



Sport Makers Evaluation

Final Report: March 2014

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SUMMARY

This section provides an overall summary of the national evaluation of Sport Makers.

About Sport Makers

Sport Makers is one of three 'People' Projects which make up the Places People Play Programme designed to deliver a mass participation sporting legacy from the 2012 Olympic and Paralympic Games. The Sport Makers project trained and supported 50,000 volunteers to increase opportunities available for people to participate and volunteer in sport and physical activities. Sport Makers ran from July 2011 until September 2013.

Evaluation method

The evaluation of the Sport Makers project drew upon the information provided by Sport Makers when signing up to the project via VolunteerWeb. Seven waves of online surveys were disseminated via email to Sport Makers, identified via VolunteerWeb, at two sampling points: three months post registration (Sampling Point A – SPA) and seven months post registration (Sampling Point B – SPB). In total 3,413 people responded to the SPA survey and 2,211 responded to the SPB survey. Around two-fifths of those completing the SPA survey also completed the SPB survey. The response rate was relatively low – 5% at SPA and 3% at SPB – but this is partly due to a considerable number of undelivered emails and because some people signed-up for more information without necessarily wanting to become a Sport Maker.

Sport Makers were also encouraged to log the number of hours of activities they had completed via VolunteerWeb.

The quantitative data generated through the online surveys was augmented by qualitative information generated through 16 depth interviews – 8 at SPA and 8 at SPB – and 8 case studies.

Key findings

The following key findings¹ emerge from the evaluation.

- Comparisons of the survey responses and data captured by VolunteerWeb shows that VolunteerWeb underreports the number of Sport Makers completing ten or more hours by 23.4%. This is because people do not always go online to log the hours of activity they have completed.
- Although 36,983 Sport Makers recorded via VolunteerWeb that they had completed ten hours or more of activity, allowing for the proportion of underreporting, a more accurate figure of **48,281 Sport Makers completed ten hours or more of activities.**
- **Sport Makers completed, on average (trimmed mean) 37.8 hours of activities each.** Again, the figure reported in the survey was much higher than the figure logged via VolunteerWeb. This may reflect the fact that, once the primary target of ten-hours of activity had been achieved, there was less intrinsic motivation for Sport Makers to continue logging all their activity.
- The average number of hours of activity undertaken by Sport Makers remained fairly constant by gender and employment status, but those Sport Makers aged 46 or above reported a significantly higher average number of hours of activity compared to their younger counterparts.
- Around a quarter of those registering to be a Sport Maker did not attend a workshop or go on to undertake activities. This suggests that some people registered for the project out of a general interest rather than having any clear intention to become a Sport Maker.
- Less than one-in-ten people who registered online attended an event but did not go on to undertake any activities. This suggests that accurate information was provided about Sport Makers and people knew what the role entailed.
- The most common activity which Sport Makers undertook was to help out at an existing sports club or event, with almost three-quarters doing so. This was followed by organising informal sports or physical activities for people they knew, which approximately half of all Sport Makers did.
- Around four-fifths of Sport Makers came into contact with local sports clubs through their role. Engaging with local clubs is an important aspect of making activities sustainable.
- **On average, each Sport Maker recruited 14 people to take part in sport or physical activities.** Most of the recruitment was done in their first three months in the role with no significant increase in numbers recruited between three and seven months. This may suggest that this (14 people) is approximately the optimal size of group for one volunteer to work with.
- The sustainability of participation in Sport Maker was high with 59.2% of Sport Makers stating that at least three-quarters of the people they recruited were still participating in sport and physical activities after seven months.
- On average each Sport Maker recruited 3 people to volunteer in sport or physical activities and, again, the sustainability was high with 57.6% of Sport Makers saying that at least

¹ All figures quoted in the Summary are using weighted data.

three-quarters of the people they recruited to volunteer were still doing so after seven months.

- *Qualitative research suggests that the social aspect of participating in sport was a key factor in the sustainability of groups/individuals. Sport Makers tried to keep participants and volunteers involved by dealing with practical issues such as making sure that activities were organised at convenient times/locations and keeping costs as low as possible.*
- *Although most (three-quarters) Sport Makers recruited people they knew to take part in activities, a substantial proportion (over two-fifths) sought to recruit people they did not know.*
- *Sport Makers reported that the Sport Maker role had the biggest impact on their attitudes towards volunteering and leading in sport and on their motivation to volunteer. The impact upon their self-motivation, confidence, leadership and communication skills was also rated highly (all averaging around 7-out-of-10). The development of these transferable skills was greater for females, younger Sport Makers and those who were students.*
- *Just under half of all Sport Makers stated that they do more sport now than before they took up the role and over two-thirds attributed this directly to being a Sport Maker.*
- *Through the qualitative research, Sport Makers reported that their participants who had engaged in their activities had experienced benefits, such as finding out about opportunities to take part in sport and physical activities they did not previously know about, developing their skills, and improving health and fitness while doing something they enjoyed.*
- *Sport Makers indicated that they would have encouraged other people to take part in sport and physical activities without the Sport Maker project, however, through the research undertaken, a distinction was made between encouragement and translating that into actual participation. Few of those recruited to take part in activities organised by Sport Makers were already planning to do so and those who were started their participation sooner and now do more sport as a result of Sport Makers.*
- *For students and young people Sport Makers helped by encouraging and supporting those planning to participate in sport to actually get started, whereas those in older age groups and in full-time employment had fewer opportunities to participate in the first place.*
- *The stated intentions of Sport Makers suggest a strong legacy to the project with 8-out-of-10 Sport Makers indicating that they planned to continue to be a Sport Maker and to volunteer in sport. Around half stated that they intended to take a leadership role in sport in the future.*

01. INTRODUCTION

This is the final report of CFE Research's evaluation of the Sport Makers project. This section outlines the background, context, aims and objectives of the research.

This report is submitted to Sport England by CFE Research, an independent, not-for-profit social research company. It summarises the key findings emerging from our evaluation of the Sport Makers project which trained and supported 50,000 volunteers to increase opportunities available for people to participate and volunteer in sport and physical activities. Sport Makers is one of three People Projects which make up part of Sport England's Places People Play (PPP) Programme.

Our evaluation combined a mixed-methods approach with a rolling, online survey of those registering for the Sport Makers project (at four and seven months post registration) along with depth interviews and case studies. Two interim reports have already been submitted to Sport England which provided information of the formative evaluation. This is the final report of the evaluation and focuses on the overall impact of the Sport Makers project in terms of sports participation and volunteering.

The Places People Play Programme

The Places People Play (PPP) Programme has been designed to deliver a mass participation sporting legacy from the 2012 Olympic and Paralympic Games. The People Projects within this programme are designed to inspire people to make sport happen at the local level, embedding the Olympic and Paralympic values in grassroots sport.

Through the Sport Makers project, Sport England committed to recruiting, training and deploying the next generation of sports volunteers to organise and lead grassroots sporting activities. Sport Makers was the first of the People Projects within the PPP Programme to get underway (in July 2011) and the first to complete (in September 2013). It initially used the inspirational pull of the London 2012 Olympic and Paralympic Games to recruit, train and deploy over 50,000 volunteers across the country with a commitment to undertaking at least 10 hours of activities to increase participation and volunteering in sport.

There are another two People Projects: Club Leaders and Inclusive Sport. Club Leaders provides support/training to sports clubs across the country to help ensure that they are better run and more sustainable in the long-term. Inclusive Sport is an investment of £10.2million of National Lottery money, by Sport England, in 44 projects across England that aim to help more young disabled people (aged 14 years +) and disabled adults to play

sport regularly. CFE Research is also evaluating the Club Leaders and Inclusive Sport projects and separate interim reports have been produced for both those, with final reports to follow once those projects have ended.

Sport Makers

Sport Makers are volunteers who create opportunities for people to participate and volunteer in sport and physical activities. Registration to become a Sport Maker was open to anyone and a series of events were held around the county where those who had registered could attend and find out more information and get some practical ideas about how to bring the role to life. Key elements of the role were to provide the inspiration, support, leadership and organisation to enable others to take up opportunities to participate and volunteer in sport and physical activities.

The role was open for individuals to interpret how they wanted to make sport happen and four suggestions were provided as to what Sport Makers might do in their role²:

- 1. Organise sport for your friends – you provide the encouragement and organisation. You round up your friends to arrange something fun you can all do together, such as a bike ride or a touch rugby league competition at your university.*
- 2. Help out a local sports club or event – you provide the support. You help a local club attract more members or help out at a local event. You have a skill that can be used to do this, you might marshal at a local cycle ride or promote England Netball's Back to Netball scheme at Race for Life events.*
- 3. Use your ability to help others – you have the skill. You use your sporting knowledge to pass tips on to others, you might: help a colleague master their table tennis serve or motivate your friends during fitness workouts.*
- 4. Set up regular sessions and friendly competitions – you are the leader. You set up and organise local sporting events, such as: a rounders league at your workplace or a 5-a-side football tournament at your local sports centre.*

The first phase of the Sport Makers project ran from July 2011 to September 2013 but County Sports Partnerships will maintain contact with Sport Makers to support local sport and make volunteers aware of opportunities in their local area.

National evaluation – project background

CFE Research were commissioned in January 2012 to undertake an evaluation to assess the impact of the People Projects and provide an evidenced understanding of the processes and mechanisms by which the outcomes Sport England set out to achieve have been realised or not. This evaluation will create an understanding of what works, how and in

² Information taken from: <http://www.sportmakers.co.uk/about/what>

what context. Furthermore, it will provide evidence of relative value for money to inform current and future business decisions that seek to optimise the return on investment. The evaluation will need to focus on the three main objectives to:

- *Measure the impact and assess the value for money of Sport Makers, Club Leaders and the Inclusive Sport;*
- *Find out what works, how, in what context and for whom; and*
- *Communicate the evidence effectively to optimise its influence on policy and practice, and to demonstrate accountability for public investment.*

Sport England Active People Survey

Sport England continuously track the number of people playing sport through the Active People Survey. Since 2005/06 results of the survey have been released every June and December with the latest information covering the period of October 2012 to October 2013.

The latest information reports that:

During the period October 2012 to October 2013, 15.5 million people aged 16 years or over (35.7%) played sport for at least 30 minutes at moderate intensity at least once a week. This represents an increase of 1.5 million compared with 2005/06 (APS1) and is 205,500 higher than the April 2013 result for this age group.³

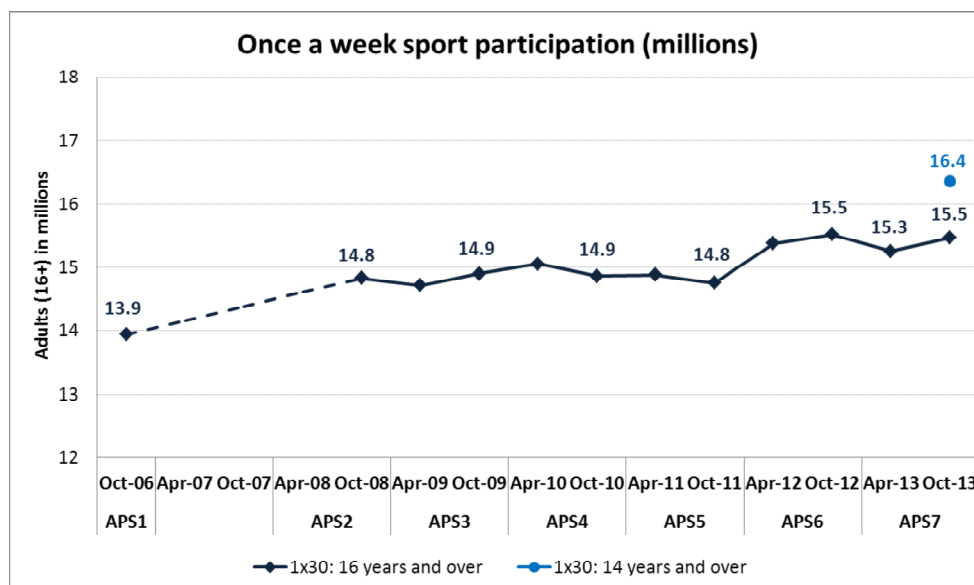


Figure 1 – Once a week sport participation (millions) (taken from the Active People Survey – APS7)

³ Active People Survey 7, October 2012-October 2013. Available to download: http://www.sportengland.org/media/226689/1x30_overall_factsheet_APS7_final.pdf last accessed January 2014.

As the Sport Maker project started in July 2011 the best match from the APS is for the period April 2011 to October 2011 (APS 5) which reported that 14.8million people played sport for at least 30 minutes at moderate intensity at least once a week. Thus over the period during which the Sport Makers project has run, participation numbers at the national level have increased by around 0.7million. It is not possible to say how much this change in participation can be directly attributed to the Sport Maker project.

Focus of this report

This report provides a summative evaluation of the Sport Makers project. It draws on findings reported in the first interim report (submitted in August 2012) which summarised feedback from Sport Makers at Sampling Point A (three months post registration on VolunteerWeb) and from the second interim report (submitted in April 2013) which summarised feedback from Sport Makers at Sampling Point B (seven months post registration on VolunteerWeb). The report is informed by information collected via a rolling online survey of Sport Makers, plus depth interviews and case study research (available separately as stand-alone documents).

This report focus primarily on the impact at the later sampling point, seven months after individuals had registered their interest in becoming a Sport Maker. Findings at the first sampling point (three months post-registration) are only reported where they differ substantially from the latter sampling point or where information was solely collected in the earlier sampling point.

After this introduction the rest of the report is structured as follows: **Section 2** outlines the methodology used to undertake this evaluation; **Section 3** considers the findings of our survey and in-depth interviews with Sport Makers in detail; and **Section 4** summarises the main conclusions of our evaluation of Sport Makers and the impact it has had on individuals undertaking the role and on the participants and volunteers that they recruited.

02. METHODOLOGY: APPROACH, SCOPE & IMPLEMENTATION

This chapter describes the methodology implemented for this interim report.

Approach, Scope and execution

Participants registered for the Sport Makers programme via a system called VolunteerWeb. This central system tracked Sport Makers attendance at introductory workshops and also allowed Sport Makers to log the time they had spent undertaking Sport Maker activities. This evaluation drew upon this dataset to recruit Sport Makers to participate in the evaluation.

ONLINE SURVEYS

This report is based on data collected from seven waves of online surveys disseminated to Sport Makers at three months post registration to the project (Sampling Point A) and again at seven months following registration (Sampling Point B) to the project⁴. These Sport Makers were identified using the registration dates recorded on VolunteerWeb and all eligible Sport Makers were invited to participate in the online surveys.

At Sampling Point A (SPA), the seven waves of the survey were disseminated to a total of 74,086 Sport Makers and the seven waves of the Sampling Point B (SPB) survey were disseminated to a total of 73,911 Sport Makers. The surveys were disseminated via email and a prize draw with the opportunity to win £50 of shopping vouchers was used to incentivise participation in each survey. The surveys at SPA achieved a response from 3,413 – providing a response rate of 4.6% – and the surveys at SPB received a response from 2,211 – providing a response rate of 3.0%. However, this does not take account of undelivered emails, which were considerable in number. The surveys explore Sport Makers

⁴ Please note that Wave 1 SPA data included all Sport Makers registered on VolunteerWeb at or beyond three months post registration at 27th April 2012 to ensure all Sport Makers had the opportunity to participate in the evaluation. Wave 2 data is the first to focus strictly on Sport Makers registered on VolunteerWeb for three to four months between 28th April and 28th June 2012. After that, the survey was administered every other month so a tolerance of one month was applied. Wave 7 is the only other exception to this; this survey included all Sport Makers registered on VolunteerWeb at or beyond three months post registration between 1st March 2013 and 1st July 2013 to coincide with the end of the programme and ensure that as many Sport Makers as possible were included within the evaluation.

Please note that Wave 1 SPB data included all Sport Makers registered on VolunteerWeb at or beyond seven months post registration at 27th August 2012 to ensure all Sport Makers had the opportunity to participate in the evaluation. After that, the survey was administered every other month so a tolerance of one month was applied. Wave 7 is the only other exception to this; this survey included all Sport Makers registered on VolunteerWeb at or beyond seven months post registration between 1st July 2013 and 1st November 2013 to coincide with the end of the programme and ensure that as many Sport Makers as possible were included within the evaluation.

participation in the project, their motivations for joining the project, what activity they have undertaken, who they have engaged, the impacts that it has had on them and their future plans. They provide a census of all Sport Makers, in that, all participants in the project at three months post registration (SPA) are invited to participate in the survey detailing their experiences and then again at seven months post registration (SPB), regardless of whether or not they responded at SPA (three months post registration). Just over two-fifths (41.7%) of the 2,211 respondents to our Sampling Point B survey also completed the survey at Sampling Point A.

