions, rather than to the maximum number of sessions.

Organisations

3.3 Providers and deliverers have been divided into 15 different types\(^{10}\). As the type of organisation involved was not a compulsory field, only 64.5% (n=7,477) of the year four providers and 65.2% (n=7,561) of deliverers were assigned an organisation.

3.4 Over the four years, the most prevalent provider has been Local Authority Sports Development staff, accountable for 40.0% (n=10,754) of all projects. In year four, Local Authority Sports Development staff provided 38.7% (n=2,890) of projects. NGB staff have been the second most common provider across the four years, providing 10.6% (n=2,857) of projects. However, in year four NGB staff were third most prevalent, providing 9.6% (n=715) of projects. CSP staff were second in year four providing 10.7% of the projects (n=801), CSP staff have increased their provision by 6.9% since year one of the programme.

3.5 Sports club staff have consistently delivered more projects than anyone else in year four, delivering 18.8% (n=1,419) projects. This has remained consistent across the four years with 19.9% of the 2011-2015 delivery coming from sports club staff. NGB staff were the second most prevalent deliverers in year four (15.6%, n=1,182), this is similar to year one when NGB staff delivered 14.6% of projects. There was less delivery (proportionally) from this group in years two and three (11.4% and 10.7% respectively). Projects delivered by College/HE staff have seen an increase since year one (9.8%) of the programme and this group are now delivering 13.0% of

\(^9\) 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.

\(^{10}\) These categories were defined by Sport England prior to the start of the Sportivate programme.
projects (n=981). Provision and delivery by Sport on the doorstep staff has seen the greatest decline since year one of the programme (-6.1 percentage points and -6.8 percentage points).

3.6 Since year one, college and HE staff, private organisation staff and ‘other’ deliverers have increased their delivery more than any other organisation (+3.2 percentage points, +3.2 percentage points and +6.5 percentage points respectively). Most deliverers have remained consistent in their delivery.

### Table 3 Types of organisation providing and delivering Sportivate

<table>
<thead>
<tr>
<th>Type of Organisation</th>
<th>Providers Year 4*</th>
<th>Deliverers year 4**</th>
<th>Percentage point difference year 1 to year 4</th>
<th>Percentage point difference year 1 to year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%*</td>
<td>N</td>
<td>%**</td>
</tr>
<tr>
<td>College/ HE staff</td>
<td>544</td>
<td>7.3</td>
<td>981</td>
<td>13.0</td>
</tr>
<tr>
<td>Community sports trust staff</td>
<td>190</td>
<td>2.5</td>
<td>174</td>
<td>2.3</td>
</tr>
<tr>
<td>Community sports organisation</td>
<td>389</td>
<td>5.2</td>
<td>647</td>
<td>8.6</td>
</tr>
<tr>
<td>CSP staff</td>
<td>801</td>
<td>10.7</td>
<td>109</td>
<td>1.4</td>
</tr>
<tr>
<td>Football in the community</td>
<td>37</td>
<td>0.5</td>
<td>84</td>
<td>1.1</td>
</tr>
<tr>
<td>Local Authority sport development staff</td>
<td>2,890</td>
<td>38.7</td>
<td>713</td>
<td>9.4</td>
</tr>
<tr>
<td>Leisure centre staff</td>
<td>285</td>
<td>3.8</td>
<td>338</td>
<td>4.5</td>
</tr>
<tr>
<td>Mixture</td>
<td>102</td>
<td>1.4</td>
<td>202</td>
<td>2.7</td>
</tr>
<tr>
<td>NGB Staff</td>
<td>715</td>
<td>9.6</td>
<td>1,182</td>
<td>15.6</td>
</tr>
<tr>
<td>Private organisation staff</td>
<td>409</td>
<td>5.5</td>
<td>900</td>
<td>11.9</td>
</tr>
<tr>
<td>Sport on the doorstep</td>
<td>16</td>
<td>0.2</td>
<td>57</td>
<td>0.8</td>
</tr>
<tr>
<td>Sports club staff</td>
<td>500</td>
<td>6.7</td>
<td>1,419</td>
<td>18.8</td>
</tr>
<tr>
<td>Youth club staff</td>
<td>35</td>
<td>0.5</td>
<td>78</td>
<td>1.0</td>
</tr>
<tr>
<td>Youth service staff</td>
<td>40</td>
<td>0.5</td>
<td>100</td>
<td>1.3</td>
</tr>
<tr>
<td>Other</td>
<td>524</td>
<td>6.9</td>
<td>577</td>
<td>7.6</td>
</tr>
</tbody>
</table>

*Based on 7,477 projects (as this is not a compulsory field within the portal)
**Based on 7,561 projects (as this is not a compulsory field within the portal)
GREEN highlights the highest percentages (top 1, 2 and 3)

3.7 Within Sportivate innovation fund projects, Local Authority Sports development staff are also the most prevalent providers (33.1%, n=46), this is followed by CSP staff (21.6%, n=30) and other (16.5%, n=23).

3.8 On comparing Sportivate deliverers overall to the innovation fund deliverers, a difference in deliverer type can be seen. The most prevalent deliverer types for innovation fund projects were private organisation staff (27.3%, n=39) this compares to 11.9% across the whole Sportivate programme in year four. With many innovation projects targeting harder to reach communities, projects are calling for
new, non-traditional delivery ideas. Bringing in a private deliverer with a brand name that participants recognise has greater potential for breaking down some barriers. For example, a football project delivered in Coventry Solihull and Warwickshire was delivered by Aston Villa in the community. In this example, the deliverer could be seen to appeal to the messages that are influential on young people such as ‘expert’ and ‘like me’, as outlined in the Sport England Youth Insight Pack (2014). CSP staff also delivered a much greater proportion of innovation fund projects (15.4%, n=22) compared to 1.4% of the projects in general.

3.9 The Sport England Youth Insight Pack (2014) identifies three private organisations who have seen success in providing activity for young people – Wheelscape, Run Dem Crew and Morning Glory. All three organisations recognise the power of perception, that sport is an emotive word and topic and that whilst the activity is sport, the message doesn’t necessarily have to be. They use key themes such as youth collaboration (Wheelscape), creating a sense of community (Run Dem Crew) and lifestyle exercise can be fun (Morning Glory) to engage young people.

Figure 2 Sport England Youth Insight Pack (August 2014)

3.10 94.2% of the qualitative feedback from project deliverers was positive, with many deliverers simply reporting that the project was ‘successful, with many young people attending’. Many also reported how partnerships supported the delivery of the project and a number reported that they were pleasantly surprised by the turnout. Even those reporting challenges, tended to state that the project, was a success, however there were some challenges they faced along the way. Whilst it is important to recognise the successes, in this instance, more value can be gained from understanding the challenges that were faced. Table 4 shows some challenges
that were faced that CSPs can take on board to offer even greater support to their deliverers.

### Table 4 Qualitative feedback from deliverers

<table>
<thead>
<tr>
<th>Challenges</th>
<th>N</th>
<th>Challenges</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retaining young people</td>
<td>24</td>
<td>Projects clashing with exams</td>
<td>9</td>
</tr>
<tr>
<td>Targeting women and girls</td>
<td>18</td>
<td>Completed participants target unrealistic</td>
<td>8</td>
</tr>
<tr>
<td>Registration form/personal details</td>
<td>18</td>
<td>Weather (too warm/cold)</td>
<td>3</td>
</tr>
<tr>
<td>Marketing programme</td>
<td>17</td>
<td>Challenging behaviour/groups</td>
<td>7</td>
</tr>
<tr>
<td>Poor initial numbers/turnout</td>
<td>15</td>
<td>Availability of coaches</td>
<td>7</td>
</tr>
<tr>
<td>Recruitment</td>
<td>13</td>
<td>Communication</td>
<td>4</td>
</tr>
<tr>
<td>Age groups targeting (older group)</td>
<td>12</td>
<td>Delay in equipment delivery</td>
<td>2</td>
</tr>
<tr>
<td>Access to facilities</td>
<td>11</td>
<td>Parental support</td>
<td>2</td>
</tr>
<tr>
<td>Projects scheduling</td>
<td>9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on 2,306 deliverer comments
Participants

Reached and completed measures

3.11 Sportivate reached 176,200 young people aged between 11 and 25 in year four of the programme. 83.3% (n=146,787) of these participants completed the project that they attended.

3.12 Included within this are the Sportivate innovation fund projects which 3,873 participants completed. More detail about the Sportivate innovation fund projects and participants can be found in section four.

Profile of participants reached and completed

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%\textsuperscript{11}) and as a result, the number of female participants who complete projects should reflect this national statistic.

3.14 It is evident that CSPs have been focusing on reaching a greater number of females through Sportivate. Year four has the greatest proportion of female completed participants since the start of the Sportivate programme (45.8%, 67,249). That is a change of 9.2 percentage points between year four and year one, and an impressive change of 7.4 percentage points from year three to year four alone (previous percentage point changes: 0.6 percentage points years one to two and 1.2 percentage points years two to three). Females have increased in prevalence by 4.6 percentage points since year one, increasing from 41.2% to 45.8% of the Sportivate population. Having recognised this success, males do still make up 54.2% (n=79,538) of the completed participants, so there is further work to be done to reduce the 8.4 percentage point gender gap that still exists.