Following the first wave of the surveys in May 2012 (SPA) and September 2012 (SPB), comprehensive analysis of survey data was undertaken to ensure that the survey was functioning as intended⁵ prior to disseminating the second wave of the surveys in July 2012 (SPA) and November 2012 (SPB). For this report, the survey data underwent thorough cleaning and checking prior to undertaking descriptive, inferential and multivariate analysis. Survey findings have been tested for statistical significance⁶ to ensure that any differences between groups of Sport Makers are genuine, robust and can reasonably be considered to accurately reflect the population from which they were drawn. Throughout the report we mainly report findings that are statistically significant. Where findings are not statistically significant these are included because we consider them to be of potential interest to Sport England.

DEPTH INTERVIEWS

This report also draws upon qualitative data collected from 16 depth interviews with Sport Makers; eight from SPA and eight from SPB. These Sport Makers were recruited through a re-call question within the online survey and were selected to ensure a breadth of experience. Of the eight SPA depth interviews, three interviewees had completed less than 10 hours of Sport Maker activity, whilst the rest had undertaken 10 or more hours. Of the eight SPB depth interviewees, two interviewees had completed less than 10 hours of Sport Maker activity, whilst the rest had undertaken 10 or more hours. Collectively the interviews cover each of the methods of delivery and explore in detail the experiences of Sport Makers and how the project has impacted upon them and any participants they have engaged.

CASE STUDIES

Alongside the final report are eight case studies. Each case study explores Sport Maker activities in greater depth through interviews with the Sport Maker and other associated individuals that they have worked with. Such individuals include participants,

⁵ This included examination of the average time taken to complete the survey by sub-group, the base count for each question to identify those with a low response rate which could be indicative of an issue with respondents' comprehension and recall, and the point at which Sport Makers 'drop out' of the survey.

⁶ Inferential tests used to calculate if findings were statistically significant were the Chi-Square test and ANOVA test. Cluster analysis and CHAID were also undertaken and have been referenced in the findings section of the report where appropriate.

representatives from deployment organisations and County Sports Partnerships. The case studies examine Sport Makers' motivations for joining the project, what they have undertaken and how this has impacted on them and their participants.

03. FINDINGS

This section reports the findings of our surveys and depth interviews with Sport Makers. This focuses on the experiences of Sport Makers, their motivations for getting involved, the activity undertaken and the impact and outcomes relating to that activity.

This section of the report summarises the findings of our survey and interviews with Sport Makers. Drawing on descriptive, inferential and multivariate statistical techniques, it provides a summary of the quantitative findings from our survey work, illustrated with reference to key issues highlighted in the qualitative elements of the research.

Participation in Sport Makers

As recorded on VolunteerWeb, by the end of the Sport Makers project in September 2013, there was a total of 82,990 participant registrations; a total of 57,876 (69.7%) of these participants had attended a Sport Makers workshop. This figure is comparable to data obtained within the online survey of Sport Makers seven months after their registration on VolunteerWeb, which indicates that almost two-thirds (63.2%) of Sport Makers attended an event and had undertaken activities. The figure at seven months post registration was only slightly higher than the equivalent figure after three months (59.9%), which suggests that if someone has not attended an event or started undertaking activities within the first three months after registering then they tend not to do so at all. This is despite the fact that only 2.1% of Sport Makers indicated that they no longer wished to be engaged in the project.

Around a quarter (25.2%) of those who had registered to be a Sport Maker had not attended an event *or* undertaken any activities and 7.8% had attended an event but not undertaken any activities. Those who had not attended an event may have registered to be a Sport Maker out of general curiosity in the project without much commitment to follow it through. The relatively small number who did not make the transition from attending an event to organising activities suggests that, overall, people had a good understanding of what they were signing up to and the events helped them to go on and do this. (See Figure 2.)

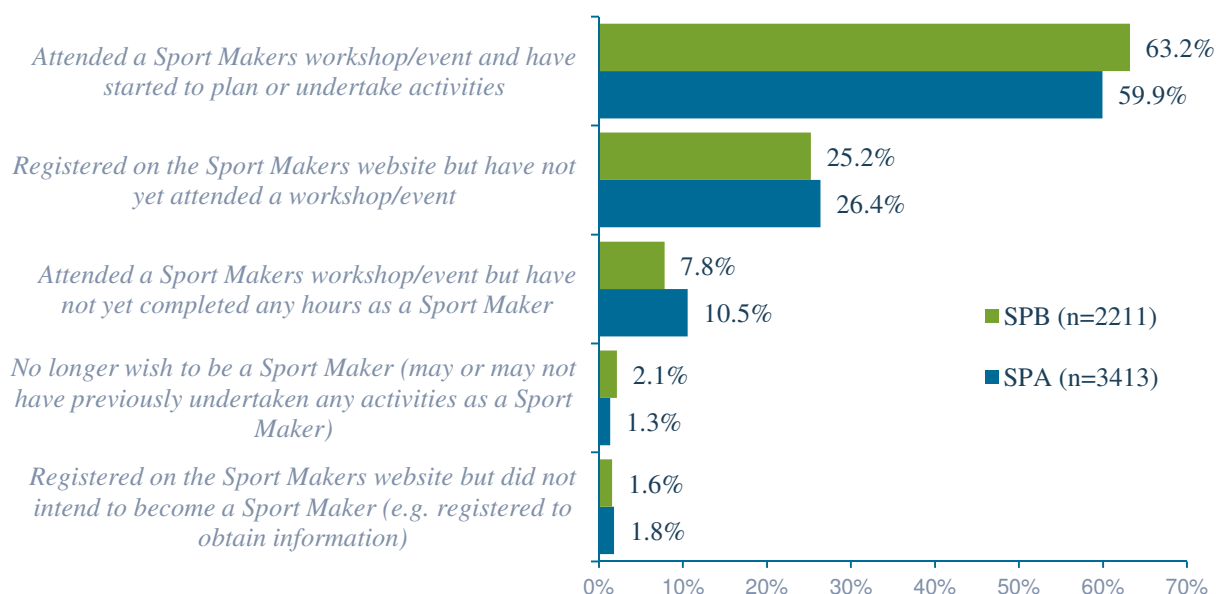


Figure 2 – Activities undertaken by Sport Makers at SPA and SPB (variable bases)

SPORT MAKERS' MOTIVATIONS FOR JOINING THE PROJECT

In order to understand why Sport Makers joined the project, survey respondents were asked to what extent, on a scale of 1-10 (where 1 is strongly disagree and 10 is strongly agree), they agreed that a range of statements reflected their initial motivations for joining the Sport Makers project. As outlined in Figure 3 most people were motivated to be a Sport Maker by their desire to get more people to participate in sport (7.9), closely followed by the hope that they would develop new skills (7.4), to be part of the Olympic and Paralympic legacy (7.2), and to get more people to volunteer in sport (7.1).

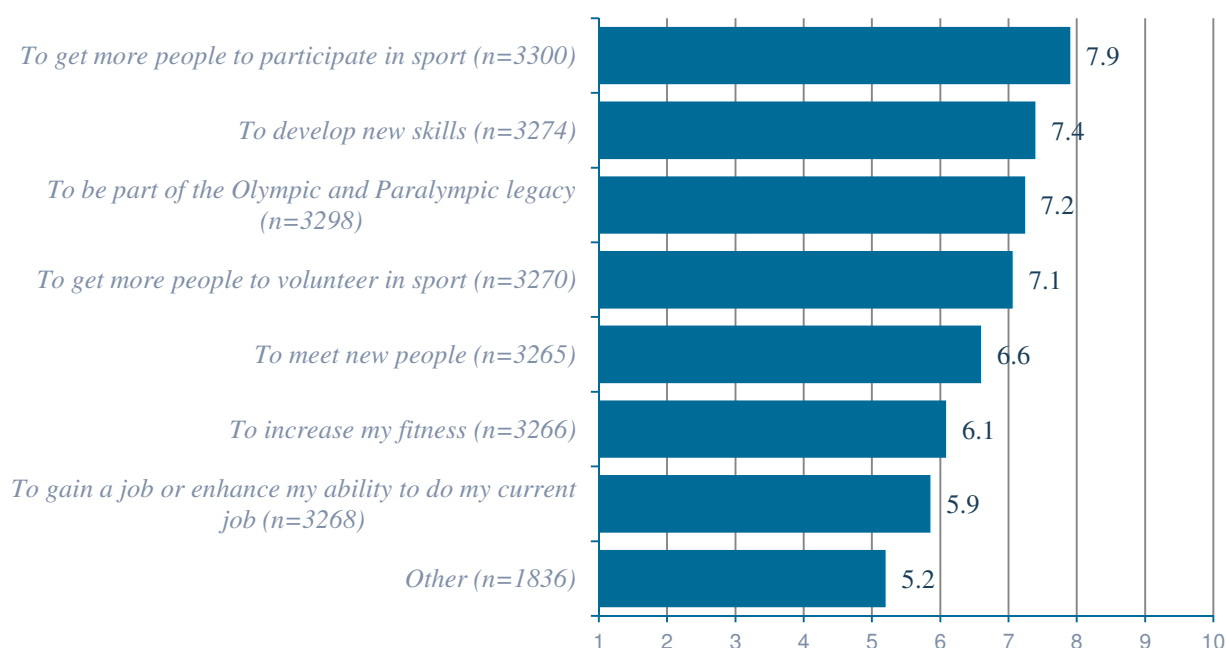


Figure 3 – Sport Makers' initial motivations for joining the project (variable bases from the SPA dataset)

Nature and volume of deployment by Sport Makers

ROLES UNDERTAKEN BY SPORT MAKERS

Sport Makers organise or undertake a range of activities as part of their role. At 71.3%, the most common way in which they commit their time is by helping out an existing sports club or event followed by organising informal activities for people they know (50.9%). Whilst recruiting new members to an existing sports club (31.3%), setting up new events and sports clubs (24.9%) and undertaking informal sports sessions with a National Governing Body of Sport (11.6%) are comparatively less common, these still form significant strands of deployment with around a third of Sport Makers engaging in these activities (Figure 4).

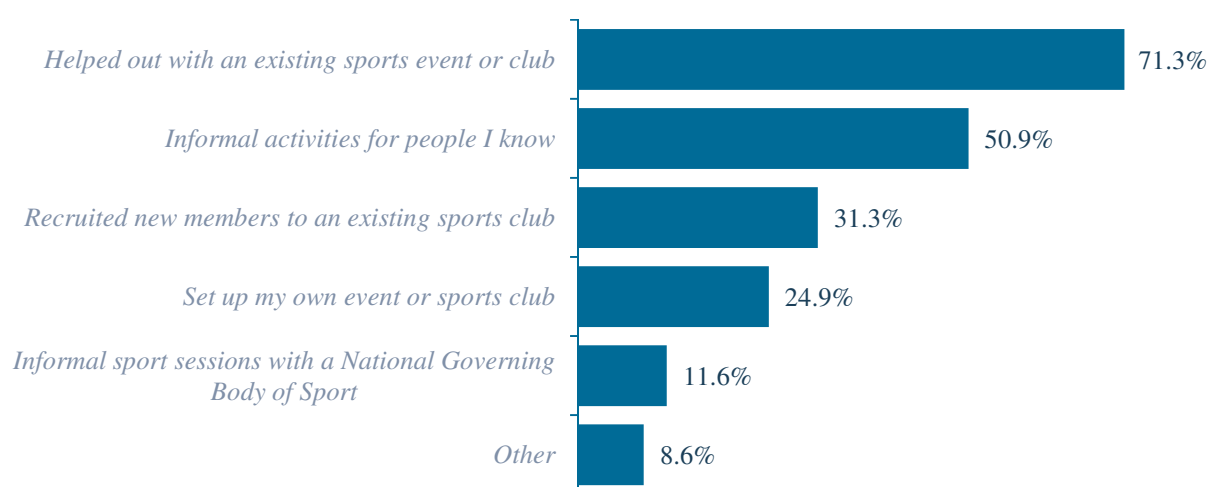


Figure 4 – Activities arranged or undertaken by Sport Makers (base=1390 from the SPB dataset)

Analysis of this data by age group indicates that there are significant differences in the roles undertaken by Sport Makers as outlined in Figure 5. This highlights that a higher proportion of 16 to 18 year olds and those aged 46 and above helped out with an existing sports event or club when compared to Sport Makers in the other age groups. It also shows that as a Sport Makers age increases, the less likely they are to have organised informal activities for people they know, whilst those aged between 36 to 45 years were most likely to have set up their own event or sports club. Finally, those aged 19 to 25 and those aged 46 and over were most likely to have organised informal sport sessions with a National Governing Body of Sport.

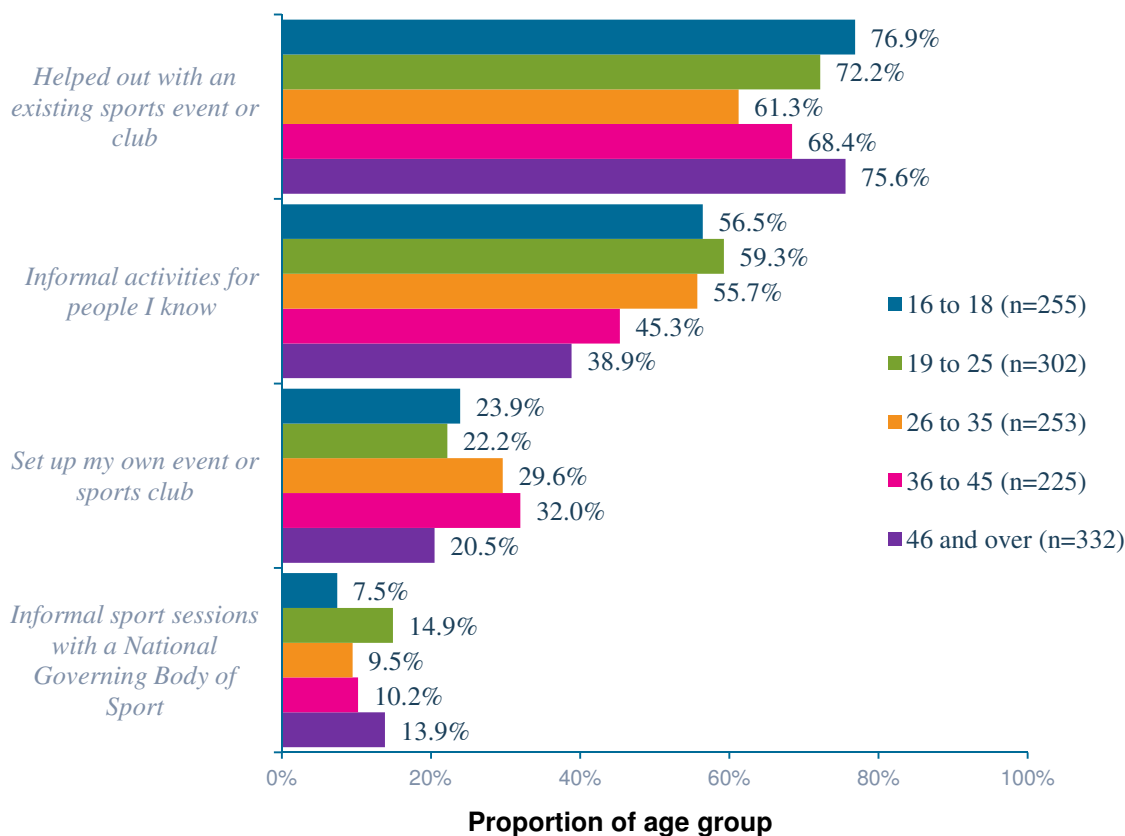


Figure 5 – Activities arranged or undertaken by Sport Makers by age group (variable bases from the SPB dataset)

Figure 6 indicates the specific roles that Sport Makers perform – organise, volunteer, participate and promote – as part of these aforementioned activities. Sport Makers are most likely to have organised their own sports event or club (87.4%) or informal activities for people they know (69.1%), and volunteered with an existing sports event (85.1%) as part of informal sport sessions with an NGB (71.3%) or other (64.4%). In addition to committing volunteer hours, the data indicates that Sport Makers also participate in the sport or physical activity they arrange. Participation levels are highest where the Sport Maker has undertaken informal activities for people they know (67.4%). Unsurprisingly, the data also highlights that Sport Makers are most likely to have promoted their activities when they are recruiting new members to an existing sports club (68.7%) or if they have set up their own event or club (63.9%).