\textsuperscript{11} Office for National Statistics, Census (2011) KS0012 Gender and Age
Figure 3 Gender gap in completed participants by year

Based on 146,787 year 4 completed participants, 146,030 year 3 completed participants, 118,106 year 2 completed participants and 80,870 year 1 completed participants.

3.15 Seven CSPs have had particular success in reaching female participants, all having a larger proportion of females completing projects than males. These seven are the only CSPs to record a larger proportion of female participants than male participants in their Sportivate programmes.

Table 5 CSPs with greatest female completion

<table>
<thead>
<tr>
<th>CSP</th>
<th>Completed Participants</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>female completed</td>
<td>female</td>
<td>male completed</td>
<td>male completed</td>
</tr>
<tr>
<td></td>
<td>frequency</td>
<td>completed %</td>
<td>frequency</td>
<td>completed %</td>
</tr>
<tr>
<td>Active Cheshire</td>
<td>885</td>
<td>57.1</td>
<td>666</td>
<td>42.9</td>
</tr>
<tr>
<td>Derbyshire Sport</td>
<td>1,166</td>
<td>53.9</td>
<td>998</td>
<td>46.1</td>
</tr>
<tr>
<td>Energize</td>
<td>521</td>
<td>53.8</td>
<td>448</td>
<td>46.2</td>
</tr>
<tr>
<td>Active Essex</td>
<td>2,239</td>
<td>51.7</td>
<td>2,095</td>
<td>48.3</td>
</tr>
<tr>
<td>Active Gloucestershire</td>
<td>1,059</td>
<td>51.4</td>
<td>1,002</td>
<td>48.6</td>
</tr>
<tr>
<td>Active Dorset</td>
<td>728</td>
<td>50.7</td>
<td>708</td>
<td>49.3</td>
</tr>
<tr>
<td>Sport Hampshire &amp; IOW</td>
<td>1,824</td>
<td>50.2</td>
<td>1,809</td>
<td>49.8</td>
</tr>
</tbody>
</table>
3.16 CSPs that achieved 50/50 gender splits or greater female proportions had different methods of targeting female participants. Active Cheshire made female participants and those aged over 19 years a strategic priority for year four, they have good connections with providers able to cater specifically to females and funded a breeze programme\textsuperscript{12} coordinator. This enabled female specific cycling programmes to be delivered.

3.17 Energize Shropshire Telford and Wrekin hosted a Sportivate launch night where current and potential Sportivate deliverers were given information and training on how to maximise Sportivate funding. Within this the CSP particularly focussed on women and girls to ensure all potential partners were aware of their strategic priority. They gave priority to female specific projects when approving applications and this led to an increase in the proportion of female participants completing projects. They had a number of projects that worked with the Telford Asian Women’s Network which successfully reached a large number of female participants in swimming and martial arts projects.

3.18 A further six CSPs were within two percent of an even gender split and 10 more were within 3 – 5% of 50/50 gender representation.

\textbf{Figure 4 Completed participants by gender and age}

\includegraphics[width=\textwidth]{figure4.png}

Based on 146,787 year 4 completed participants

\textsuperscript{12} The Breeze programme is British Cycling programme to increase female participation within cycling.
3.19 The gender gap is not equal across all ages, males outweigh females most prominently within the programme at ages 17, 18 and 19. At 17 and 18 years of age, 59.8% of the completed participants were male and 58.9% at 19 years. Within this age group, male participants have outweighed female participants consistently throughout the four years. Further work needs to be done to ensure that Sportivate reaches females at these ages more effectively.

3.20 In contrast to 17-19 year olds, participants aged 25 years are better represented by females than by males, 55.0% of the participants who completed projects at this age were female. 14 year olds and 11 year olds were also represented well by females with females accounting for 50.1% and 49.8% respectively within these age categories.

Figure 5 What Sways Women to Play Sport?

3.21 New research from Women in Sport tells us the importance of six key spheres of influence in encouraging women to take part in sport and activity; possibilities, progression, support, belonging, progression, internalise. Some examples of actions that project providers and deliverers can take from this research to encourage women and girls are; encouraging participation with someone else ‘bring a friend for free’, personalised contact, sharing personal success stories, setting realistic goals, encouraging the sharing of those and heightening awareness of personal progress.

3.22 Sport England’s This Girl Can campaign launched in 2015 aims to break down some of the barriers to female participation with real stories highlighting personal success. The strong social media presence aims to reduce the fear of judgement that puts many women off participating. Using the campaign when promoting Sportivate projects may help to encourage more young women and girls to take part.

3.23 The Sportivate programme targets 11-25 year olds and the programme should ensure that activities are available for all age groups. Figure six compares the
national Census, 2011 age group data\textsuperscript{13} to the profile of Sportivate participants in year four. At a local level, each CSPs demographic profile varies slightly. CSPs should be aware of their demographic profile, not just for age, but for gender, BME and disability as well and ensure they are delivering a Sportivate programme suitable for their local demographic.

**Figure 6 National population and Sportivate age profile comparisons (year four)**

Based on 146,787 year 4 completed participants and 10,161,099, 11-25 year olds in England

3.24 Figure six shows that, in year four, 14-16 year olds made up the largest proportion of young people who completed projects (32.6%, n=47,922), this is the same as all previous years. However, in year four the proportional size of this group is much smaller than year one (58.5%), year two (56.9%) and year three (42.7%)\textsuperscript{14}. When compared with the figures, if each age group were represented equally\textsuperscript{15}, this age group has been over represented throughout all four years of the programme.

\textsuperscript{13} Office for National Statistics, Census (2011)
\textsuperscript{14} 11-13 year olds were added to Sportivate at the start of year three, therefore care should be taken when comparing age groups between years.
\textsuperscript{15} Age distribution for age groups (e.g. 20.0% of 11-25 year olds are aged 14-16 years)

<table>
<thead>
<tr>
<th>Age range</th>
<th>11-13</th>
<th>14-16</th>
<th>17-18</th>
<th>19-21</th>
<th>22-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>20.0</td>
<td>20.0</td>
<td>13.3</td>
<td>20.0</td>
<td>26.7</td>
</tr>
</tbody>
</table>
3.25 This is particularly true for 16 year old participants who make up 13.3% (n=19,497) of the completed participants, this is more than double the 6.7% that they would make up if all age groups were represented equally.

3.26 24 year olds are least well represented within Sportivate, only making up 2.4% (n=3,534) of the completed participants.

3.27 19 – 25 year olds are becoming better represented as the years progress. In year one, compared to the proportion that this age group should have made up if all ages where represented equally, 19-25 year olds were underrepresented by 36.1% this has now reduced to 20.7% in year four.

Figure 7 Completed participants by age

Table 6 Completed participants by age

<table>
<thead>
<tr>
<th>Age</th>
<th>% completed Year 1*</th>
<th>% completed Year 2~</th>
<th>% completed Year 3^</th>
<th>Completed frequency Year 4γ</th>
<th>% completed Year 4γ</th>
<th>% completed Years 1-4∞</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 – 13 years</td>
<td>N/A</td>
<td>N/A</td>
<td>15.2</td>
<td>33,606</td>
<td>22.9</td>
<td>11.3</td>
</tr>
<tr>
<td>14 – 16 years</td>
<td>58.5</td>
<td>56.9</td>
<td>42.7</td>
<td>47,922</td>
<td>32.6</td>
<td>45.7</td>
</tr>
<tr>
<td>17 – 18 years</td>
<td>19.3</td>
<td>19.9</td>
<td>20.3</td>
<td>27,717</td>
<td>18.9</td>
<td>19.6</td>
</tr>
<tr>
<td>19 – 21 years</td>
<td>11.9</td>
<td>12.9</td>
<td>12.0</td>
<td>20,275</td>
<td>13.8</td>
<td>12.7</td>
</tr>
<tr>
<td>22 – 25 years</td>
<td>10.3</td>
<td>10.3</td>
<td>9.8</td>
<td>17,267</td>
<td>11.8</td>
<td>10.6</td>
</tr>
</tbody>
</table>

*Year 1 - based on 80,870 completed participants. ~Year 2 - based on 118,106 completed participants. ^Year 3 - based on 146,030 completed participants. γYear 4 – based on 146,787 completed participants. ∞Year 1-4 - based on 491,793 completed participants.

3.28 Table 6 shows the slight shift within the programme, moving more to delivery to the older age groups. Direct comparisons cannot be made due to 11-13 year olds not involved in the programme in years one and two, however this makes the achievement of increasing the percentage of older age groups, despite the widening age band, even greater. In year one, 17-25 year olds made up 41.5% of the
participants, whereas in year four, they made up 44.5% (despite the wider number of age categories).

3.29 The trend in ethnicity has not changed in the last four years with many participants from black and minority ethnic backgrounds completing Sportivate projects. National Census, 2011 data\(^\text{16}\) shows that 14.9% of the national population (age 16-24) come from black or minority ethnic backgrounds.

3.30 Completed participants from a BME background make up 24.2% (n=35,607) of the overall completed profile for year four of the Sportivate programme. This is 5.4 percentage points higher than in year one (18.8%) and 0.9 percentage point higher than year three (23.3%). Sportivate is therefore reaching a greater than representative proportion of BME participants.

3.31 The proportion of BME participants varies considerably by CSP, this is dependent upon their local demographics. CSPs should ensure that they are striving to reach a representative proportion of both white and BME participants within their area. High and low BME proportions do not necessarily depict good or poor performance.

3.32 The age group split of participants from BME communities is very similar to the overall split. However, a slightly greater proportion of the completed participants from BME backgrounds are aged between 19 and 25 years old (27.8%) compared to white participants (25.9%), a difference of 1.9 percentage points.

3.33 There is a bigger gender gap within BME participants (59.3% male, 40.7% female) this was also observed in year three (61.2% male, 38.8% female). In year four the gap is largest for Asian participants (38.5% female), whereas in year three it was largest for black participants (36.0% female). However, the percentage of female Asian participants has increased by 7.1 percentage points between 2011 and 2015. The Sport England Youth Insight Pack (2014) identifies the increase in the young Asian population, but also identifies the low participation rates amongst Asian females, Sportivate data is encouraging therefore, to show that despite the low levels of participation, the proportion of BME participants in the programme is increasing.

3.34 The data shows that the proportion of young people from a BME background differed slightly depending on the sport. Boxing projects had the highest proportion of BME participants completing in year four, this was followed by football and basketball.

\(^{16}\) Office for National Statistics, Census (2011) - table KS201EW 2011 Census, ethnic groups
Boxing was the tenth most participated in sport by white participants, football was the most participated in and basketball was sixth.

### Table 7 Completed participants by ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>% completed Year 1*</th>
<th>% completed Year 2~</th>
<th>% completed Year 3^</th>
<th>Completed frequency Year 4γ</th>
<th>% completed Year 4γ</th>
<th>% completed Years 1 – 4∞</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>74.3</td>
<td>72.8</td>
<td>71.6</td>
<td>99,893</td>
<td>68.1</td>
<td>71.3</td>
</tr>
<tr>
<td>Mixed</td>
<td>3.6</td>
<td>4.0</td>
<td>4.4</td>
<td>6,909</td>
<td>4.7</td>
<td>4.3</td>
</tr>
<tr>
<td>Asian</td>
<td>7.8</td>
<td>9.4</td>
<td>10.6</td>
<td>16,109</td>
<td>11.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Black</td>
<td>5.4</td>
<td>5.5</td>
<td>6.0</td>
<td>8,799</td>
<td>6.0</td>
<td>5.8</td>
</tr>
<tr>
<td>Other</td>
<td>2.0</td>
<td>1.8</td>
<td>2.4</td>
<td>3,790</td>
<td>2.5</td>
<td>2.2</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>6.9</td>
<td>6.5</td>
<td>5.0</td>
<td>11,287</td>
<td>7.7</td>
<td>6.5</td>
</tr>
</tbody>
</table>

*Year 1 - based on 80,870 completed participants. ~Year 2 - based on 118,106 completed participants. ^Year 3 - based on 146,030 completed participants. γYear 4 – based on 146,787 completed participants. ∞Years 1-4 – based on 491,793 completed participants.

3.35 According to national Census, 2011 data, 18.0% of the population are disabled, this is not broken down by age, but estimates suggest that 5% of 16-19 year olds have a disability\(^{17}\) and that those with a disability are less active and do less sport than those without a disability\(^{18}\). CSPs have taken definitive action to address poor participation amongst disabled participants through inclusive and disability specific projects.

3.36 In year four, 8.9% (n=13,002) of the completed participants identified themselves as having a disability, the proportion has been steadily increasing since the start of the programme with a 3.0 percentage point rise since year one.

3.37 The gender gap is significantly higher for participants with a disability than for those without a disability with males accounting for 65.6% (n=8,534) and females 34.4% (n=4,468) of the completed participants with a disability. Therefore, although significant inroads have been made in ensuring that a greater proportion of female participants are completing Sportivate projects, more work is needed to ensure this gender balance is also seen within participants with a disability.

\(^{17}\) Office for National Statistics, Census (2011)

\(^{18}\) Active People Survey 8
3.38 As with the overall Sportivate programme, 14-16 year olds account for the largest proportion of the completed participants with a disability (29.6%, n=3,851). However, 19-25 year olds are better represented amongst the disabled participants than within the overall Sportivate programme, with 32.2% within this age group, compared to 25.7% for completed non-disabled participants. As mentioned in previous reports, this is probably due to the fact that young people are more likely to take part in sport and physical activity when they are in education, and as schools for children with special educational needs can draw down funding for young people aged up to 25 years old (unlike 19 years in mainstream education)\textsuperscript{19}, delivery to the older age groups may be easier to set up for disabled people than non-disabled.

3.39 Participants who completed projects and identified themselves as having a disability are significantly more likely to be white (80.3%, n=10,441) compared to 71.6% (n=85,621) who didn't identify themselves as having a disability. This therefore, shows that amongst completed participants with a disability, BME participants are less well represented than amongst participants without a disability.

Table 8 Completed participants by disability

|                  | % completed Year 1 | % completed Year 2 | % completed Year 3 | Completed frequency Year 4 | % completed Year 4 | % completed Years 1 – 4
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>With a disability</td>
<td>5.9</td>
<td>6.5</td>
<td>7.7</td>
<td>13,002</td>
<td>8.9</td>
<td>7.5</td>
</tr>
<tr>
<td>Without a disability</td>
<td>85.3</td>
<td>85.0</td>
<td>85.5</td>
<td>119,634</td>
<td>81.5</td>
<td>84.2</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>8.8</td>
<td>8.5</td>
<td>6.8</td>
<td>14,151</td>
<td>9.6</td>
<td>8.4</td>
</tr>
</tbody>
</table>

\*Year 1 - based on 80,870 completed participants. \~Year 2 - based on 118,106 completed participants. \^Year 3 - based on 146,030 completed participants. \Year 4 – based on 146,787 completed participants.

3.40 Looking across the first four years of the Sportivate programme, a total of 36,651 young people with a disability completed Sportivate projects, of which 65.4% were male and 34.6% female. 14-16 year olds accounted for the greatest proportion (40.9%) and 11-13 year olds the least\textsuperscript{20} (10.8%). Young people from a BME background accounted for 16.6% of the overall completed participants with a disability over the four years of the Sportivate programme compared to 80.8% from a white background.

\textsuperscript{19} Department for Education

\textsuperscript{20} 11-13 year olds were only introduced to the Sportivate programme at the beginning of year three, this will therefore reduce the proportion of 11-13 year olds when looking back across all years of the programme.
Pre-Sportivate level of participation amongst completed participants

3.41 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 programme.

3.42 In 2014, Sport England defined a new way of categorising behaviour (activity levels) for Sportivate (to bring it into line with Sport England’s wider youth insight work). ‘Consistently inactive’ describes those who have taken part in sport on 0 days in the last 28 days, ‘irregularly active’ describes those who have taken part on between 1 and 3 days in the last 28 days and ‘consistently active’ describes those doing sport on 4 or more days in the previous 28 days.

3.43 One of the new performance measures for years five and six, as introduced at the beginning of this report, is measuring the proportion of young people reached by Sportivate who are ‘inactive’ as a proportion of the completed target. Within Sportivate, inactive participants are young people who take part in less than 30 minutes of activity once per week (i.e. report doing 0-3 days of activity in the previous 28). Whilst this measure is not a target until years five and six, by reviewing the year four data, we can identify a baseline figure against which future comparisons can be made.

3.44 In year four 51,713 of the reached participants were inactive, this figure as a proportion of the 100,644 completed target means that 51.4% of young people reached were inactive. Therefore, if the inactives target had been set for year four, the programme would have exceeded target by 11.4 percentage points.
Reaching Inactive Young People – Sportivate Case Study Jan 2015

The ‘Reaching Inactive Young People’ case study showcased four CSPs that have been particularly effective at attracting inactive young people into Sportivate programmes.

**Greater Sport** developed their partnerships with the Job Centre Plus and Backing Young Bury to design an activities and CV development programme using sport. They also supported a project at Oldham College, showing young people the functional benefits of sport such as rock climbing for theatre production students, to encourage those not participating to take part.

**Sport Birmingham** targeted inactive segments of the community with a project targeted at young Asian women, working with a local youth centre to overcome the cultural barriers the girls face.

**Team Beds and Luton** supported a successful Special Educational Needs (SEN) rowing project, using the summer school games as an opportunity to provide activities for disabled young people for whom access to sport is limited.

**London Sport** took an entirely new approach to marketing to gain interest from young people who are likely to never engage with a project marketed in a traditional way. The CSP partnered with a women’s blog to encourage girls to try new activities tailored for them.