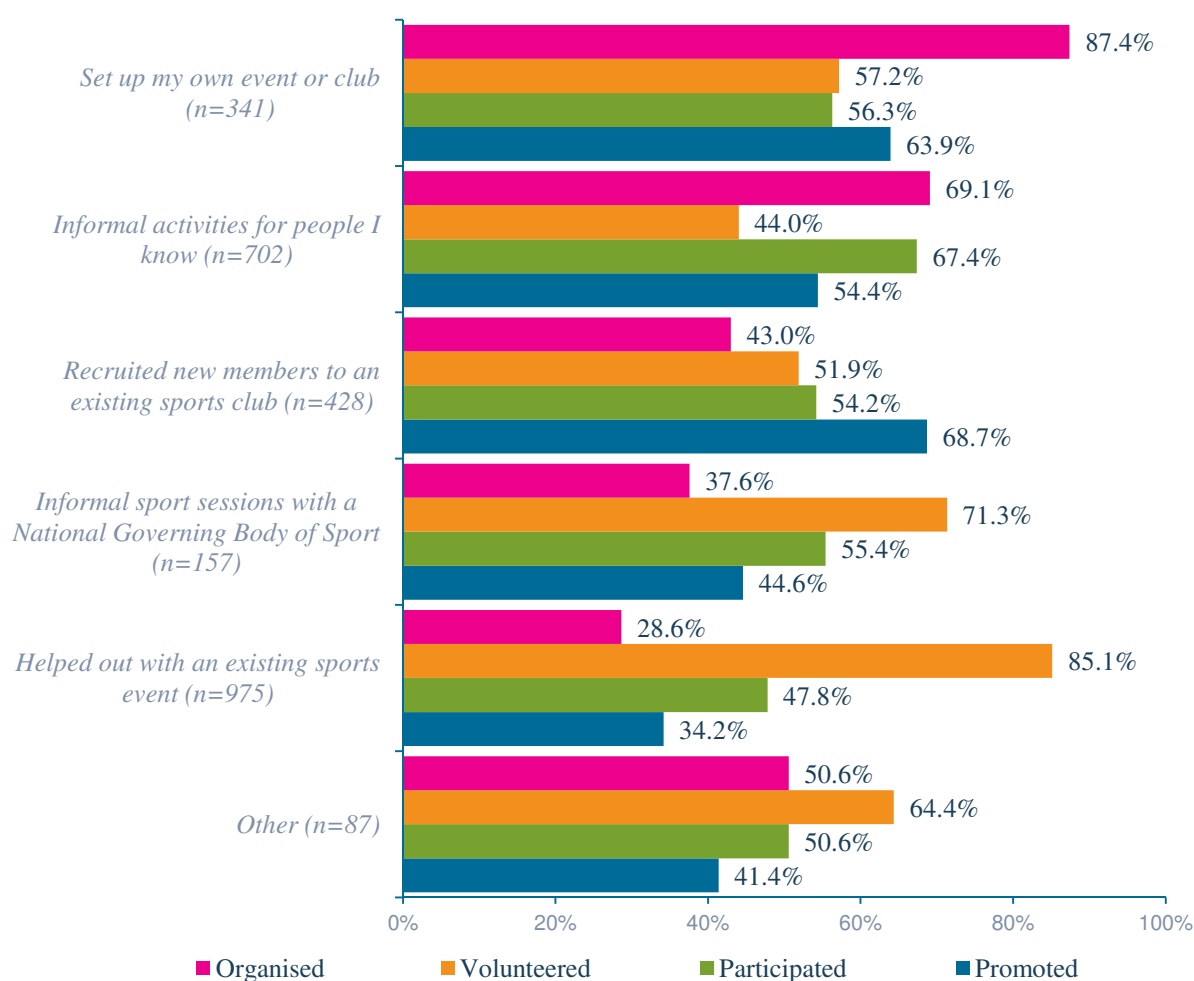


Figure 6 – Roles assumed by type of activity (variable bases from the SPB dataset)

Since becoming a Sport Maker, participants are most likely to have come into contact with local sports clubs (79.7%), CSPs (40.8%) and NGBs (33.0%). Interestingly, analysis of this data by age highlights that whilst younger Sport Makers are most likely to have engaged with a local sports club, Sport Makers in the older age groups are more likely to have engaged with a County Sports Partnership or National Governing Body of Sport compared to their younger counterparts as shown in Figure 7.

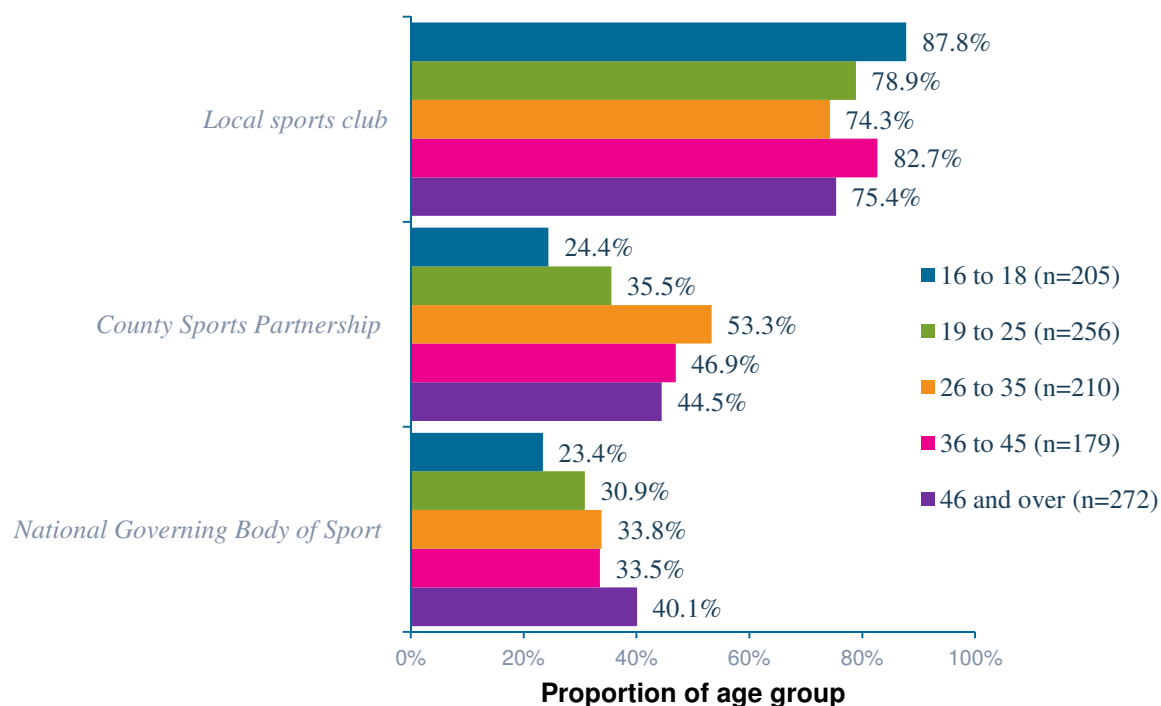


Figure 7 – Sport Makers engagement with local sports clubs, CSPs and NGBs by age (variable bases from the SPB dataset)

SUCCESS AT RECRUITMENT – HOW MANY?

The average number of people recruited by Sport Makers to participate in activities (seven months after registering) was 14. Data indicates that at seven months post registration on VolunteerWeb (Sampling Point B) the number of people recruited to sport or physical activity by Sport Makers has increased marginally when compared to the position at three months post registration (Sampling Point A), although the increase is not statistically significant. The average (trimmed mean⁷) number of people recruited by Sport Makers to *participate* seven months after registering stands at 14 with a median number of 9; this compares to 13 and 10 respectively three months post registration. This suggests that Sport Makers are most likely to engage people in the early stages of their involvement with the project. As the median value is lower than the mean value⁸, this suggests that there are a small number of Sport Makers who recruited much higher numbers of participants and a larger group of Sport Makers who recruited slightly fewer participants.

On a positive note, with regards to sustainability of impact, data provided by Sport Makers (where known) suggests that participation in sport or physical activity among those

⁷ A trimmed mean excludes 5% of responses in the sample (2.5% of cases from the lower end of the scale and 2.5% from the higher end of the scale) to prevent the mean being skewed by extremely high or low figures. This ensures that the mean more accurately describes the sample.

⁸ The median is the value where half of all values are larger and half of all values are smaller; it is the value which appears in the middle of all the values if the number of participants recruited by each Sport Maker were written out in order. The mean value is the total number of all participants divided by the total number of Sport Makers.

recruited remains high. Figure 8 shows that just under a third (32.0%) of Sport Makers report that all recruited participants continue to engage in sport whilst for 28.0% report that between 76% and 99% do so.

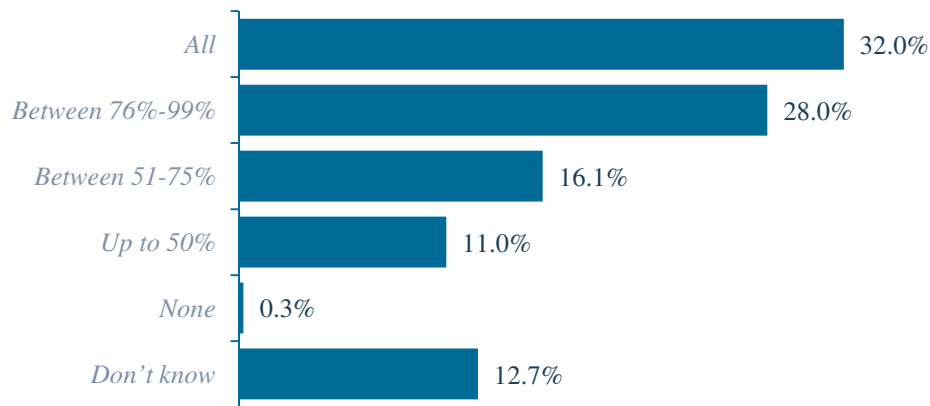


Figure 8 – Proportion of participants still engaged in sport or physical activity seven months after Sport Maker's registration for the project (base=1137 from the SPB dataset)

The equivalent data for the number of participants recruited to *volunteer* in sport or physical activity by Sport Makers provides a similar picture. The data indicates that the average (trimmed mean) number of volunteers recruited is three per Sport Maker with a median of two; this is comparable to Sampling Point A where the figures are the same. A high level of continued participation in sports based volunteering is evident as shown in Figure 9. At 47.7%, approximately half of all Sport Makers indicate that all of their volunteers continue to engage in volunteering seven months after their registration for the project whilst a further 14.5% report that at least three-quarters (between 76% and 99%) do so. Only 1.8% stated that none have continued to volunteer.

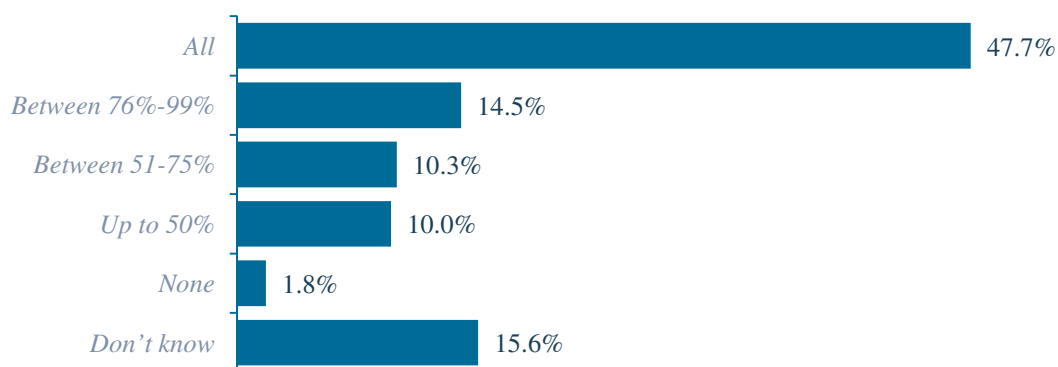


Figure 9 – Proportion of volunteers still engaged in sports based volunteering seven months after Sport Maker's registration for the project (base=812 from the SPB dataset)

Interestingly, there is no significant correlation between the number of participants recruited by Sport Makers and the number of hours of activity they have undertaken,

however, there is a significant positive correlation between the number of volunteers recruited and the number of hours of activity undertaken.

Weighting the number of recruited participants and volunteers

Further analysis was undertaken to find out if the findings regarding the number of participants and volunteers recruited by Sport Makers were representative of the Sport Makers population. In order to do this, the survey data underwent statistical weighting against age and gender.

Analysis of the weighted data shows that the average (trimmed mean) number of people recruited by Sport Makers – seven months following their registration – to *participate* in sport is 14 with a median of 10, which is very similar to the results obtained using the un-weighted data (14 and 9, respectively).

The weighted data also provides a positive picture with regards to sustainability of the project. The data shows that just under a third (30.0%) of Sport Makers report that all of their participants continue to engage in sports seven months post registration, whilst 29.2% reported that between 76% and 99% do so, and only 0.3% reported that none continued to participate. Again, these figures are very similar to those obtained using the un-weighted data (32.0%, 28.0% and 0.3%, respectively).

The analysis of the weighted data regarding the number of people Sport Makers recruited to *volunteer* in sport replicates the findings based on un-weighted data. The average (trimmed mean) number of *volunteers* recruited by Sport Makers – seven months following their registration – is 3 with a median of 2, which are identical to the figures obtained using the un-weighted data.

Analysis of retention of *volunteers* using the weighted data paints a similarly positive scenario, whereby 42.2% of Sport Makers report that all of their volunteers continue to volunteer – seven months following their registration – whilst 15.4% report that between 76% and 99% do so, and only 1.8% reported that none continued to do so. These figures are similar to the ones obtained using the un-weighted data, although, some of them are slightly lower (47.7%, 14.5% and 1.8%, respectively).

SUCCESS AT RECRUITMENT – WHO?

Sport Makers are most likely to engage family and friends to participate or volunteer in sport with 71.0% reporting that they have sought to engage this group. However, encouragingly, more than two-fifths (43.6%) engaged people they did not already know. The number of Sport Makers engaging people from their neighbourhood/community stands at 43.2% and 35.2% engaged work colleagues. A further 5.5% engaged other individuals.

Analysis by Sport Makers' age shows that there is a significant difference in the groups of people that they recruit to participate or volunteer in Sport. Figure 10 (below) indicates that a higher proportion of younger sport makers recruit friends and family than their older counter parts; for example, 85.3% of 16 to 18 year olds recruited friends and family compared to only 57.8% of those aged 46 and above. Proportionally, those in the 26 to 35 years age category are most likely to have recruited work colleagues (54.0%).

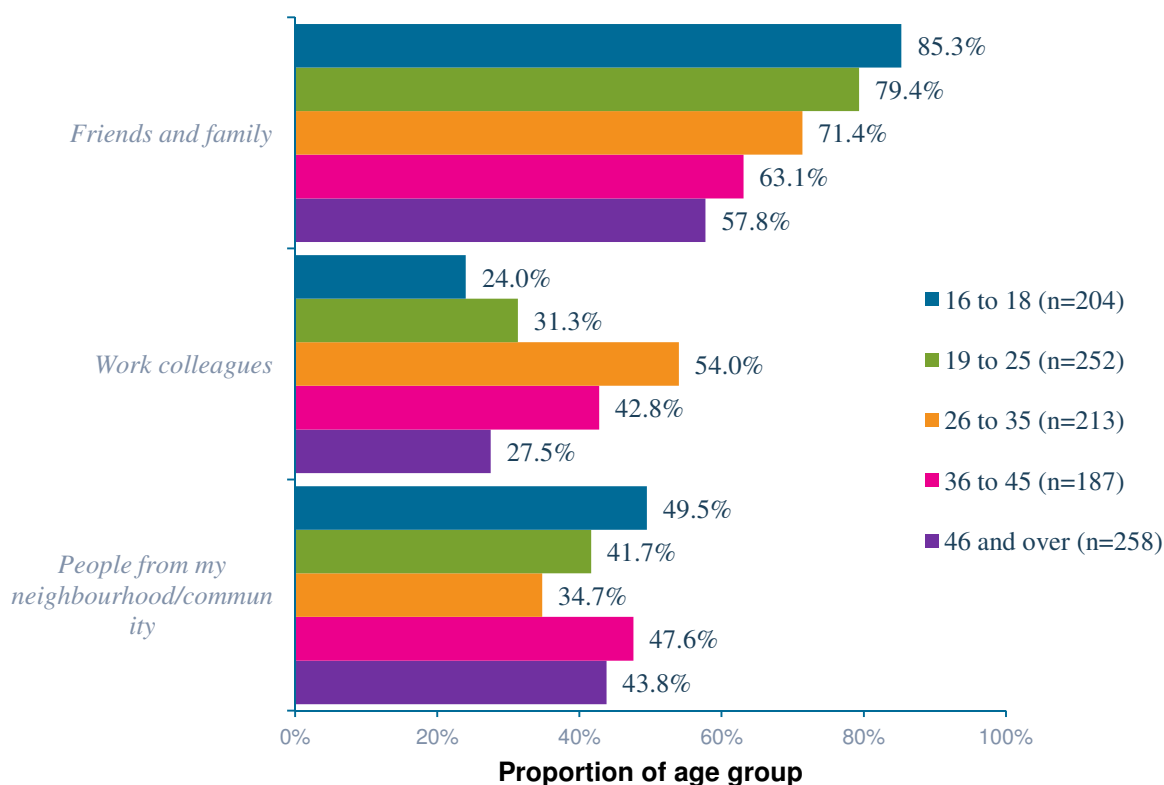


Figure 10 – Relationship of recruits to Sport Makers by age group (variable bases from the SPB dataset)

Further analysis by Sport Makers' employment status prior to joining the project highlights that a higher proportion of students (83.0%) have recruited friends and family compared to those working part-time (69.3%) and full-time (65.8%) and those who are unemployed (59.4%). Conversely, a lower proportion of those who are unemployed (12.5%) and those who are students (26.1%) have recruited work colleagues compared to those working full or part-time (51.5% and 30.7% respectively).

Sport Makers report engaging in a variety of strategies to maintain the interest of participants and volunteers in the activities they promote. Figure 11 indicates that practical issues – such as arranging activities at a convenient time (69.9%) and keeping the costs as low as possible (54.7%) – are the most common strategies employed to maintain participants and volunteers engagement.

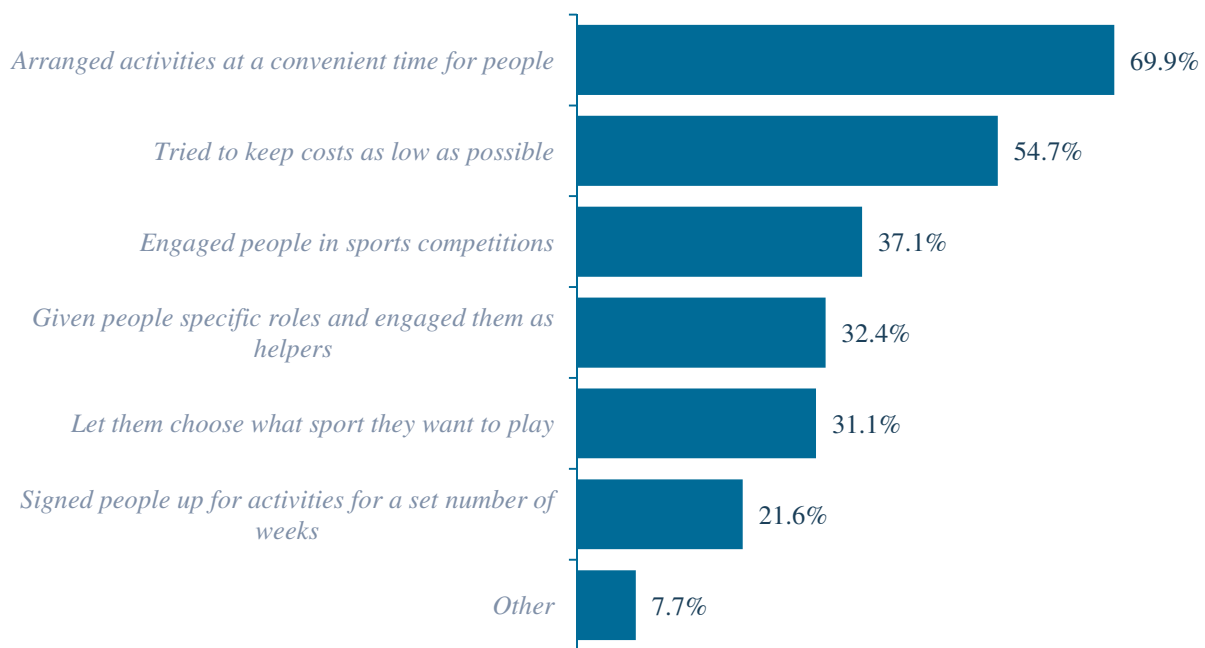


Figure 11 – Ways in which Sport Makers try to maintain people’s interest in the activities they promote (base=1122 from the SPB dataset)

HOURS OF ACTIVITY AND THE 10 HOUR TARGET

Data captured in the survey provides evidence of the under-reporting of hours of activity completed by Sport Makers. Figure 12 indicates that, for Sport Makers who know the exact number of hours of activity they have completed, the average (mean) number of hours captured in our survey is 62.5 (the trimmed mean is 42.0) compared to 31.6 (the trimmed mean is 23.2) on VolunteerWeb. Further analysis shows that gender and employment status do not have a statistically significant impact on the number of Sport Maker hours completed by respondents; however, age does. Interestingly, those who are aged 46 and above reported completing significantly more Sport Maker hours in the survey (96.7) than those aged 16 to 18 (50.1), 19 to 25 (45.3) and 26 to 35 (42.2).

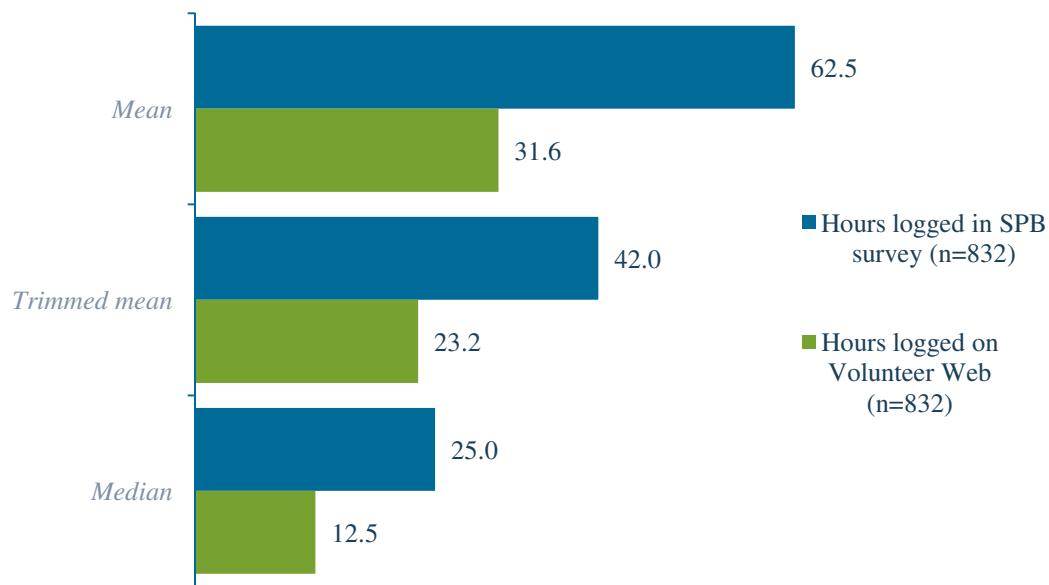


Figure 12 – Hours of activity logged by Sport Makers (base=832 from the SPB dataset)

Of the 832 survey respondents who provided data regarding the specific number of hours they have undertaken as a Sport Maker, almost nine-out-of-ten (722 people; 86.8%) stated that they had completed 10 or more hours. Looking at just those who had completed 10 or more hours, it is possible to cross-reference their survey response with the number of hours they have logged on VolunteerWeb. Comparison between this data and the data logged on VolunteerWeb shows that approximately a quarter (168 people; 23.3%) of these individuals had logged less than 10 hours on VolunteerWeb. Therefore, this analysis suggests that the information logged by Sport Makers using VolunteerWeb for KPI 1 – number of Sport Makers completing 10 or more hours – underreports the true figure by approximately 23.3%. Therefore this figure can be applied to the number of Sport Makers who reported undertaking 10 hours or more of activity on VolunteerWeb as of September 2013 ; this takes the total number of Sport Makers who have undertaken 10 hours or more of activity from 36,983 to an uplifted figure of 48,218 .

In order to see if any factors affected whether or not a Sport Maker undertook 10 hours or more of activity, further analysis was undertaken. Whilst demographic factors and prior sporting participation did not impact on this, Sport Makers' prior volunteering experience did. Those who had recent volunteering experience in sport were significantly more likely to have undertaken 10 hours or more of Sport Maker activity. For example, 90.2% of those who had recent volunteering experience in sport had done 10 or more hours of activity compared to just 79.1% of those who had recently volunteered outside of sport, 78.2% of those who had previous volunteering experience but not in the last 12 months, and 77.4% of those who had no previous volunteering experience. (Figure 13)

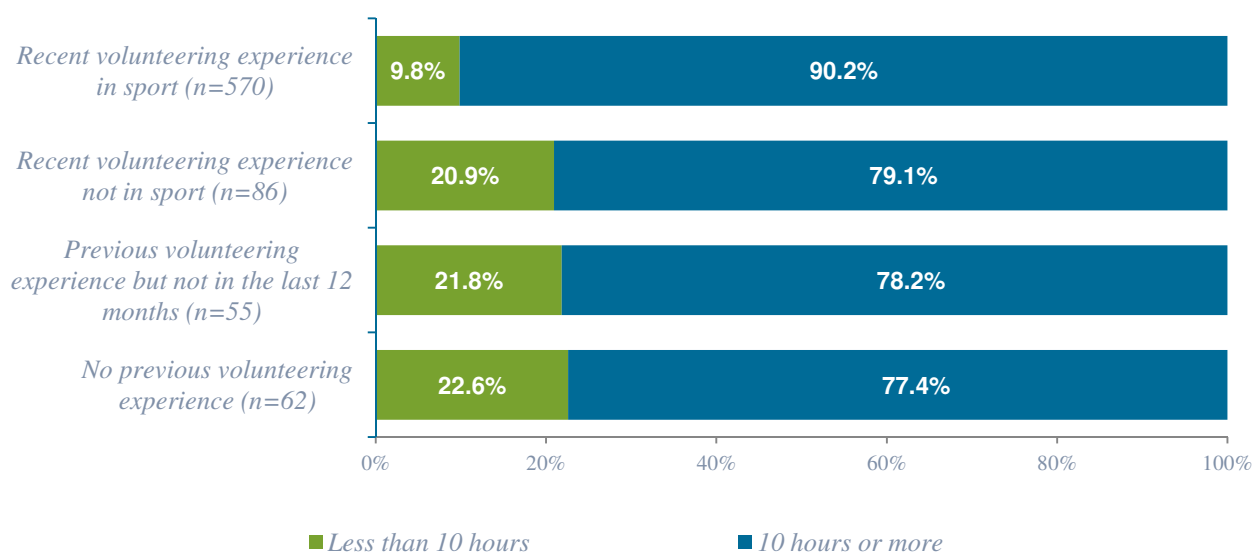


Figure 13 – Sport Makers who have done 10 hours or more of activity by previous volunteering experience (variable bases from the SPB dataset)

Weighting the 10 hour target data

In order to ascertain if the findings regarding the number of hours of Sport Makers activity were representative of the Sport Makers population, the survey data underwent statistical weighting against age and gender.

Using the weighted data, Figure 14 shows that for Sport Makers who knew the exact number of hours of activity they had completed, the average (mean) number of hours captured in our survey is 55.5 (the trimmed mean is 37.8) compared to 29.1 (the trimmed mean is 21.2) on VolunteerWeb. These figures are comparable to the data in Figure 12, although the figures obtained using the weighted data are slightly lower.

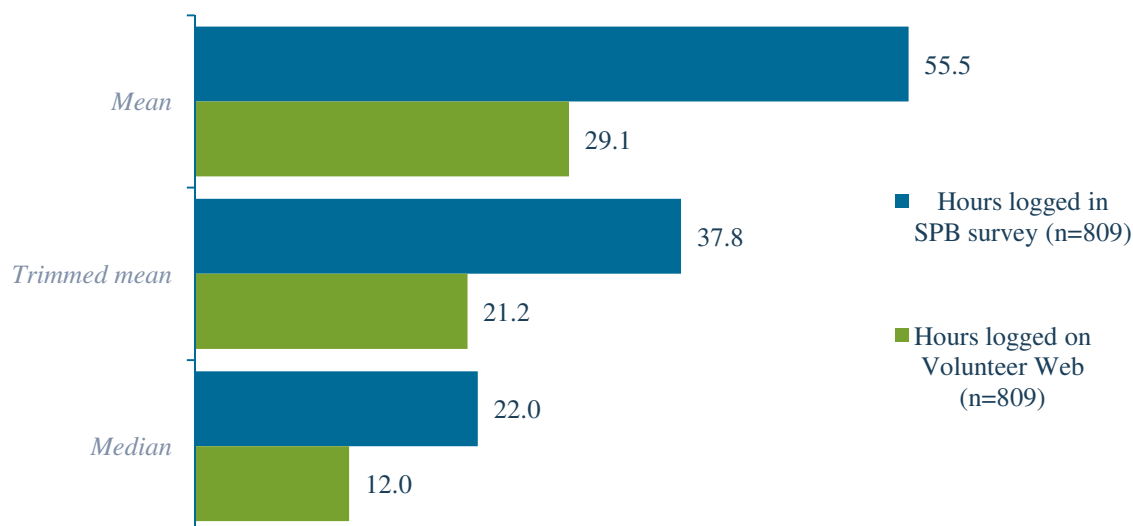


Figure 14 – Hours of activity logged by Sport Makers (base=809 from the weighted SPB dataset)

Of the now 809 survey respondents who provided data regarding the specific number of hours of activity they have undertaken as a Sport Maker, almost nine out of ten (697 people; 86.1%) reported that they had completed 10 or more hours, which is almost the same at the un-weighted data (86.8%). Cross referencing these Sport Makers survey responses with the number of hours they have logged on VolunteerWeb shows that approximately a quarter (163 people; 23.4%) of these individuals had logged less than 10 hours of activity on VolunteerWeb. Again, this figure is almost identical to the figure obtained through the un-weighted data (23.3%). Therefore, this strengthens the hypothesis that the information logged by Sport Makers on VolunteerWeb for KP1 – number of Sport Makers completing 10 or more hours – under-reports the true figure by approximately 23.3-23.4%. The 23.4% figure obtained from the weighted data can be applied to the number of Sport Makers who reported undertaking 10 hours of activity or more on VolunteerWeb as of September 2013; this takes the total number of Sport Makers who have completed 10 hours or more of activity from 36,983 to 48,281.

Outcomes and impacts

TRANSFERABLE SKILLS

In addition to ascertaining the impact of the Sport Makers project on participants /volunteers sporting activity, the evaluation also seeks to determine the extent to which Sport Makers personally benefit from their role. To understand the impact which being a Sport Maker has on the skills and attributes of those individuals undertaking the role, Sport Makers were asked to what extent, on a scale of 1 to 10 (where 1=not at all and 10=definitely), being a Sport Maker had positively impacted on a range of factors. Figure 15 shows that being a Sport Maker had the biggest (most positive) impact on an individual's attitude towards volunteering and leading in sport, and their motivation to volunteer in sport, with an average score of 7.5 for each.

There was a very positive impact of being a Sport Maker across a range of personal skills which scored 7.0 out of 10 – such as self-motivation, confidence and leadership, – or just below – such as communication skills, attitude towards sport, and team work.