### Table 9 Previous activity level of completed participants

<table>
<thead>
<tr>
<th>Activity Level 2011-2014</th>
<th>Activity Level 2015</th>
<th>Definition</th>
<th>Year 1</th>
<th>Year 4</th>
<th>Percentage point change from year 1 to year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-sporty (0x30)</td>
<td>Consistently Inactive (0x30)</td>
<td>No sport in the previous 28 days</td>
<td>11.4%</td>
<td>13.7%</td>
<td>+2.3</td>
</tr>
<tr>
<td></td>
<td>Irregularly Active (&gt;0x30)</td>
<td>30 mins of sport on 1-3 day in the previous 28 days</td>
<td>10.0%</td>
<td>15.4%</td>
<td>+5.4</td>
</tr>
<tr>
<td>Semi-sporty (&gt;0x30, 1x30, 2x30)</td>
<td>Consistently Active (1x30)</td>
<td>30 mins of sport on 4-7 days in the previous 28 days</td>
<td>22.0%</td>
<td>25.0%</td>
<td>+3.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 mins of sport on 8-11 days in the previous 28 days</td>
<td>21.1%</td>
<td>19.2%</td>
<td>-1.9</td>
</tr>
<tr>
<td>Sporty (3x30)</td>
<td></td>
<td>30 mins of sport on at least 12 days in the previous 28 days</td>
<td>35.5%</td>
<td>26.7%</td>
<td>-8.8</td>
</tr>
</tbody>
</table>

* Based on 80,870 completed year 1 participants

^ Based on 146,787 completed year 4 participants

3.45 Year four has seen a smaller proportion of young people report that they are consistently active (70.9%) before commencing a Sportivate project. This is 7.7 percentage points fewer than in year one of the Sportivate programme and shows that Sportivate projects are better at targeting young people not already taking part in activity at least once per week. In addition, a greater proportion of consistently...
inactive (+2.3 percentage points) and irregularly active (+5.4 percentage points) young people completed Sportivate projects than in year one.

3.46 Female participants who completed projects are much more likely to be consistently inactive (14.7%, n=10,036) compared to male participants (12.7%, n=10,077). This could be due to a more targeted approach to reach a greater proportion of consistently inactive females. However, from evidence from Active People Survey 8, it is almost certainly due to lower sports participation levels in young females than males.

**Figure 8 Participants by gender and previous activity level**

<table>
<thead>
<tr>
<th></th>
<th>Consistently Inactive</th>
<th>Irregularly Active</th>
<th>Consistently Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12.7</td>
<td>15.4</td>
<td>71.9</td>
</tr>
<tr>
<td>Female</td>
<td>14.9</td>
<td>15.5</td>
<td>69.6</td>
</tr>
</tbody>
</table>

Based on 146,787 year 4 completed participants

3.47 Participants who identified themselves as having a disability are much more likely to start a project consistently inactive (20.5%) compared to people without a disability (13.7%). They are also more likely to be irregularly active (17.5%) compared to 15.4% without a disability and less likely to be consistently active (62.0%) compared to 67.3% of non-disabled young people.

3.48 This is particularly true amongst female disabled participants with only 57.3% starting projects as consistently active. 19.2% were irregularly active and 23.7% were consistently inactive.

3.49 BME participants are also more likely to start Sportivate either consistently inactive (14.6%) or irregularly active (23.4%) compared to white participants (13.1% and 12.4%). This is, again, particularly true amongst female BME participants with
17.8% starting as consistently inactive, 22.1% irregularly active and 60.1% consistently active.

3.50 17 and 18 year olds are more likely to start a project as consistently inactive (14.8%) than any other group, the 19-21 year old group are the least likely to be consistently inactive (11.5%) on starting the programme.

3.51 The older groups are less likely to be consistently active compared to the younger groups, 74.8% of the youngest group (11-13 year olds) start a project as consistently active compared to 67.3% of the 22-25 year olds.

3.52 This is backed up by Active People data\textsuperscript{21} which identified that the number of 14-19 year olds who take part in sport (>1x30) is 61.1%, compared to 52.6% of 20-25 year olds. This is further evidence as to the importance of targeting older participants.

3.53 Sportivate innovation fund participants are more likely to start projects as either consistently inactive (18.4%) or irregularly active (22.1%) compared to participants from regular Sportivate projects. 59.5% were consistently active on starting the project.

**Table 10 Previous activity level of completed participants with age**

<table>
<thead>
<tr>
<th>Activity Level</th>
<th>Age Group</th>
<th>11-13</th>
<th>14-16</th>
<th>17-18</th>
<th>19-21</th>
<th>22-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-sporty (0x30)</td>
<td>Consistently Inactive (0x30)</td>
<td>No sport in the previous 28 days</td>
<td>13.9</td>
<td>14.2</td>
<td>14.8</td>
<td>11.5</td>
</tr>
<tr>
<td>Semi-sporty (&gt;0x30, 1x30, 2x30)</td>
<td>Irregularly Active (&gt;0x30)</td>
<td>30 mins of sport on 1-3 day in the previous 28 days</td>
<td>11.3</td>
<td>13.8</td>
<td>17.0</td>
<td>20.6</td>
</tr>
<tr>
<td></td>
<td>Consistently Active (1x30)</td>
<td>30 mins of sport on 4-7 days in the previous 28 days</td>
<td>24.4</td>
<td>25.5</td>
<td>25.7</td>
<td>24.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consistently Active (1x30)</td>
<td>30 mins of sport on 8-11 days in the previous 28 days</td>
<td>20.9</td>
<td>19.7</td>
<td>18.0</td>
</tr>
<tr>
<td>Sporty (3x30)</td>
<td></td>
<td>30 mins of sport on at least 12 days in the previous 28 days</td>
<td>29.5</td>
<td>26.8</td>
<td>24.5</td>
<td>24.7</td>
</tr>
</tbody>
</table>

Based on 146,787 year 4 completed participants

\textsuperscript{21} Sport England Active People interactive - Active People Survey 8
3.54 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 young people completing projects is football (8.1%, n=11,830) followed by multi-sport (6.2%, n=9,171) and gym and fitness (5.9%, n=8,693), these have remained largely unchanged since year one.

**Figure 9 Top ten sports by frequency of young people completing projects**

- Football 7.6%
- Multi-Sport 6.2%
- Gym & fitness 5.9%
- Badminton 5.4%
- Basketball 5.3%
- Boxing 5.2%
- Cricket 4.4%
- Dance 3.6%
- Golf 3.3%
- Rugby Union 2.6%

Based on 146,787 year 4 completed participants

3.55 In the Year Three Annual Evaluation we identified some of the sports that despite not sitting in the top ten, were marking a substantial increase in their presence within Sportivate. Handball saw an increase of 16 places on previous years from 31st in year one to 15th in year three. Handball has continued this increased delivery with Sportivate and was once again 15th in year four. Snowsport, which previously saw an increase in 15 places from 33rd in year one to 18th in year three has dropped slightly to 22nd in year four. Archery has increased a further two places to 24th in year four following its 11 place increase from year one to year three. Rugby Union which saw a drop in places from 10th in year one to 22nd in year three has regained the proportion of participants and is now back in the top ten sports participated in.

3.56 Some sports have seen particular success in having consistently inactive participants completing projects. Three of these sports can be seen in figure 9 on the following page. Karate (33.5% consistently inactive completed participants), BMX (27.7% consistently inactive completed participants) and triathlon (27.5% consistently inactive completed participants) all have considerably higher proportions of consistently inactive participants than the national average of 13.7%.
3.57 There are significant differences between the sports that have the most completed male and female participants. Football has the highest proportion of completed male participants with 11.1% (n=8,847), multisport has 6.6% (n=5,215) and boxing has 6.5% (n=5,194) this is the first time that boxing has been in the top three. For women and girls, the top three activities are gym and fitness (7.5%, n=5,026), dance (6.5%, n=4,352) and multi-sport (5.9%, n=3,956). As in all previous years, there are no team sports in the top three sports for women.
Based on 146,787 year 4 completed participants
*Aerobics includes aerobics / fitness Classes / boxercise

3.58 As in year one and year two, there were a large number of projects categorised as multi sport. This sport accounted for 6.2% (n=9,171) of the completed participants in year four. In the Year Three Annual Evaluation, a sample of 100 multi sports projects were reviewed and found to be incorrectly allocated due to a number of reasons. Therefore, the position of multi sports at second in the top ten completed sports may be misleading. Providers and deliverers should take more care to ensure that projects are correctly assigned to a sport.

3.59 NGBs have access to annual Sportivate data, relevant to their sport, through the NGB reports that are released in July each year. NGBs should use this insight to work with partners to deliver successful Sportivate projects in their sports, as well as building their insight on their sport as a whole, using the data for example, to plan coaching courses or develop clubs.

3.60 The top two sports for young people with a disability are football (13.1%, n=1,697) and multi-sport (11.5%, n=1,499). Cricket, gym/fitness, golf 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, is the popularity of cycling, athletics, boccia and swimming.
4 Sportivate innovation fund projects

4.1 The Sportivate innovation fund has been developed to help drive continuous improvement in the programme. Its aim is for CSPs to stretch themselves and deliver ‘cutting-edge’ projects that result in long term participation by young people. Projects might target a hard-to-reach group, be larger, smaller, expensive or meet wider objectives alongside those of Sportivate.