Examples of these impacts were given by Sport Makers in the depth interviews, such as:

“I think I’ve got some confidence out of it, the ability to lead a group, to instruct people, especially people who are a bit older than me. It’s always a bit tricky.”

— Sport Maker

Similarly another Sport Maker described how learning how to deal with difficult situations had helped to improve their confidence:

“I think just dealing with the kids, yes I think it’s given me more confidence, because I didn’t know how to-, in such events, I wouldn’t know how to [deal with difficult] youths. So now I feel like I’m more able to do it.”

— Sport Maker

Overall, the impact of being a Sport Maker was greater (scored more positively) for the development of these aforementioned skills and attributes than the extent to which it impacted on an individual’s sporting knowledge (6.4) or their fitness (6.3). Interestingly, however, the development of skills did not translate across quite as positively to the perceived impact on individuals either doing their current job or their ability to gain or maintain employment; both of which were scored lower (both at 5.2). This may suggest that, overall, transferring those skills and attributes from the context of being a Sport Maker into current or future employment is not an easy transition to make, and/or that Sport Makers are not as aware of that transition.

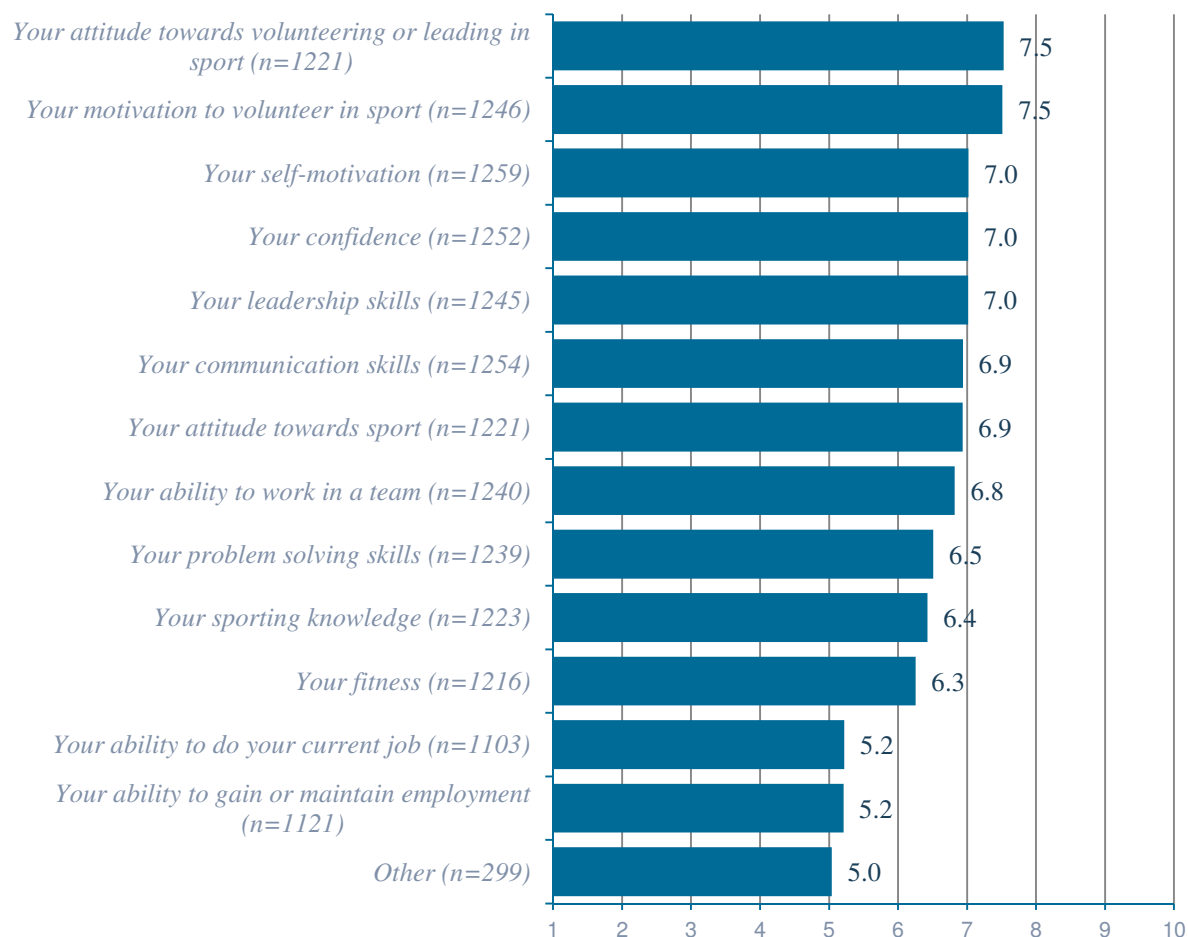


Figure 15 – Areas in which being a Sport Maker has had a positive impact on participants (variable bases from the SPB dataset)

Those respondents who scored either of the options regarding employability at 6 or more were given the opportunity to provide further information about *how* being a Sport Maker had impacted on their ability to do their current job or to gain/maintain employment. Over 300 (313) respondents to the survey provided further information in response to this open-response question. The most common reported reason to explain why the Sport Makers project had positively impacted on their ability to do their current job or to gain/maintain employment was how it had provided them with experience to improve their educational and career chances (23.0%), such as improving Sport Makers applications for educational courses and their CVs when applying for jobs. One Sport Make explained how it had helped them gain employment:

“I now work in an all boys school as a member of PE staff - my ability to volunteer made me more recognizable than the other candidates”.

— Sport Maker

Other common responses included how being a Sport Maker had boosted respondents’ confidence in their current job or gaining/maintaining employment (19.8%). One respondent felt that their increased confidence, gained through the Sport Makers role, had

significantly helped them to obtain a job: *“It has given me more confidence, especially at the interview stage and I did gain the job.”* Whilst another Sport Maker discussed how their increased confidence has impacted on their working life: *“It has helped my self confidence at work and my relationship with my colleagues.”* Whilst 19.8% of respondents explained that the reason the Sport Makers project had impacted on their ability to do their current job or to gain/maintain employment was because they had developed/increased key skills. Sport Makers reported a range of these skills, such as leadership, communication, team-working, inter-personal and coaching skills.

Figure 16 is a word-cloud which shows the most commonly used words for all responses to this question. This shows that these Sport Makers were most likely to explain that the role had positively impacted on their employment through the experience they had gained and the development of skills and confidence.



Figure 16 – Most commonly used words to explain why Sport Makers positively impacted on Sport Makers' employment (responses from the SPB dataset)

Depth interviews with Sport Makers also highlighted that one of the biggest impacts, which was reported by almost half of interviewees was regarding the personal satisfaction the role provided them with. One Sport Maker explained why they felt this way:

“I quite like the fact that our group is growing and we’re getting new members all the time. You get quite a lot of satisfaction from helping them out and showing them the technique and making sure they’re enthused and positive and that they know the benefits of exercise and things like that.”

— Sport Maker

Cluster analysis was undertaken to see if there were any similarities in the way that Sport Makers responded to the questions regarding the impact of the programme. Analysis found that there were three distinct groups. Group 1 consists of 13.3% of respondents and represents those who provided low scores, which indicate no impact; group 2 consists of 42.7% of respondents and represents Sport Makers who provided intermediate impact scores across most areas, although scored impact on their employment low; and group 3 consists of 43.9% of respondents and represents those Sport Makers who provided higher impact scores (Figure 17).

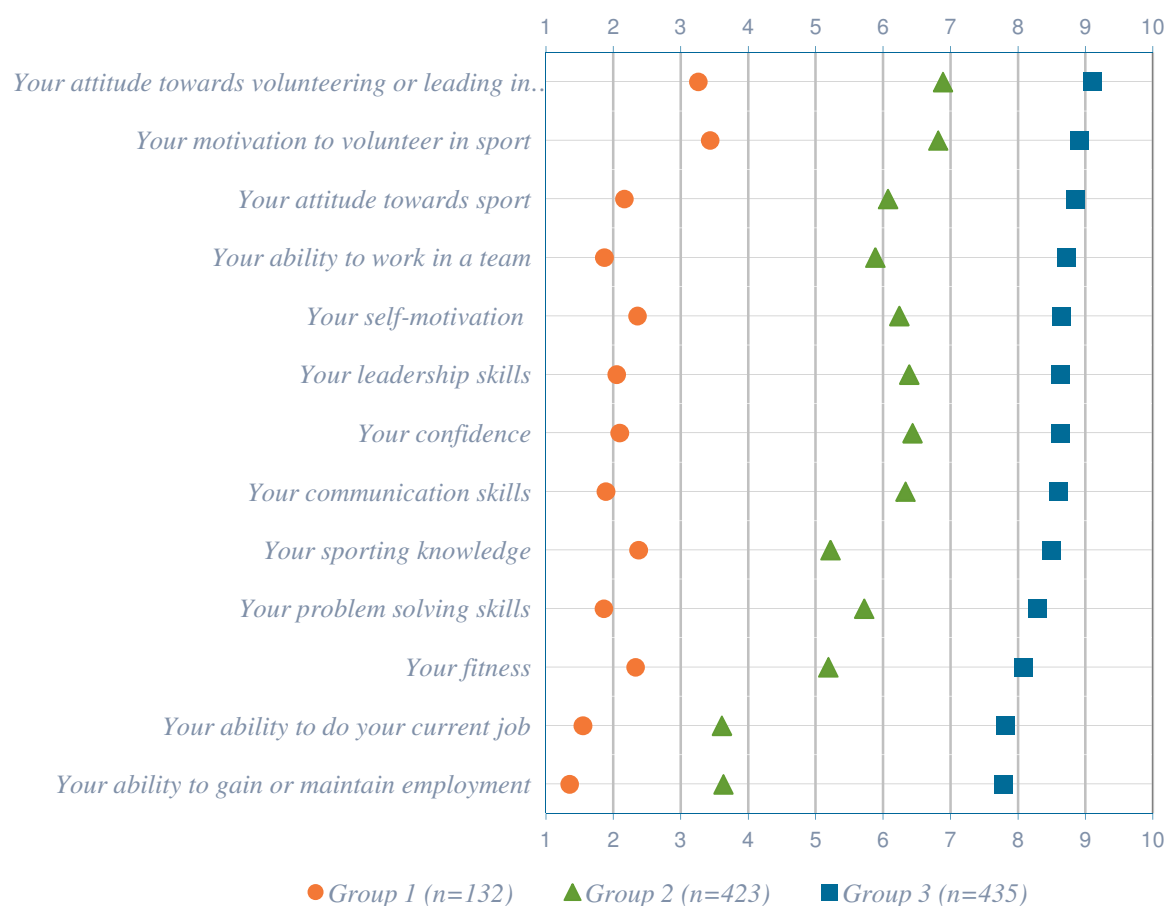


Figure 17 – Areas in which being a Sport Maker has had a positive impact on participants by cluster group (variable bases from the SPB dataset)

Whilst analysis shows that prior sporting activity and whether or not a Sport Maker has done 10 or more hours of activity have no statistically significant relationship with membership to each of these groups, a number of factors do. Firstly, a higher proportion of

females (47.9%) belong to group 3 than males (39.3%), whilst a higher proportion of males (47.5%) belong to group 2 compared to females (38.9%) This indicates that females are more likely to experience higher levels of impacts as a result of the Sport Makers project whilst males are more likely to report intermediate levels of impact. The same proportion of males (13.2%) and females (13.2%) belong to group 1.

Age also has a significant relationship with membership of these groups. As outlined in Figure 18, a higher proportion of younger Sport Makers belong to group 3 than their older counterparts; for example 67.3% of those aged 16-18 and 59.6% of those aged 19 to 25 belong to group 3 compared to just 24.4% of those aged 46 and above. Also, a lower proportion of those aged 16 to 18 (28.6%) and 19 to 25 (33.3%) belong to group 2 than their older counterparts. Finally a higher proportion of older Sport Makers belong to group 1 than younger Sport Makers; for example 26.1% of those aged 46 or above belong to group 1 compared to just 4.2% of those aged 16 to 18. This suggests that as age increases, the impact of the Sport Makers project upon individual Sport Makers decreases.

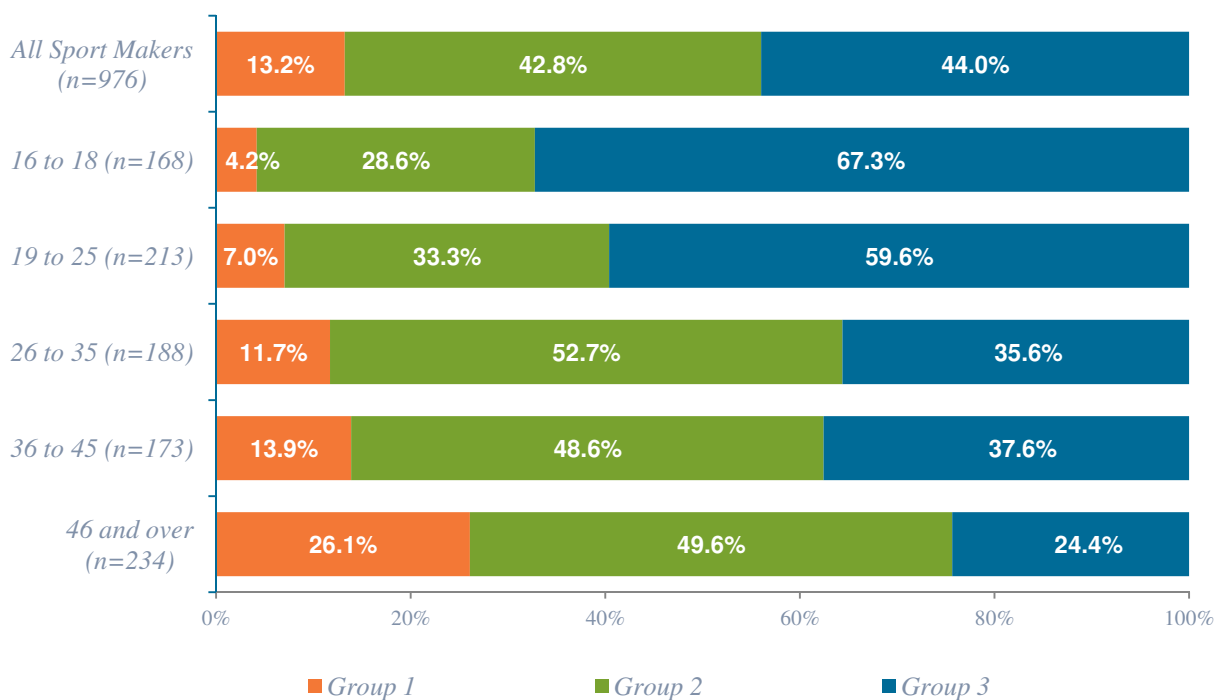


Figure 18 – Cluster group membership by Sport Makers' age (variable bases from the SPB dataset)

Further analysis of the cluster group membership highlights that the Sport Makers' employment status prior to joining the programme affects which group they fall into. Figure 19 shows that nearly two thirds (63.4%) of students belong to group 3 compared to approximately a third of those who are employed full-time (33.4%) and part-time (32.6%). Conversely a higher proportion of those who are employed full-time and part-time belong to group 2 (50.9% and 52.7% respectively) and group 1 (15.7% and 14.7% respectively) compared with students (32.7% and 3.9% respectively). These findings suggest that

students are more likely to experience higher levels of impact from the Sport Makers programme than those who are employed. However, this is likely to be related to the fact that a high proportion of students fall within the 16 to 18 (50.8%) and 19 to 25 (41.5%) age categories.

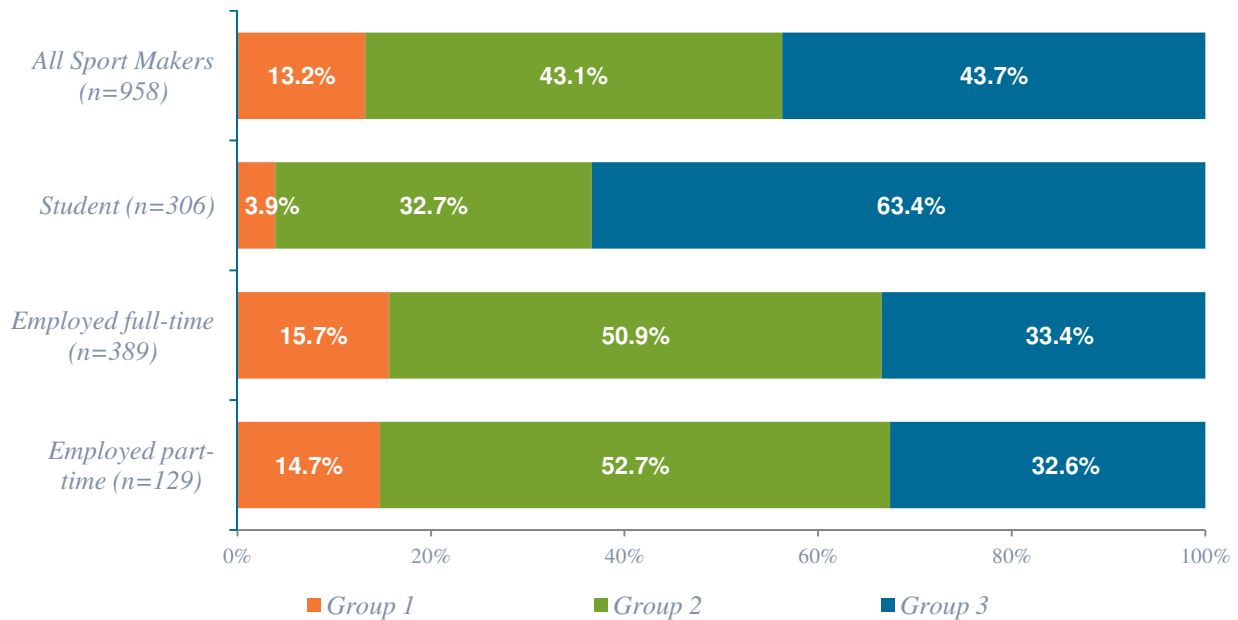


Figure 19 – Cluster group membership by Sport Makers' employment status (variable bases from the SPB dataset)

SPORT MAKERS PARTICIPATION IN SPORT

Sport Makers were asked about their own level of sports participation now compared to before they took up the role. Just under half of all respondents said that they now do sport more often than they did before becoming a Sport Maker (45.4%), with approximately half (51.7%) stating that they still do the same amount of sport as they did before. A small minority (2.8%) do less sport than before they were a Sport Maker. Given that 81.2% of respondents already did sport at least once a week prior to becoming a Sport Maker, this finding is particularly positive; especially when analysis of these Sport Makers shows that just over two fifths (41.6%) now do more sport and over half (55.2%) have maintained their sports participation at a high level.

Analysis by age group shows that a significantly higher proportion of younger Sport Makers say they are doing more sport now than they did previously as outlined in Figure 20.

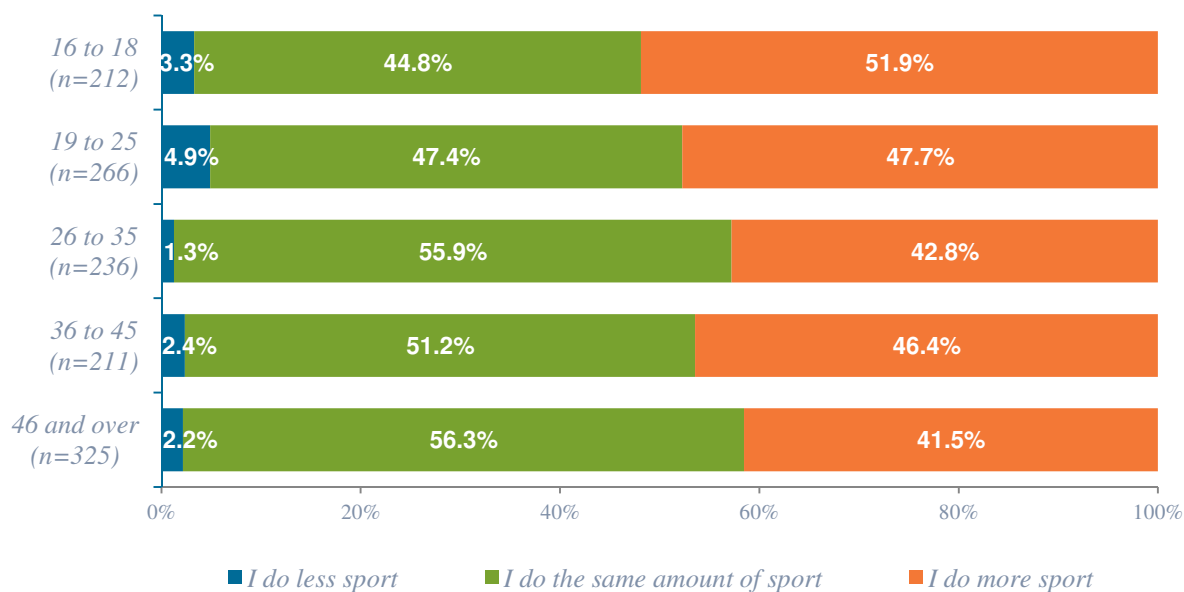


Figure 20 – Change in Sport Makers sports participation since joining the project by age group (variable bases from the SPB dataset)

However, further analysis⁹ has shown that Sport Makers' previous sports participation is the most influential factor on whether they now do more sport, less sport or the same amount of sport. Those Sport Makers who already did sport more than once a week are significantly less likely to now do more sport (38.0%) than all other Sport Makers who had previously never done sport, or had done it irregularly, once or twice a month, or once a week (61.8%).

For those who said they were now participating in sport more often, over two thirds (67.5%) stated that this was as a direct result of participating in the Sport Makers project. Under a fifth (16.5%) explained that they participated in sport more often because of the Sport Makers project and other activities unrelated to the Sport Makers project. Whilst under a fifth (16.0%) stated that they had increased their participation in sport due to other activities unrelated to the Sport Makers project. This indicates that, overall, the Sport Maker project has directly increased levels of sports participation amongst 84.0% of those undertaking this role.

In depth interviews Sport Makers highlighted the positive impact it had had on their own participation rates and through that improved their personal fitness. One stated

“Obviously I’ve gotten some health benefits out of it and I’m doing regular exercise now and encouraging other people to do the same”.

— Sport Maker

⁹ CHAID analysis

Whilst others focussed on how being a Sport Maker had prevented them from dropping out of sport:

“So I think in some ways, it’s helped balance me out a bit more. It’s helped keep me doing something that’s keeping me a bit fitter, rather than letting me just become a couch potato.”

— Sport Maker

One Sport Maker described how improvements to his own fitness helped support his role as a Sport Maker as it modelled the benefits for others that he has been encouraging to participate:

“Oh, most definitely [doing more sport than before being a Sport Maker]! I think Sport Makers has encouraged me a great deal to participate more in sports. I am fitter now than I was when I was younger. I’m enjoying the sport as well. I’m enjoying it immensely, and it obviously has long-term benefits for me. In doing so, by speaking to people, my immediate family and friends, they can see the benefits which I have gained and the motivation which I have achieved through encouraging others by doing the same or doing something else different just to keep themselves fit and healthy.”

— Sport Maker

The few Sport Makers who stated that they took part in sport less often than before they became a Sport Maker (36 people) gave a broad range of reasons as an explanation, including work commitments, health and personal reasons. Of the 34 respondents who provided a reason, the most common reason given for sports participation decreasing was as a result of having less time due to being a Sport Maker (38.2%), followed by work commitments and health reasons (both at 35.3%). However, it should be noted that participation in sport has decreased for only a very small number of people in real terms.

During a depth interview, one Sport Maker explained that whilst they enjoy volunteering in sport, undertaking stewarding roles and managing other volunteers, they explained that they were not a “*sporty person*” which explained why their sports participation had remained static. Whilst this will not be the case for all Sport Makers it provides some insight into why some Sport Makers’ sports participation remained the same.

The vast majority of Sport Makers plan to continue doing at least the same amount of sport in the future: 39.9% plan to do the same amount of sport and 58.9% plan to do more sport in the future. Interestingly further analysis by age highlights that whilst there are extremely low proportions of all age groups who plan to do less sport and no sport at all, a significantly higher proportion of younger Sport Makers plan to do more sport, whilst a higher proportion of older Sport Makers plan to do the same amount of sport (Figure 21).

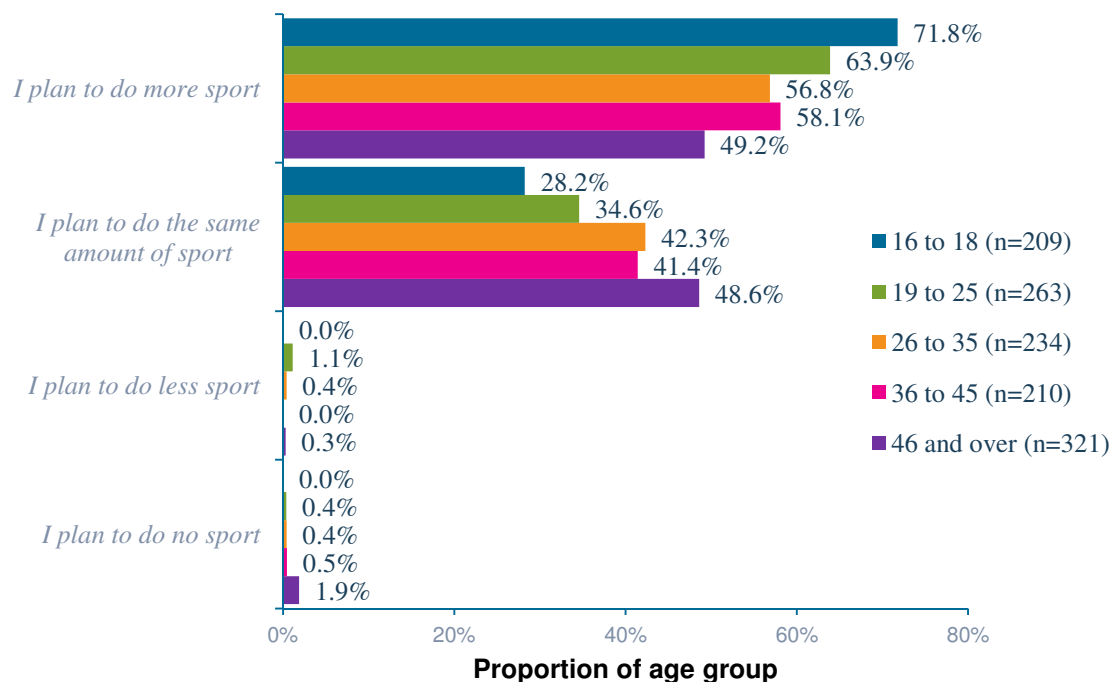


Figure 21 – Sport Makers plans for sports participation over the next 12 months by age (variable bases from the SPB dataset)

SPORT MAKERS PARTICIPATION IN LEADERSHIP OR VOLUNTEERING ACTIVITIES

Sport Makers were asked about their volunteering and leadership activities (in sport and outside of sport) for the 12 months prior to becoming a Sport Maker. The majority of Sport Makers (86.0%) had undertaken volunteering/leadership activities during this period; 73.1% in sport and 12.9% not in sport. A further 6.6% had undertaken these activities but not in the last 12 months, whilst 7.5% of Sport Makers had never undertaken any volunteering or leadership activities prior to becoming a Sport Maker.

Further analysis of this data by age (Figure 22) shows that younger Sport Makers were most likely to have undertaken recent volunteering experience in sport compared to those in the middle age groups. For example, 78.5% of those aged 16 to 18 and 79.6% of those aged 19 to 25 had done so compared to 68.1% of those aged 26 to 35 and 65.7% of those aged 36 to 45. Interestingly those aged 26 to 35 and 36 to 45 were also most likely to have no previous volunteering experience (9.4% and 13.2% respectively).

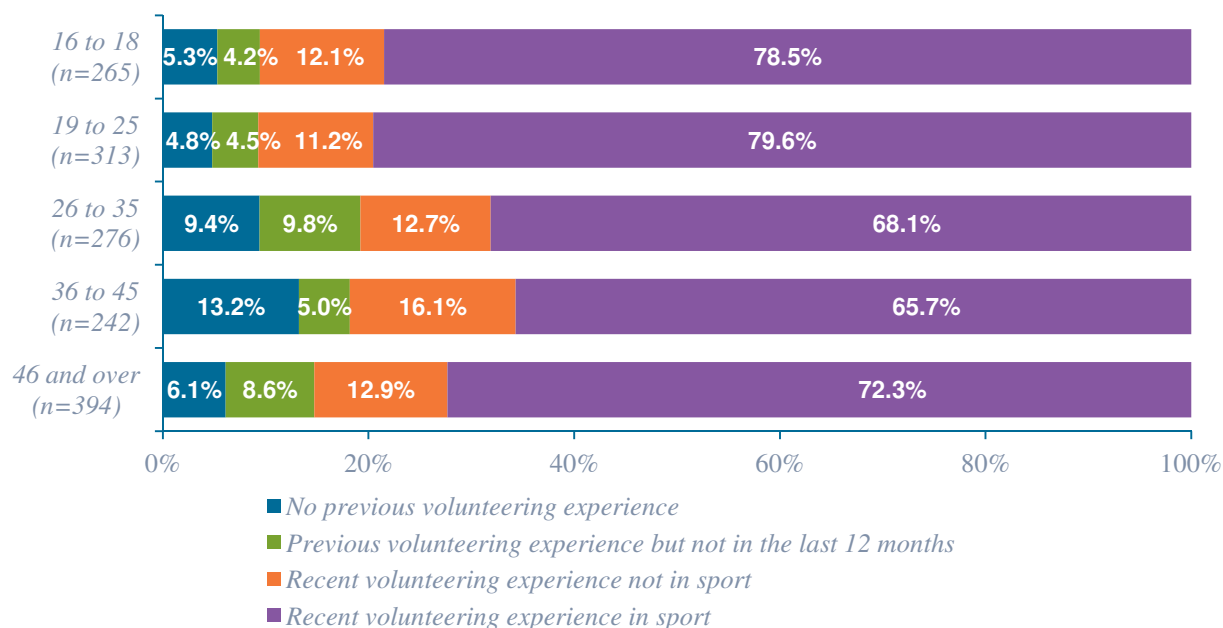


Figure 22 – Volunteering activities undertaken prior to becoming a Sport Maker by age group (variable bases from the SPB dataset)

Within the Sampling Point A survey, those Sport Makers who had ‘Previous volunteering experiences but not in the last 12 months’, were asked why the Sport Makers project had encouraged them to re-engage in volunteering or leading in sport or outside of sport. Of the 102 Sport Makers who elaborated, the most frequent response was regarding the Olympic legacy (33.3%) whereby Sport Makers were inspired by the 2012 Games and wanted to become more involved in volunteering as a result. A further 21.6% of respondents discussed how the Sport Makers project had provided them with the encouragement and guidance to start volunteering again. Other responses included the desire to become more involved in sport again (12.7%), addressing health and fitness (9.8%) and the desire to help others to participate in sport (9.8%). These findings can be visualised in the word cloud below (Figure 23), which highlights the most common words used by Sport Makers when responding to this question.