Figure 12 Example of a 2014-2015 innovation project

4.2 A total of 295 blocks of activity took place as a result of innovation funding across 34 projects awarded money by Sport England. The projects reached 4,712 participants of which 3,873 completed.

4.3 Males accounted for 64.4% (n=2,494) of the completed participants compared to females (35.6%, n=1,379). Therefore females are significantly less well represented amongst the innovation projects compared to the Sportivate programme as a whole.

4.4 The older age groups were better served by the innovation funded projects with 19-25 year olds making up 30.8% (n=1,256) of the completed participants, compared to 25.6% of the overall Sportivate programme.

Figure 13 Innovation projects completed participants by age
4.5 Participants from BME backgrounds completed a lower proportion of innovation funded projects with 17.9% (n=693) compared to 24.3% within the overall programme. However, within the innovation funded projects, a greater proportion preferred not to state their ethnic background (15.7%, n=609) compared to 7.7% across the whole of Sportivate. Therefore it is difficult to know if the lower proportion of BME participants is accurate.

4.6 7.4% (n=286) of the completed participants in innovation projects had a disability, this is 1.7 percentage points lower than the overall Sportivate programme (8.9%). As with ethnicity, a greater proportion of these participants preferred not to say (20.5%, n=795).

4.7 A greater proportion of the completed participants amongst innovation funded projects were either consistently inactive (18.4%, n=712) or irregularly active (22.1%, n=857) on commencing projects. This shows that these projects were better at targeting young people who participated in little or no sport.

4.8 The top three sports amongst innovation funded projects were multisport (17.1%), basketball (16.8%) and gym/fitness (13.0%).

4.9 From the data above, it seems that, in year four, the Sportivate innovation fund was used to target the older age groups and those who are consistently inactive, rather than females, those from a BME background or disabled young people.
5  **Sustain measure – intention survey**

5.1  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. 3,189 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 four.

**Enjoyment and inspiration**

5.2  Sessions were enjoyed by 96.1% (n=3,064) of young people who attended the Sportivate projects (decrease of -0.4 percentage points on year one). Very few young people (1.1%, n=36) indicated that they did not enjoy the sessions they attended, a further 2.6% (n=83) were unsure.

**Figure 14 Young people enjoyed and inspired by Sportivate (Intention postcards)**

Based on 3,183 year 4 respondents

5.3  As well as having enjoyed the sessions, nearly 87.3% (3,064) felt inspired to continue taking part in sport (89.2%, n=4,022 in year one). Just 3.9% (n=123)

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

<table>
<thead>
<tr>
<th>Confidence Levels</th>
<th>50%</th>
<th>40% or 60%</th>
<th>30 or 70%</th>
<th>20 or 80%</th>
<th>10 or 90%</th>
<th>5 or 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3189 responses</td>
<td>+ or – 1.72</td>
<td>+ or – 1.68</td>
<td>+ or – 1.58</td>
<td>+ or – 1.38</td>
<td>+ or – 1.03</td>
<td>+ or – 0.75</td>
</tr>
</tbody>
</table>
were not inspired, 8.8% (n=281) were unsure as to whether the sessions were inspirational.

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

5.4 Most young people (94.8%, n=3,023) expressed a likelihood that they would continue to take part in sport over the next three months. The majority (75.5%, n=2,396) suggested that they were 'very likely' (a decrease of -3.6 percentage points on year one), with a further 19.8% 'likely' to continue taking part in sport. Only a few (4.8%) felt that they were 'not likely' to continue to take part in sport in the next three months.

5.5 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 (57.0%, n=1,796), this is -2.5 percentage points less than year one), 43.0% (n=1,355) are not a member of a club. Of those who are not a member of a club, 37.2% (n=509) are 'very likely' to join a club to continue taking part in sport in the next three months. A further 40.2% (n=550) are 'likely' to join a club. The remaining 22.5% (n=308) were 'not likely' to join a club.

Figure 15 Likelihood of continuing to take part in sport or join a club

5.6 Sport is seen to be important to young people taking part in Sportivate. Three quarters of young people (72.5%, n=2,281) felt that taking part in sport was 'very

---

23 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 -2.8 percentage points since year one). 22.7\% (n=714) felt that taking part in sport was ‘important’. Whereas, only 4.8\% (n=151) felt that sport was not important.

**Figure 16 Value of sport to young people**

![Bar chart showing the value of sport to young people.](chart.png)

Based on 3,183 year 4 respondents

5.7 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, as young people are both enjoying and feeling inspired by the projects they attend. Judging by the proportion of young people going onto join sports clubs, they are also positively advocating sports clubs as exit routes for continued participation in sport.

**Intention study summary years one to four**

5.8 In total across the four years of the Sportivate programme, 13,423 intention surveys have been completed by young people who have completed projects.

5.9 Sportivate has been enjoyed by the majority of the respondents with 97.1\% (n=13,039) reporting that they enjoyed the sessions that they attended, 0.8\% (n=105) didn’t enjoy Sportivate and 2.1\% (n=279) were unsure. This has remained relatively consistent across the four years ranging between 96.3\% in year four to 97.8\% in year two.

5.10 Sportivate has had a significant impact on young people’s inspiration to participate in sport, with 88.8\% (n=11,910) across the four years indicating that they were inspired by the sportivate project they attended, inspiration levels have also remained consistent ranging between 87.3\% in year four and 89.2\% in year two.
5.11 It is evident that at the time of completing the intention survey young people are very keen to continue participating in sport, with 95.8% (n=12,802) across the four years indicating that they are either likely or very likely to continue playing sport. Again, each year had very similar results but in year two the highest proportion, 96.7% (n=3,364) indicated that they were either likely or very likely to continue playing sport. The lowest proportion was year four when 95.2% (n=3,023) wanted to continue playing sport.

5.12 Year three saw the highest proportion of participants who were members of a sport club(s) (59.0%, n=2,633), year four was slightly lower with 57.0% (n=1,796). Across the four years this equated to 58.2% (n=7,724).

5.13 The proportion of young people who were either likely or very likely to join a sports club(s) was significantly lower in year four (77.5%, n=1,059) compared to the previous three years (year one 81.9%, year two 83.2%, year three 82.8%). Over the four years, 81.6% (n=5,308) said that they were either likely or very likely to join a sports club(s).

5.14 Young people feel that sport is important to them, 95.4% (n=12,647) felt that taking part in sport was either important or very important to them. This has remained very consistent over the four years ranging from 95.0% in year three to 95.9% in year one.
5.15 Year four has seen a decrease in the proportion of young people who strongly agree or agree with the statements asking them about their enjoyment, level of inspiration and likelihood to continue taking part in sport. This is probably due to the higher proportion of consistently inactive participants that Sportivate has reached in year four compared to previous years, participants who are less likely to have a positive attitude to sport on commencing Sportivate.
6  Sustain measure – tracking survey

6.1 The tracking survey is circulated to all young people who complete a project and who opt into taking part in further research. The survey is sent to young people 90 days after their last Sportivate session. In total, 1,823 participants who took part in Sportivate projects between April 2014 and January 2015 responded to the tracking study, the number gives good confidence in the results. The tracking study results are still being collected through to the end of July 2015 (based on a project ending in March 2015 +90 days), as a result, the final tracking study data will be collected and distributed in July 2015. This will further increase the confidence in the results.

6.2 The majority of young people (86.3%, n=1,573) have continued to take part in sport since attending a Sportivate session. This remains largely unchanged, as shown in figure 18, from year one to year four. From the responses provided, the data can be extrapolated to calculate the national sustain figure (86.3% of the overall completed figure) which suggests that 126,677 participants have been sustained in sport for this period (+/- 1.58). Our confidence in this sustain figure is based on statistical theory.

6.3 Male respondents (87.8%, n=762) are more likely to still be participating in sport on completion of the online tracking survey, three months after the end of the Sportivate project. This compares to 84.9% (n=811) for female participants.

6.4 Sustaining a behaviour change is one of the key steps in the behaviour change model identified in the new Women in Sport research. Sportivate projects should ensure that exit routes are well planned and will reduce the risk that females will ‘lapse’, reverting back to a pre-change status.

At a 95% Confidence Level the Confidence intervals are:

<table>
<thead>
<tr>
<th></th>
<th>50%</th>
<th>40% or 60%</th>
<th>30% or 70%</th>
<th>20% or 80%</th>
<th>10% or 90%</th>
<th>5% or 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1823 responses</td>
<td>+ or −2.28</td>
<td>+ or −2.23</td>
<td>+ or −2.09</td>
<td>+ or −1.82</td>
<td>+ or −1.37</td>
<td>+ or −0.99</td>
</tr>
</tbody>
</table>

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.

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.