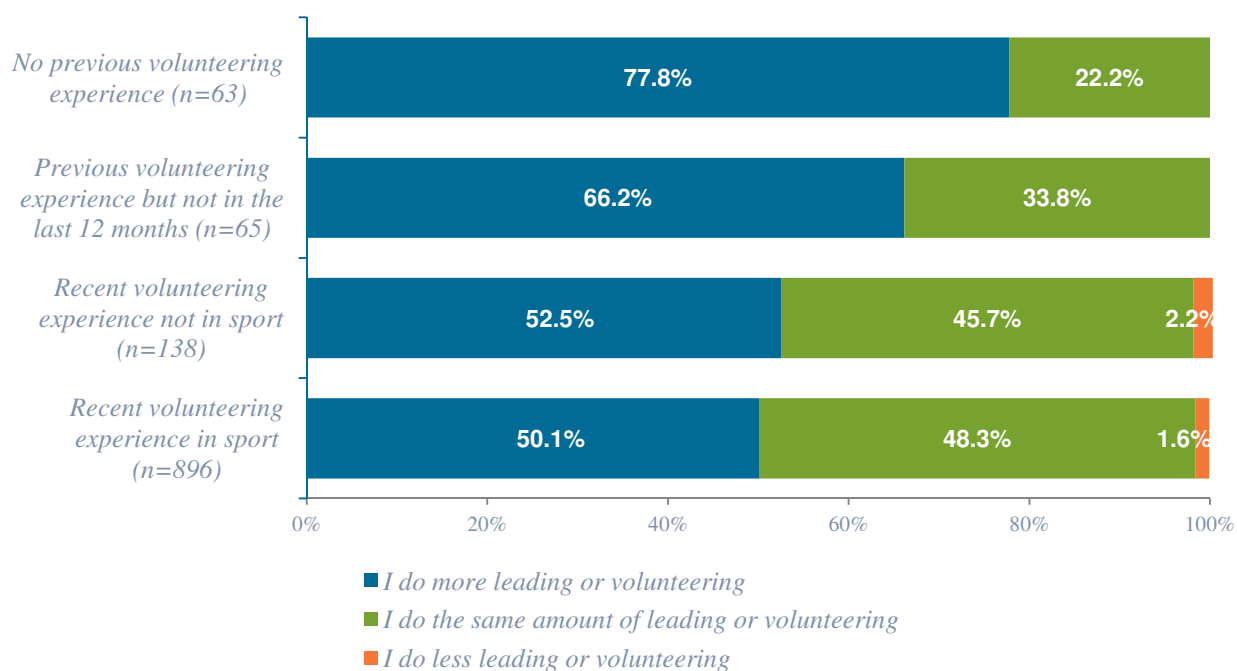


Figure 24 – Sport Makers current volunteering broken down by their previous volunteering experience (variable bases from the SPB dataset)

For those who stated they now volunteered/led more than they did before they became a Sport Maker, this tended to be in a sports related role: 81.0% of respondents had started or increased volunteering in sport and 49.3% had started or increased their leading in sport. In addition approximately a quarter of those who now do more volunteering, have started or increased their volunteering in non-sport (20.4%) and leading in non-sport (7.8%), which is a positive outlook for volunteering more generally. Analysis by gender also shows that males (54.3%) are significantly more likely to have started or increased their leading in sport compared to females (45.7%).

For those whose volunteering/leading had increased in sport 57.8% stated that this was a result of participating in activities that they organised as a Sport Maker; 44.8% said that the increase was inspired by the Sport Maker project. Around of third (32.5%) said that other activities (not related to Sport Makers) were a factor in their increased volunteering/leading. Manipulation of this data highlights that 67.5% of these participants attribute this increase in volunteering/leading to the Sport Makers project, 17.5% of participants attribute this increase to both the Sport Makers project and other activities (not related to the Sport Makers project), and 15.1% of participants attribute the increase to other activities alone.

Through the depth interviews, Sport Makers were asked how the Sport Makers project had affected their attitude or perception of volunteering. All interviewees who answered this question provided positive responses. Just under two thirds had experienced a positive change in their attitude, whereby Sport Makers explained that they now had an increased awareness of the importance of volunteering, a realisation that they can get involved and

that sports volunteering does not necessarily require physical activity, whilst a couple of Sport Makers referenced how they had now had an appreciation of the benefits that volunteering can bring you. One Sport Maker elaborated on the important role of volunteering:

“It wasn’t anything I’d ever thought about doing before, so it sort of definitely awakened something there... I think doing the Sport Maker thing has made me realise that individual volunteers are really important and can make a massive impact on people’s lives and that’s probably something I hadn’t really considered before”

— Sport Maker

Approximately a third of respondents also reported that the Sport Makers project had reinforced their existing positive attitudes and perceptions to volunteering.

IMPACT ON PARTICIPANTS

Evidence of the impact on participants was gleaned through depth interviews with Sport Makers. Increased sports participation among participants was reported by approximately a third of Sport Makers. A couple of Sport Makers highlighted that their recruitment efforts had opened participants eyes to opportunities that they were not previously aware of and the Sport Makers’ encouragement had helped them to engage in these activities. One Sport Maker explained the benefits of drawing colleagues’ attention to gym facilities that they were able to use:

“I’ve had a couple of emails from colleagues saying they weren’t aware of the gym facilities, and they were, you know, grateful to hear about it... those individuals had wanted to get back into some kind of active lifestyle and hadn’t yet, and needed a nudge”

— Sport Maker

Other Sport Makers commented on how a ‘team spirit’ had evolved and how they are getting participants more involved in the running of the club in the hope that they will be able to take on leadership roles in the future. One Sport Maker explained how some of their participants now wanted to ‘lead themselves’.

Another of the main benefits for participants was improving their health and fitness. One Sport Maker described how they, and their colleagues, had lost weight and the added benefits which this had brought:

“Some of us were, quite rotund, I’ll say, so there has been quite a lot of weight lost within the company. That in itself, has given way to other things, like, more stamina, the work rates are being held higher, so it is starting to show.”

— Sport Maker

Another Sport Maker focused on how participants could become healthier through providing activities that were new and fun to take part in:

“The obvious benefit is they’re getting a bit healthier, but I think the other thing is getting people’s interest. If you go and do something that you’ve never, ever done before and it is interesting and it is made fun, then it makes you want to do it again. It’s not a case of telling people, ‘You have to do it to be fit and healthy,’ they want to do it, because they’re interested, and that for me, that’s the skill.”

— Sport Maker

Through the support provided by Sport Makers, participants were able to develop their sports-specific skills. Just under half of interviewees reported that this had been the case. Examples provided included; *“more coaches being able to give them encouragement and technical advice”*, making participants aware of the importance of warm-ups and preventing injuries. One Sport Maker commenting that: *“my help has given someone the skills and technical aspects [of tennis] to enjoy a game which ultimately leads to less injury and more fun”* whilst another stated that *“I think confidence improved tenfold in some people”*. One Sport Maker explained how this had led to improved competition results for the team and greater recognition at university:

“I do see that anyone who was there when I first came to the team before I was coaching it, everyone seems to have improved. You can see it in results as well, in competition, because we’re actually, like, recognised as a university now, whereas before no one knew who we were.”

— Sport Maker

Improving participants’ knowledge of sporting events and the roles of coaches, managers scorers, umpires, stewards and volunteers was another benefit achieved through Sport Makers which meant that, *“even if they don’t want to play, they may enjoy umpiring or refereeing for instance and participate in this way in the future”*.

The project has also had impacts on well established sports clubs, as outlined by a Sport Maker who explained that the project had helped them to see their activities more objectively and review areas for improvement. Although the club already engaged in providing coaching sessions to disabled participants, the project helped the Sport Maker to see how this activity could be grown. This Sport Maker decided to expand their current model of using disabled coaches to deliver coaching to disabled participants. The Sport Maker explained:

“Of course, you know, you need to do some controls and checks, but if you can get it right, and you get the right people, they can empathise with each other.”

— Sport Maker

The Sport Maker explained how this model was being used for a variety of sports, but that the Sport Makers project had encouraged them to consider boccia and how this could be developed in the locality. They explained how they found that *“there were these little boccia groups... and they just needed the organisation. So, they just needed a coach to come in who knew what the rules were, and they just needed a bit of enthusiasm from someone to say, ‘Actually, we’d like to play some games,’ because there’s no point in training everybody. With whatever you do, you don’t want to train every week, it’s got to lead up to something. So yes, we’re the ones that have said, ‘Right, we’re going to have some matches’.”* The Sport Maker went on to explain how the organisation of competitive games had impacted on the participants:

“They can actually, you know, experience winning, losing and actually competing, improving, you know, they would see themselves get a lot better as they practice. If we add a game in, they’re obviously going to practice more often and take it far more seriously, not mess about. That’s the bit that we’ve added.”

— Sport Maker

DEADWEIGHT

A key component of this evaluation is to account for deadweight; that is, what would have happened anyway without the intervention of the Sport Makers project? Sport Makers were asked a range of questions to determine what their behaviour would have been and what impact this might have had in circumstances without the Sport Makers project. Respondents were asked to what extent they thought a series of statements were true on a scale of 1 to 10 (where 1=less true and 10=more true).

Figure 25 shows Sport Makers’ responses to these statements and highlights that Sport Makers were most likely to have encouraged other people to participate in sport without the Sport Makers project (6.7). This is perhaps to be expected given that most Sport Makers (81.2%) already participated in sport at least once a week and so it is likely that they have a positive opinion of participating in sport and may encourage others to participate too. This hypothesis is borne out by the fact that Sport Makers who participate in sport more regularly are more likely to consider this statement true (that they would have encouraged other people to participate in sport even without the Sport Maker project). Sport Makers who previously participated in sport more than once a week scored this statement significantly higher or ‘more true’ (7.1) than those who participated once a week (6.3), once or twice a month (5.8), irregularly (4.8) or never (4.6).

Overall, Sport Makers did not think it was true to say that they would have encouraged *fewer* people to participate in sport without the Sport Maker project (mean score of 4.6 out of 10).

However, there is an important distinction to be made between encouraging people to take part in sport and translating that encouragement into actual sports participation. This is where the positive impact of Sport Makers can be evidenced as few of those engaged to participate in sport were already planning to do so and those who were started sooner and now undertake more sport as a result of the Sport Makers encouragement.

Sport Makers gave a low overall score to how true the statement was that those they engaged were already planning to take part in sport without the Sport Makers encouragement (4.5 out of 10). This was significantly lower for those Sport Makers in full-time employment (4.3) compared to students (4.8) or who were unemployed (4.9).

A relatively high average score was given to the statement that those already taking part in sporting activities now undertook more sport as a result of Sport Maker's encouragement (6.2). Analysis of this statement by age shows that Sport Makers aged 16 to 18 (6.7) gave a significantly higher score than those aged 46 or above (5.9).

Similarly, Sport Makers thought it was true (average score of 5.9) that those already planning to take part in sport started sooner as a result of the Sport Maker's encouragement. Students were significantly more likely to state that this statement was true (i.e. that those they encouraged started to participate in sport sooner), compared to Sport Makers who were in full-time or part-time employment (6.4 compared to 5.70 and 5.72). Equally those aged 16 to 18 and 19 to 25 were significantly more likely to agree with this statement (6.2 and 6.3 respectively) compared to those aged 46 and above (5.4)

Therefore, the impact of Sport Makers seems to have been greater, in terms of encouraging participants to get involved in sports, for those in full time employment compared to students. However, there has been a greater level of impact in getting those planning to participate in sport to actually start doing so sooner for students and younger Sport Makers compared to those in full-time employment and those who are within the older age groups.

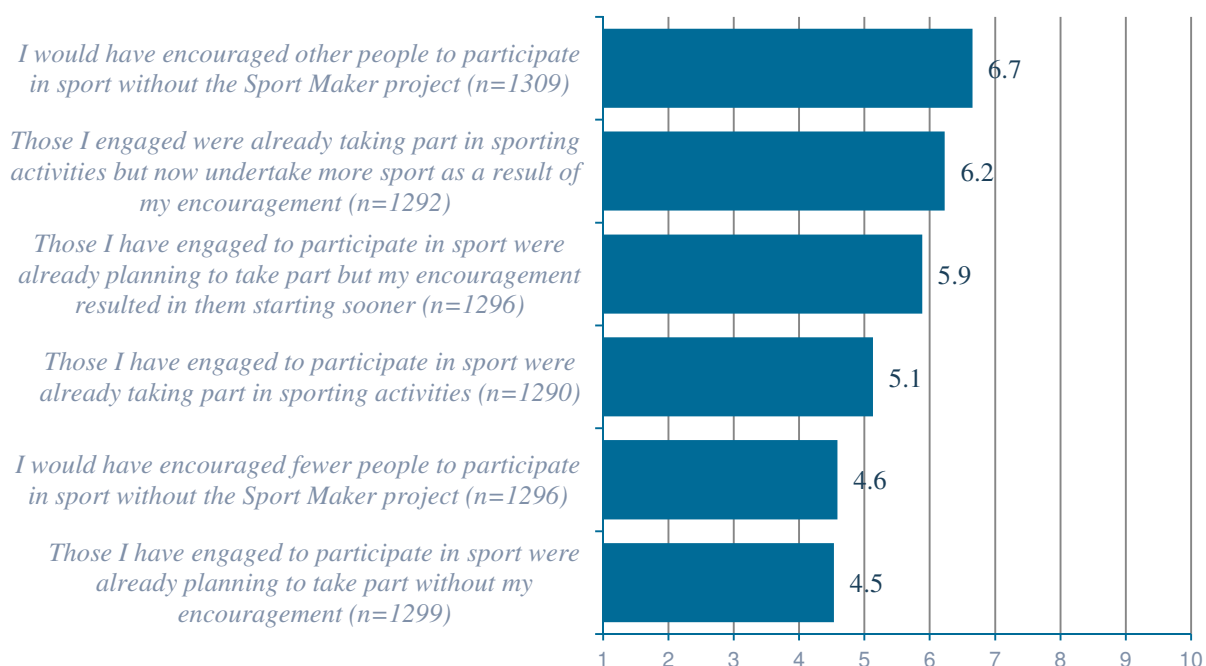


Figure 25 – Agreement with statements regarding ‘deadweight’ (what would have happened anyway, without the Sport Maker project) (variable bases from the SPB dataset)

The deadweight concept was explored further during depth interviews with Sport Makers, which supported the survey findings. Encouragingly, almost all interviewees explained that they would not have done the same activities if they had not been a Sport Maker. The only interviewee who reported that they would have done it anyway elaborated that: *“It’s really been an extension of the work I was doing anyway”*. Approximately two thirds of interviewees explained that whilst they may have done similar activities without the programme, they would not have been encouraged to put in as much effort, organise the activities as professionally, reflect on the activities, think of new ideas, obtain facilities or deliver activities that achieved the same impacts without the Sport Makers project. One Sport Maker explained that their activities would not have been as successful without the project and elaborated why:

“I wouldn’t have thought so. I think it’s been more driven, because of the Sport Makers, because of the level of information that I’ve had access to, and because of the contacts in the X Sport team”

— Sport Maker

Approximately a third of interviewees also highlighted that they would not have delivered their activities at all without the Sport Makers project. Sport Makers explained how the project had given them the *“motivation”* and *“confidence”* to get involved or keep them involved in sports volunteering,

The depth interviews also provided some qualitative examples of the impact which Sport Makers had on participants, which would otherwise not have been achieved. Ten interviewees talked specifically about the issue of deadweight – what participants would

have experienced and achieved anyway, without the Sport Makers involvement. Only one of those interviewees thought that their participants would have taken part in similar activities and achieved the same impacts anyway. Over half of interviewees thought that their participants would not have experienced the same benefits and impacts at all and approximately a third thought that their participants would not have experienced the same level of impact without the Sport Makers project (i.e. the impact would have been less).

Some Sport Makers were able to quantify the difference, one stated that

“The Thames Valley Ski Club is a new venture so has opened up opportunities for approximately 20 people.”

— Sport Maker

Whilst another commented:

“The collective volunteering at the rowing club opened up further opportunities to approximately 20 more young people. These places were previously not available due to coaching capacity.”

— Sport Maker

One Sport Maker described how their support had improved the social aspect of the group which in turn helped to increase participation and improve the benefits experienced:

“They’ve got ...a lot closer in terms of friendship-wise, they’re more motivated coming to training, I mean, training rates are just ridiculous. Normally we’d have, maybe twelve people on the cold nights, and this year we’ve got, like, twenty. So, it’s a step up in numbers, and it’s good to see. I think that’s because they bring each other as well. They’re all like, ‘Let’s go,’ and then they all just encourage each other to go. Then we’re like, ‘Come on, let’s go to training,’ they’re working in their little friendship groups.”

— Sport Maker

Other Sport Makers described a more subjective assessment for example that “individuals had wanted to get back into some kind of active lifestyle and hadn’t yet, and needed a nudge” or that “the running group has engaged some people who were already involved in sport, but now do more, as well as others who were previously not engaged in sport”.

One Sport Maker emphasised the importance of the more structured and less ad-hoc approach to supporting participation which the Sport Makers project provided as a key factor in why the benefits would otherwise not have been realised:

“I don’t think they would [have experienced the same benefits without the Sport Maker]. We were quite content just to let the group go along quite informally before, but now we have a lot more structure around it and we’re trying to encourage other people to come forward. We tried to pair up established walkers with new members so that you’ve got a buddy to help you out. Some people were quite reluctant but, you know, we’ve been able to help them and encourage them to develop their skills.”