What Sways Women to Play Sport (Women in Sport 2015)
6.5 Participants who identified that they had a disability are significantly less likely to still be participating in sport at this time (77.4%, n=120). Therefore, greater effort is required to ensure that exit routes are improved for both females and participants with a disability.

**Figure 18 What Sways Women to Play Sport ‘Spheres of influence integrated graphic showing journey affected by ‘sway factors’**

![Diagram showing spheres of influence and journey affected by sway factors]

**Figure 19 Young people taking part in sport three months since Sportivate programme**

![Bar chart showing percentage of young people participating in sport three months since Sportivate programme]

Based on 1,823 year 4 respondents, 1,898 year 3 respondents, 2,439 year 2 respondents, 1,739 year 1 respondents. Error bars indicate the percentage confidence interval for each year.
6.6 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, two and three.

**Figure 20 Reason for continuing to take part or not take part in sport**

Based on 1,823 year four respondents

6.7 The reasons for continuing sport are very similar across all participants. However, a slightly greater proportion of female respondents (32.7%, n=265) felt the Sportivate sessions inspired them to continue playing sport compared to 31.5% (n=273) males. Although very little difference in terms of the percentage, this statement was ranked in the top three reasons to continue sport for females, but did not feature as highly for males. Disabled participants felt inspired to an even greater extent with 45.8% (n=55) saying they were inspired to continue playing sport by Sportivate.

6.8 Although not in the top three reasons to continue, 23.9% (n=194) of females felt that weight loss was a reason to continue, this compares to only 14.7% (n=128) of male participants.

6.9 Amongst the reasons that participants have not continued, the ‘Sportivate session has ended’ was the top reason (5.4%, n=99) as with all previous years, this could be suggesting that exit routes are not having the desired effects of moving young people from the Sportivate session to other provisions of sport. This is especially apparent within BME participants with 5.9% (n=19) attributing that as the reason for not continuing.
6.10 A greater proportion of female participants felt that priority is school, college or university (4.2%, n=40) compared to male participants (1.3%, n=11).

6.11 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 (40.9%, n=644), at a sports club (37.6%, n=592) and at an afterschool, college or university club (35.1%, n=551).

**Figure 21 Settings where sustained participants want to continue to take part in sport**

![Graph showing settings where sustained participants want to continue to take part in sport](image)

Based on 1,823 year 4 respondents

6.12 The majority of young people who responded to the tracking survey (73.0%, n=916) are members of a club(s). This is consistent with the year one, year two and year three data and is a lot higher than the intention data where just over half of young people (57.0%, n=1,796) 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. When broken down by demographic, BME participants are much less likely to be a member of a sports club as reported on the tracking survey (64.8%, n=138)

6.13 The graphs in figure 22 show that year four of Sportivate has achieved behaviour change for both consistently inactive and consistently active participants. The pre and post Sportivate activity levels for young people indicate that the programme is making young people more active. Fewer young people are identifying themselves as consistently inactive post Sportivate (-11.9 percentage points). More are

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28 'Identified themselves' is defined by a self reporting survey on the amount of physical activity undertaken in the last 28 days
identifying themselves as irregularly active (+3.4 percentage points) and more are identifying themselves as consistently active post Sportivate (+8.5 percentage points).

6.14 The consistently inactive participants pre Sportivate identified that post Sportivate, they participated in 10 days of sport in the previous 28 days, on average.

**Figure 22 Activity level by year and type**

![Graphs showing activity levels by year and type](image)

*Non-sporty & Consistently Inactive - Year 1, year 2 and year 3 data year 1 (pre 11.4%, post 2.7%), year 2 (pre 11.4%, post 2.6%) is very similar to the year 3 data (pre 11.5%, post 2.1%) and consequently the year 1 and year 2 data line lies directly underneath the year 3 line and cannot be seen on these graphs

6.15 Figure 23 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 0x30
participation (-11.9 percentage points) after three months. Furthermore, there is an increase of 11.5 percentage points in those doing 3 x 30 minutes a week.

**Figure 23 Activity level behaviour change**

Based on 1,823 year 4 respondents

6.16 Most young people (73.3 %, n=1,279) see taking part in sport as very important, 22.0% (n=384) see sport as important and only 4.7 % (n=83) as not important. As well as seeing the importance of sport, 71.0% (n=1,229) of young people suggested that they are interested in participating in other sports.

6.17 Male participants felt that sport was of greater importance to them than female participants, 79.3% (n=658) of male participants felt that sport was very important to them compared to 67.8% (n=621) of female participants. BME participants also felt that sport was more important to them (compared to all Sportivate participants) with 80.0% (n=244) selecting that option.

6.18 Sportivate is having a positive impact on young people. Overall 53.3% (n=936) are doing more sport in their own time, 35.9% (n=630) are doing the same and 10.8% (n=190) are doing less. This remains consistent with the data from year one, year two and year three.

6.19 Furthermore, 56.4% (n=419) of the young people doing more sport are doing it because of the Sportivate sessions they attended, 23.0% (n=171) are doing more,
but not because of Sportivate and 20.7% (n= 154) are unsure why they are doing more sport. This has also remained consistent with year one, year two and year three data.

6.20 A lower proportion of participants who identified themselves as having a disability felt that they were doing more sport (49.0%, n=74) but a greater proportion of those that did, felt it was due to taking part in a Sportivate project (65.1%, n=41). This therefore shows that Sportivate has a significant effect on disabled individuals.

Figure 24 Impact of Sportivate on amount of sport undertaken by young people

Based on 1,823 year 4 respondents

6.21 The sports that respondents were most interested in taking part in were swimming (21.7%, n=396), gym / fitness (19.7%, n=360) and badminton (17.0%, n=310). Male participants were most interested in football (21.1%, n=183) and participants from a BME background selected basketball as the sport that they were most interested in taking part in (21.9%, n=71). Disabled participants selected archery as their second choice (24.5%, n=38) and canoeing as their third (18.7%, n=29).

6.22 In line with the year five and six targets, it is important to recognise the baseline for the data. The target for the sustain measure for year five is to ensure a 5% or greater percentage change between those participants who were inactive at registration but were active at the point of completing the tracking survey. Figure 25
shows the comparison for year four in a simple chart, the same view that all CSPs now have on their charts dashboard on the Sportivate portal. Whilst this was not a target in year four, the chart shows that had a national measure been set against this last year, success would have been achieved, with a percentage change of 8.4%.

**Figure 25 Year four sustain measure**

<table>
<thead>
<tr>
<th>Percentage point change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inactive at registration</td>
</tr>
<tr>
<td>Active at survey</td>
</tr>
<tr>
<td>84.2</td>
</tr>
<tr>
<td>-24.2</td>
</tr>
<tr>
<td>8.4</td>
</tr>
<tr>
<td>-</td>
</tr>
</tbody>
</table>

Based on 1,823 year 4 respondents

**Creating Sustainable Sportivate Projects – Sportivate Case Study Jan 2015**

The ‘Creating Sustainable Sportivate Projects’ case study outlined through four projects, methods to ensure sustainability within the programme. The following techniques were used to sustain participation:

- Within a university setting, tap into an existing non-traditional sports club and use Sportivate to inject the funds needed to offer the sport out to more students.
- Provide free annual membership to a sports club for the first year after completing a Sportivate project, identify opportunities where the exit route and the initial sessions can be in the same location.
- Create a challenge that the Sportivate sessions can lead towards to build the sense of achievement in having taken part.
- Use a computerised monitoring system (e.g. within a leisure centre) to gain a greater understanding of what young people want to do after Sportivate.
7 CSP Qualitative review

7.1 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 programme on three themes

- Dashboard review - CSPs outline their dashboard and provide comments
- Main successes - CSPs identify their key successes throughout the year.
- Main challenges - CSPs identify their key challenges throughout the year.

7.2 At this stage, at the end of the initial 2011-2015 period of the Sportivate programme, this qualitative review focuses more on the trends across the four years to understand where CSPs have identified the greatest successes and biggest challenges overall.

Figure 26 Main successes for CSPs

Based on 47 year 1 responses, 48 year 2 responses, 44 year 3 responses and 41 year 4 responses
Chart only features comments that were made 5 or more times across the 4 years to enable a focus on the key issues
7.3 Partnerships continue to feature amongst the greatest successes for year four, as in each of the previous years. Engagement with new and non-traditional partners (year 4 n=9, years 1-4 n=43) and great relationships with NGB partners (year 4 n=10, years 1-4 n=31) have both featured as great successes each year of the programme. In years three and four, CSPs have identified more generally that having great relationships with the partners is a key to their successful Sportivate projects (year 4 n=15, years 1-4 n=28).

“Our development coordinators have a much closer relationship with providers and deliverers and this has enabled us to communicate more regularly and effectively”

7.4 Success targeting female participants has increased in the previous year. Although some success was seen in previous years, there has clearly been a more concerted effort this year and is reflected in the success felt by CSPs as well as the demographic results of the programme (year 4 n=15, years 1-4 n=24).

7.5 There were some successes identified in year four that haven’t been identified in previous years, but were only mentioned by a small number of CSPs, these were:

- Spending underspend (n=1)
- Good mix of ages (n=1)
- Better spread of delivery throughout the year (n=1)
- Increase in non/semi sporty (inactives) (n=2)
- Use of youth insight to engage partners (n=2)
- Success with innovation projects (n=3)
- Deliverer training (n=3)

7.6 It is encouraging to see that CSPs have already started looking ahead to year five, alongside delivering their successful year four programme. Using the Sport England Youth Insight will be very important in achieving against the new, year five and six programme targets set.

“We have passed key messages from the Youth Insight Pack onto deliverers to help deliver their projects”

“A workshop was successfully delivered on Youth Insight, which had a positive result on the applications received”

7.7 CSPs have also identified that successful innovation funded projects have supported their Sportivate programmes, hopefully ensuring that they continue to apply for this additional funding pot throughout the next two years of the programme.
7.8 Ensuring adequate staff resource to administer Sportivate is always a consideration for CSPs and a number mentioned the importance of having someone working at a strategic level, as well as administrative support for providers and deliverers. Getting this right continues to be a success for CSPs (year 4 n=6, years 1-4 n=13).

7.9 There are also a number of challenges that CSPs face when delivering Sportivate. These can be seen in figure 27 below.

Figure 27 Main challenges for CSPs

7.10 In the main, the challenges faced are similar to those faced in previous years. There were only two additional challenges raised this year that have not been raised previously and were only mentioned by one CSP each. They were:

- Difficulty getting case studies (n=1)
- The pressure of the Sportivate KPIs ‘frightening’ some deliverers (n=1)

7.11 The greatest challenge in year four was the difficulty in ensuring young people from hard to reach groups complete projects (year 4 n=13, years 1-4 n=6), a more prevalent challenge this year than ever before. This is likely to be due to the
increasing pressure on ensuring a quality Sportivate programme, targeting and ensuring completion of key demographics, rather than ensuring numbers through the programme. This can be further split down in year four to; difficulty ensuring older age groups complete projects (n=4), difficulty ensuring females complete projects (n=5) and difficulty ensuring inactive young people complete projects (n=2). This does show that CSPs are striving to change the demographics of the Sportivate programme.

“For some time, the headline figure has not been our focus and this is starting to shine through in the aspirational targets that we set ourselves, primarily increasing the numbers of females, people with disabilities and 18+ year olds accessing a Sportivate project”

7.12 Across the four years of Sportivate so far, the greatest challenge has been providers and deliverers not using the evaluation tools properly (year 4 n=12, years 1-4 n=49). This ranges in reasons from data not being entered when a project has finished, and CSPs have to chase for the data to be added, to deliverers needing lots of support with using the portal and data collection techniques during sessions. This issue is also related to a difficulty in getting email addresses (year 4 n=4, years 1-4 n=9) although this has not increased over the four years, it remains a slow but steady issue.

7.13 It is the hope of the Sport England team and the Impact Study team that the development of the Sportivate app in 2015 will help to alleviate some of the issues that deliverers have in adding data to the portal. We hope to see a reduction in this challenge in future years.

7.14 One promising trend is the reduction in year four of CSPs identifying that spending underspend has been a challenge (year 4 n=2, years 1-4 n=17). In many cases CSPs have had the largest underspend to date in the last year, but they have clearly planned and allocated the funding well to ensure this did not become a challenge.

7.15 The solutions to overcome the challenges remain quite similar to those identified in year three. Not all CSPs provided solutions on how to overcome their challenges. The solutions identified were:

- Make amends to SLAs (n=3)
- Ensure more regular contact with/support for partners (n=10)
- Work with new partners (n=4)
- Prioritise funding (n=3)
- Working on high quality projects with a higher cost per head (n=2)
- Increase staff capacity (n=2)
- Support partners with marketing (n=2)
- Support partners to target hard to reach groups (n=5)

7.16 It is clear from the feedback from CSPs that they are pleased with the progress that they’ve made this year and, in many cases, the successes far outweigh the challenges they face.
8 Summary

8.1 Year four has continued to see high levels of participation through the Sportivate programme. This year has seen a significant increase in female participants as well as the older age groups within the programme and this is a direct reflection of the targeted work undertaken by CSPs.

Table 11 Sportivate completed participant year on year summaries

<table>
<thead>
<tr>
<th>Target group table</th>
<th>Percentage of all completed participants Year 1</th>
<th>Percentage of all completed participants Year 2</th>
<th>Percentage of all completed participants Year 3</th>
<th>Percentage of all completed participants year 4</th>
<th>Percentage point +/- since year one</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women and girls</td>
<td>41.2</td>
<td>41.5</td>
<td>42.1</td>
<td>45.8</td>
<td>+4.6</td>
</tr>
<tr>
<td>Disabled</td>
<td>5.9</td>
<td>6.5</td>
<td>7.1</td>
<td>8.9</td>
<td>+3.0</td>
</tr>
<tr>
<td>Black and minority Ethnic</td>
<td>18.8</td>
<td>20.7</td>
<td>23.3</td>
<td>24.3</td>
<td>+5.5</td>
</tr>
<tr>
<td>19 to 25 years old^</td>
<td>22.3</td>
<td>23.1</td>
<td>21.8</td>
<td>25.6</td>
<td>+3.3</td>
</tr>
</tbody>
</table>

Based on 518,860 completed participants. ^ age ranges have changed for years 3 and 4

8.2 For the first time since 2011, the completed participant percentage against target has decreased slightly\(^{29}\), suggesting that CSPs have been working to target hard to reach young people. This is backed up by the comments from CSPs when consulted on this. This shows an emphasis shift within Sportivate from delivering quantity to addressing inequalities, taking heed of the recommendation made in the Year Two Annual Evaluation.

8.3 The proportion of female participants completing Sportivate projects has increased substantially (+3.7 percentage points) between years three and four, from 42.1% female to 45.8% female. This equates to a +4.6 percentage point increase in female participants since the start of Sportivate. Some CSPs delivered a programme containing more females than males, and more still were within 5% of an equal gender split.

8.4 The older age groups also continue to see an increase in representation within Sportivate, even since year one (despite the widening of the age range of the programme). Since year three, there has been a +3.8 percentage point increase in 19-25 year olds taking part. Sport England Youth Insight highlights the appeal of activities with age barriers to targeting older participants, such as marathons and

\(^{29}\) Note: this is not the case in the Sport England Corporate Reporting figures
adventure races e.g. Tough Mudder. Consideration should be made as to how to maximise this insight to further increase the proportion of 19-25 year olds.

8.5 The proportion of BME participants also increased, although by a smaller margin than in year three. Unlike the other key demographic areas, there is no particular expectation that this figure should continue to increase, as CSPs are targeted with delivering to their demographic profile and Sportivate already delivers to a greater proportion of BME young people than the national demographics suggest. Having said that, knowing that Asian females have low participation rates, continuing to target this group (as many projects have already done) will continue to increase the proportion of female participants as well as the proportion of BME participants.

8.6 Local Authority staff and sports club staff remained the top provider and deliverer throughout the four years. The only change to this was seen in the innovation projects, where private providers were most prevalent. The Sport England Youth Insight identifies that successfully attracting participants is all about designing and delivering the right experience for young people. Ensuring that experiences are interactive, social, rewarding, personalised, inspiring and creative are all so important. From the Sport England Youth Insight Pack and anecdotal evidence collected whilst developing Sportivate case studies, private providers are sometimes more able to provide these experiences, than larger, public organisations, as a result of their specialisms.

8.7 The proportion of disabled participants continues to increase. A small increase year on year has led to a 3.0 percentage point increase since the start of the programme, the largest increase, however, can be seen in the last year (+1.8 percentage points). The gender divide remains wide amongst disabled participants, with considerably more males (65.6%) than females (34.4%) completing projects.

8.8 Disabled participants are also considerably less likely to be participating in sport 3 months after taking part in Sportivate (77.4% compared to 86.3%)\(^\text{30}\). This data suggests that this group are harder to sustain longer term and more investment needs to be made in exit routes for disabled young people to ensure they continue to take part. It should also be noted, however, that of the disabled participants still participating 3 months later and doing more sport as a result of Sportivate, more attributed this change back to Sportivate (65.1%) than the overall Sportivate group

\(^{30}\) Note that 155 disabled participants completed the tracking survey therefore confidence levels are lower than the overall Sportivate population. At a 50% confidence level, the confidence interval of these responses is 7.8%.
(56.3%) suggesting that Sportivate is a bigger catalyst for change amongst disabled young people than the overall population.

8.9 Since 2011, there are fewer consistently active participants completing Sportivate projects and there are a greater proportion of irregularly active and consistently inactive participants. This shows that the target audience for Sportivate is changing through better targeting and well thought out projects. Considering the new inactives target, in year four, 29.3% of the reached participants were inactive at registration (0-3 days in the previous 28), which is 51.4% of the completed target and therefore 11.4 percentage points above the target of 40.0% set out for year five.

8.10 40.9% of the completed participants within innovation projects were consistently inactive or irregularly active (0-3 days of activity), showing that innovation projects have been targeting these young people more readily than Sportivate as a whole.

8.11 The sports most participated in remain largely unchanged since the start of the programme. Football remains the most participated in sport and is also the most participated in sport for males. Football is 6th in the list for female participants. Karate, BMX and triathlon are the sports in which the greatest proportion of consistently inactive participants take part. More CSPs report that projects are developed in conjunction with the young people, ensuring that young people are involved in ‘shaping their experience’ which is fundamental in ensuring their engagement.

8.12 Within innovation projects, males make up 63.9%, a considerably greater proportion than within the overall Sportivate cohort. Data suggests that BME participants and those with a disability are also less likely to take part in an innovation project than in Sportivate as a whole, however due to the proportion of young people ‘preferring not to say’ in both these categories, this has to be noted with caution. 19-25 year olds were 5.2 percentage points more likely to complete an innovation project than completed a Sportivate project.

8.13 The year four intention survey results reflect the same results as years one to three, with the majority of young people enjoying and being inspired by the programme. 75.5% are very likely to continue to take part in sport. Although the results are similar and track the trends, all data shows a slight decrease for year four, e.g. slightly lower levels of enjoyment and inspiration and indications that young people are slightly less likely to join a club. Most likely to have brought about this result is
that the profile of young people taking part in Sportivate has changed slightly. There are a greater proportion of females, BME, older, disabled taking part now, all of whom are more likely to inactive and potentially have a less positive attitude to sport and activity.

8.14 The tracking survey shows that 86.3% of participants were still taking part 3 months later, this is the lowest proportion in four years. This is also likely to be due to the reasons outlined above, that with the shift in profile of Sportivate participants, the outcomes are likely to be slightly different. It will be interesting to compare this again at the end of year five, following a year of even greater focus on inactive participants. Males are more likely than females to still be participating (87.8% males vs. 84.9% females).

8.15 Although it is not in the top three reasons identified, females are significantly more likely to state weight management as a reason for continuing to take part than males this further emphasises the functional relationship that young women, in particular, have with sport. The Youth Insight Pack identifies the following statement by a female falling into the functional group “I want to look good for Ibiza this year. I need to do more to get my bikini body”. It is important to understand what young people with a functional attitude want from sport and deliver a product that satisfies that.

8.16 With such a push towards sustainability, it should be of slight concern that the prime reason report for not continuing to take part in sport after Sportivate is ‘because the session ended’. Exit routes should be seamless for the young people so that they don’t feel that something is ending and something else beginning, but that there is a natural progression throughout their involvement. Developing strong exit routes should continue to be a focus when developing projects.

8.17 Sportivate achieved a change in behaviour amongst participants, as it has in each of the previous three years. Young people are moving from being consistently inactive prior to taking part, to consistently active three months later. If CSPs continue to deliver successfully in this area, the sustainability target should be achieved for year five. 56.4% of the young people attribute the fact that they are doing more sport three months after attending a project, because of Sportivate.

8.18 Great partnerships have been the greatest success across the four years of Sportivate for all CSPs. Partnerships with NGBs, providers and deliverers and an ever increasing number of new partners ensure success. CSPs have also reported that
they have used the youth insight work to advise providers and deliverers on how to better target young people, to ensure the right audience is being targeted.

8.19 Providers and deliverers using the evaluation tools correctly remains a challenge, whether that’s the postcards, online survey or the portal itself. The removal of the postcards and addition of the app will hopefully have a positive impact on this challenge.
9 **Recommendations**

9.0 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.

**Connecting participation**

9.2 Sportivate data shows that the main reason for a reduction in participation post Sportivate is because the Sportivate session finishes.

9.3 Further time and effort needs to be invested into developing *seamless* exit routes that ensure young people don’t feel that something has ‘ended’. Education of project providers is key to this, ensuring CSPs take every opportunity to work with providers on their projects.

9.4 Sport England’s Youth Insight provides a valuable tool to improve the targeted approach of Sportivate sessions and exit routes to ensure they are carefully planned with young people in mind. The functional relationship with sport of many young people should be considered as programmes could be more insight led in their planning.

9.5 Many NGBs, whilst working fully in partnership with CSPs, are not key drivers of Sportivate projects, ensuring that the connectivity between Sportivate and NGB exit routes (clubs or participation programmes) is strong will help support the transition of young people into sustained participation.

9.6 The NGB data that is available for NGBs each summer should give NGBs the necessary insight to effectively plan Sportivate sessions, ensuring sustainable exit routes.

**Sportivate innovation fund targets**

9.7 Sportivate innovation fund projects have, so far, been successful at targeting the older age groups and reaching a higher proportion of inactive young people than Sportivate as a whole. The additional funding has, so far, not been used to ensure an equal gender split across Sportivate or to increase the proportion of disabled participants taking part. These are areas that this funding could be invested into in the future.

9.8 It has been seen in the innovation fund projects that private organisations are providing a greater proportion of projects than across the whole Sportivate programme. This is enabling deliverers with specific expertise targeting certain
groups to achieve better targeting of hard to reach groups. This method should be considered programme wide to increase the targeted approach.

**Disabled young people**

9.9 Participation amongst disabled young people has increased throughout the four years of the programme, however those with a disability are still less likely to report that they have continued to take part in sport 3 months after the Sportivate project. This has decreased since year one of Sportivate.

9.10 This shows that exit routes for projects targeting disabled young people need to be robust and well planned to support the transition into sustained participation.

9.11 Further consideration should be given to ensuring disabled people aged 19-25 and also females with a disability are given plenty of opportunities, seeking to address the inequalities in provision for these groups.

**Women and girls**

9.12 Although significant work has been done to address the gender inequality of Sportivate by increasing female involvement, significant work is still needed.

9.13 In year five and six of the programme the extended tracking survey should seek to examine the key factors that are sustaining female participation and in particular the effects of high profile national campaigns such as “This Girl Can”.

9.14 The tracking study has been extended for 2015-2017 to collect data from participants, not only at 3 months, but also at 6, 9 and 12 month intervals after their Sportivate programme, this data will provide in further insight into the sustainability rates of young people.

**Age**

9.15 Year four has seen an increase in participation amongst 19-25 year olds. There is, however, a well-documented drop off in participation when young people reach 16 years old. CSPs need to ensure that they are adequately developing exit routes for the older age groups to ensure the increase in participation amongst this age group is sustained. As detailed above, the extension to the tracking study will enable us to track this in the future.

9.16 A big influence in the drop off is education, young people are less likely to stay involved in sport once they move out of structured education, ensuring that the infrastructure is in place to support 19-25 year olds outside of education is a key area of work.
### Appendix A  Sport List

<table>
<thead>
<tr>
<th>Sport</th>
<th>Sport</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerobics / Fitness Classes / Boxcercise</td>
<td>Futsal</td>
<td>Rounders</td>
</tr>
<tr>
<td>American Football</td>
<td>Goalball</td>
<td>Rowing</td>
</tr>
<tr>
<td>Angling / Fishing</td>
<td>Golf</td>
<td>Rugby League</td>
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<tr>
<td>Aquafit / Aquacise / Aqua Aerobics</td>
<td>Gym And Fitness</td>
<td>Rugby Union</td>
</tr>
<tr>
<td>Archery</td>
<td>Gymnastics</td>
<td>Sailing / Yachting</td>
</tr>
<tr>
<td>Athletics: Running And Jogging</td>
<td>Handball</td>
<td>Sand And Land Yachting / Kite Sport</td>
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<tr>
<td>Athletics: Track And Field</td>
<td>Hockey / Unihoc</td>
<td>Skateboarding</td>
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<tr>
<td>Australian Rules Football</td>
<td>Ice Hockey</td>
<td>Snowsport</td>
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<tr>
<td>Badminton</td>
<td>Ice Skating</td>
<td>Softball</td>
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<tr>
<td>Baseball</td>
<td>Judo</td>
<td>Squash / Racketball</td>
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<td>Kabaddi</td>
<td>Sub Aqua</td>
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<tr>
<td>BMX</td>
<td>Karate</td>
<td>Surfing</td>
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<tr>
<td>Boating / Dragon Boat Racing</td>
<td>Kayaking</td>
<td>Swimming</td>
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<td>Boccia</td>
<td>Kite Surfing</td>
<td>Synchro Swimming</td>
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<td>Bowls / Petanque</td>
<td>Korfball</td>
<td>Table Tennis</td>
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<td>Lacrosse</td>
<td>Taekwon-Do</td>
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<td>Canoe Polo</td>
<td>Life Saving</td>
<td>Tai Chi</td>
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<td>Lishi</td>
<td>Tchoukball</td>
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<td>Mixed Martial Arts</td>
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<td>Modern Pentathlon</td>
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<td>Mountain Biking</td>
<td>Triathlon</td>
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<td>Multi-Skills</td>
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<td>Multi-Sport</td>
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<td>Waterskiing / Wakeboarding</td>
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<td>Orienteering</td>
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<td>Other (Disability Sport)</td>
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<td>Free Running / Parkour</td>
<td>Roller Sport / Roller Skating / Inline Skating</td>
<td>Yoga</td>
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