— Sport Maker

Some Sport Makers explained that activity would not have happened to the same extent without them so the benefits realised would have been much less:

“I don’t think they would have experienced them [the same benefits without the Sport Maker] at the level that we have. If people are left to their own devices, you won’t [do anything]. You always need to have a Sport Maker or a sport leader, to say, ‘Okay, this is what we’re going to do. Let’s go and do it.’ Everybody needs an inspiration or an inspirational leader. ...you have to have somebody to push the idea, and then to push people in to having a go. Then you’ll find out, that once people have a go and enjoy it, then they’ll take over themselves.”

— Sport Maker

NUMBER AND QUALITY OF SPORTING EXPERIENCES AND SUPPORTING SPORTS PARTICIPATION

The depth interviews explored Sport Makers’ perceptions of the effect that the Sport Makers project has had on the number and quality of sporting experiences available to people, and the capacity to support more participation in sport. One Sport Maker explained how having Sport Makers across the country was bound to increase the number of sporting opportunities available to people:

“Yes it has made a big impact. If I, just imagine, yourself, actually...There are people like me everywhere in different locations...doing something I’m doing right now. Surely, you can help more people in sports.”

— Sport Maker

Whilst another Sport Maker highlighted that an increased number of volunteers would increase the capacity of events, which would impact on both the number of opportunities available and the quality in which they are delivered:

“People can plan bigger and better events knowing that, you know, they can cover them with people that are keen to volunteer and help out.”

— Sport Maker

A couple of other Sport Makers highlighted that the project had also raised their awareness of pre-existing sporting activities and volunteering opportunities. Although this increased awareness does not directly impact on the number and quality of experiences available, or on supporting people into sports participation, it does mean that people are able to participate in these activities as a result of knowing about their existence.

A grass root level example of increased capacity to support more adult and child participation in sport was described by one Sport Maker who explained that the support they had provided one participant had resulted in another participant joining their club through recommendation:

“I’ve taught and guided through the Tuesday evening session, I’ve also informed them of other clubs where they could drop-in to get extra play, just so they can learn. Those same individuals, I hope, by me helping them, will help others who may be less fortunate not to play at the same level these guys are, and maybe encourage them to come and join us to teach them. An example is, there’s one guy there who I have taught through starting the Badminton England session and I’ve told him of other badminton clubs that he could drop-in to play at his level, just to get extra play. I think he’s managed to inform a particular individual who wasn’t so good to come and see us and we’ve now received the email that they’ll be joining us next week. So I think word of mouth can go a long way, just from my input with this individual whom I’ve helped to go to another club has managed to recruit someone and brought them back to us.”

— Sport Maker

Another Sport Maker explained that one of the biggest impacts of being a Sport Maker had been the increased correspondence with their County Sports Partnership. As a result of this they described how they were now aware of more training opportunities and were actively taking these up, which further supports the notion that the Sport Makers project is helping to increase the capacity to support more adult and child participation in sport.

Future intentions

To gain an understanding of the sustainability and legacy of the project, Sport Makers were asked a number of questions relating to their future intentions. Sport Makers were asked which voluntary and leadership roles they intended starting or continuing in the next twelve months. Figure 26 shows that around eight-out-of-ten respondents stated that they planned to continue to be a Sport Maker (78.4%) and to volunteer in sport (79.0%). Approximately half stated that they would promote the value of sport (59.9%) and the value of leading and volunteering (49.8%) to people outside of their Sport Maker role (e.g. those aged less than 16 years) and that they intended to undertake a leadership role in sport (54.4%). Over a third of Sport Makers will volunteer in a *non-sporting* role (37.5%) and around a fifth will undertake a leadership role that is not in sport (20.9%).



Figure 26 – Participation and leadership which Sport Makers planned to continue or start in the next 12 months (variable bases from the SPB dataset)

Those respondents who stated their intention to continue to be a Sport Maker were then asked for further details regarding which specific elements of the Sport Maker role they would *continue* to undertake in the future and those which they would *start*. As Figure 27 shows, and as might be expected, people were more likely to *continue* to undertake Sport Maker roles than to *start* them.



Figure 27 – Activities which those Sport Makers plan to continue or start (variable bases from the SPB dataset)

The vast majority of respondents intended to *continue* in all of the main Sport Maker roles in the future. Around nine-out-of-ten people who intended continuing as a Sport Maker planned to continue to help out with an existing sports event or club (93.2%), undertake informal activities for people they knew (88.8%) and to recruit new members to an existing sports club (87.7%). A slightly lower proportion intended to continue informal sport sessions with a NGB (86.3%) and around three-quarters of those intending to continue as a sport maker planned to continue their activities in their own event or sports club that they had set up (78.7%).

In relation to *starting* (rather than *continuing*) Sport Maker roles, all of the corresponding responses were lower. In other words, a lower percentage of Sport Makers planned to *start* undertaking Sport Maker roles compared to those who planned to *continue* in those roles. This suggests that once encouraged and supported to volunteer and lead in sporting activities through the Sport Maker project, people are then more likely to continue in those activities after the project has ended than they are to start new activities.

Thus, getting Sport Makers to undertake all aspects of the role is an important way of embedding sustainability after the substantive funded Sport Maker project has ended. As Figure 27 shows, this is particularly apparent for the role of informal sport sessions with an NGB where the gap between the proportion of those who would *continue* (86.3%) this activity and those who would *start* (29.5%) this activity is particularly pronounced. Interestingly analysis by gender also indicates that a significantly higher proportion of

males (35.2%) indicate that they will start to undertake informal sport sessions with an NGB compared to females (25.5%). Also, younger Sport Makers are more likely to begin undertaking informal activities with an NGB compared to older Sport Makers, for example 38.4 % of those aged 16-18 and 38.1% of those aged 19 to 25 place to do so compared to those aged 26 to 35 (25.7%), 36 to 45 (23.4%) and over 46 years (21.3%).

Respondents who indicated that they would continue in a voluntary or leadership role in sport were asked whether they would undertake any training or qualifications to support this (Figure 28). Around half of those continuing to volunteer/lead in sport intended to do training or a qualification in coaching (48.3%) with a further quarter of respondents (25.8%) indicating that they might do this. Slightly lower proportions intended to do an officiating qualification or training – 36.4 % ‘yes’; 33.0 % ‘no’ – and lower proportions again intended to do team manager training – 17.8 % ‘yes’ and 49.7 % ‘no’.

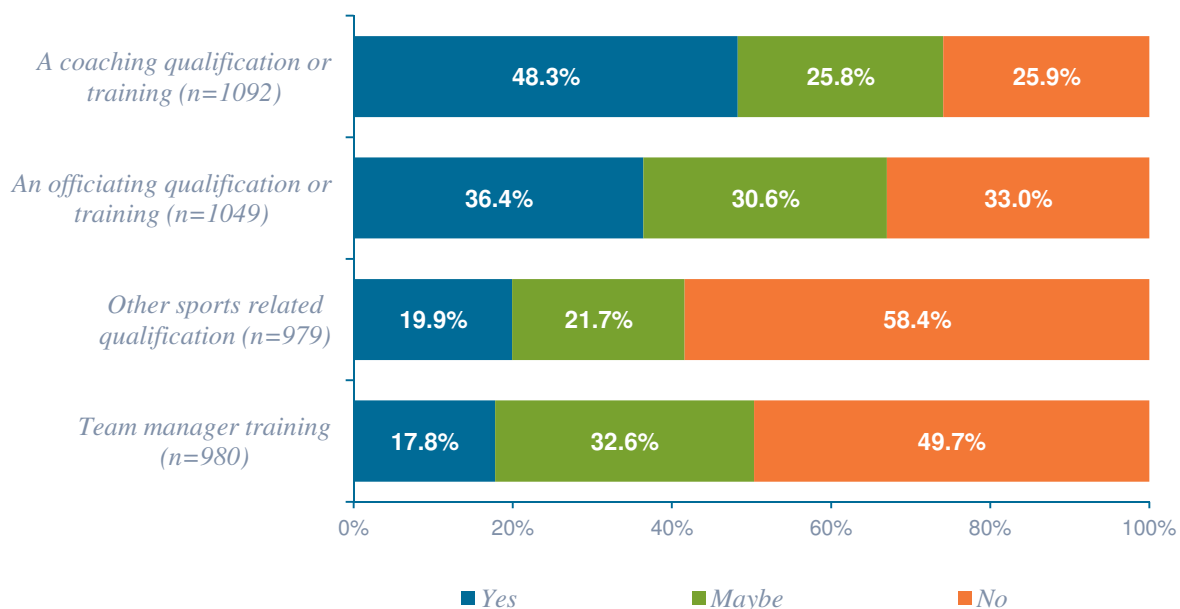


Figure 28 – Intention of those continuing their role as Sport Maker to undertake training and/or qualifications (variable bases from the SPB dataset)

Whilst it is not known how many of this group would have undertaken training and/or qualifications anyway, this suggests that the Sport Maker project may be a pathway to get more people trained and qualified in coaching, officiating and team management.

Those Sport Makers that reported that they were considering undertaking an ‘Other sports related qualification’ were asked to specify what these were. Whilst the responses (199 in total) include an eclectic mix of courses, 16.1% of respondents specified that they either plan on or are considering undertaking a first aid qualification. Although not directly related to sports, a first aid qualification is important to have when a Sport Maker runs an activity and is responsible for the wellbeing of participants.

Further analysis by age indicates that a significantly higher proportion of Sport Makers in the younger age groups intend to undertake a coaching qualification or training, or an officiating qualification or training compared to older Sport Makers. For example, 55.9% of those in the 16 to 18 age group and 56.8% of those aged 19 to 25 plan to undertake an officiating qualification or training compared to just 27.2% of those aged 26 to 35, 25.4% of those aged 36 to 45 and 21.4% of those in the 46 and above age category. Similarly 73.4% of 16 to 18 year olds and 74.0% of 19 to 25 year olds plan to undertake a coaching qualification or training compared to just 38.9% of those aged 26 to 35, 35.7% of those aged 26 to 45 and 24.4% of those in the 46 and above age category. Although fewer Sport Makers plan to undertake team manager training, the same pattern exists here with 28.1% of 16 to 18 year olds and 29.1% of 19 to 25 year olds planning to undertake this training compared to just 11.9% of those aged 26 to 35, 12.2% of those aged 36 to 45 and 7.5% of those in the 46 and above age category.

Gender also has an effect on Sport Makers future plans for training. A significantly higher proportion of males plan to undertake team manager training (21.8%) compared to females (14.9%).

Students are the most likely to undertake further training with 72.9% intending to undertake a coaching qualification or training, 54.9% taking an officiating qualification or training and 28.4% taking team manager training. These figures are particularly high when compared with those who are employed full time; with only 35.4% of these individuals planning to undertake a coaching qualification or training, 23.4% planning to do an officiating qualification or training and only 10.5% planning to do team manager training. However, it is likely that this is related this group (students) being largely populated by those in the younger age group.

WOULD SPORT MAKERS RECOMMEND THE PROJECT?

During the depth interviews, Sport Makers were asked if they would recommend the Sport Makers project to other people. Encouragingly all interviewees confirmed that they would recommend the programme. When asked to elaborate why they would recommend the Sport Makers project, the most common response, reported by just under half of respondents, related to the impacts that the programme brings to individual Sport Makers and participants. One Sport Maker highlighted this:

“It’s amazing what you, or me, certainly me as an individual, get out of it. I mean, it’s far more than I thought I would, in all sorts of areas, and I am sure one of the big drivers for actually carrying on is the fact that there are going to be a lot more experiences, a lot more things for me to enjoy and consequently more for me to give, hopefully.”

— Sport Maker.

04. CONCLUSIONS

This section summarises the key conclusions emerging from our evaluation

In this section we draw out some of the main conclusions described in detail in the previous 'Findings' section. This section provides a descriptive summary of the main conclusions drawn from the quantitative element of the evaluation (rolling online surveys) with some possible explanation drawn from the qualitative elements (mainly the depth interviews). Although analysis was conducted using weighted and un-weighted data, all figures quoted in this section refer to weighted data.

PARTICIPATION IN SPORT MAKERS

By the end of project delivery in September 2013, 82,990 participants had registered for the Sport Makers project and 57,876 of these participants had attended a Sport Makers workshop (69.7%). According to the present research, only a relatively small proportion (7.8%) of those registering online attended an event but did not go on to undertake any activities. This suggests that the information provided about the project, including at the events, meant that people had a good idea of what the role involved. Around a quarter of people registering online did not attend an event or go on to undertake any activities; this could mean that around a quarter of those registering an online interest in a particular voluntary role or project may do so out of a general curiosity and therefore are more difficult to convert to active participants.

Overall, the biggest motivation for people to become a Sport Maker was to get more people to participate in sport and in the hope that they would develop new skills.

ROLES UNDERTAKEN BY SPORT MAKERS

The most common activity which Sport Makers undertook was to help out at an existing sports club or event, with almost three-quarters doing so. This was followed by organising informal sports or physical activities for people they knew, which around half of all Sport Makers did. Around a third recruited new members to an existing club and a quarter set up new events and clubs, higher amongst those aged between 26 and 45 years. Around one-in-ten undertook informal sports session with a National Governing Body (NGB) .

Sport Makers also participate in the sport or physical activity they arrange, with participation levels highest where the Sport Maker has undertaken informal activities for people they know (just over two-thirds also participated).

CONTACT WITH SPORTS CLUBS, COUNTY SPORT PARTNERSHIPS (CSPS) AND NATIONAL GOVERNING BODIES (NGBS)

Sport Makers were most likely to have come in to contact with local sports clubs (particularly younger Sport Makers), with around four-fifths doing so, whereas around two-fifths came into contact with CSPs and around a third had contact with NGBs (higher amongst older Sport Makers).

RECRUITING PARTICIPANTS IN SPORT MAKER ACTIVITIES

On average each Sport Maker recruited 14 people to take part in sport or physical activities. Most of the recruitment was done in their first three months in the role with no significant increase in numbers recruited between three and seven months. This may suggest that once a Sport Maker has initially recruited a group of people to take part in their activities they focus on providing suitable activities for that group, rather than seeking to expand the group and recruit more people. It may also be that a group of this size (around 14) is about the right number for one Sport Maker to work with. The spread of the data – with a higher mean and a lower median value – suggest that a small number of Sport Makers recruited a high number of participants and a large number of Sport Makers recruited a lower number of participants. Thus, the average number of participants that most Sport Makers worked with may be slightly lower than 14.

SUSTAINABILITY

There is evidence that the impact of Sport Makers in increasing participation is sustainable, with around a third of Sport Makers saying that *all* of the people they recruited were still participating in sport and physical activities, whilst just under a further third of Sport Makers stated that at least three-quarters of those they had recruited were still participating seven months later. Examples from some of the qualitative interviews found that the social aspect of participating in sport was a key factor in the sustainability of the groups and of individuals participating in sport.

Whilst fewer people are recruited to volunteer – the average is around three per Sport Maker – the sustainability is even greater: over two fifths of Sport Makers stated that *all* those recruited to volunteer were still doing so seven months later and virtually no Sport Makers (<2%) had no volunteers after seven months. This may be because there is a, real or perceived, greater commitment required to volunteer and whilst lower numbers do so, people tend to see it as a more long-term thing than when they just participate in an activity.

The main ways in which Sport Makers said that they tried to keep participants and volunteers involved was deal with practical issues such as making sure that activities were organised at convenient times/locations and keeping costs as low as possible.

WHO IS RECRUITED BY SPORT MAKERS TO PARTICIPATE OR VOLUNTEER?

As might be expected, most Sport Makers sought to recruit people they know with just under three-quarters stating that they had recruited friends and family. However, a substantial proportion of Sport Makers – over two-fifths – sought to recruit people they did not know and a similar proportion recruited people from their local neighbourhood/community, whilst slightly less sought to recruit work colleagues.

The groups of participants Sport Makers sought to recruit varied significantly by age. A higher proportion of young Sport Makers sought to recruit from family and friends compared to other age groups, particularly those aged 16 to 18. This may be because they have bigger groups of friends and peers and, on the whole, may have been in work for a shorter time, or not at all, compared to older Sport Makers. This is partly borne out by the fact that more students and unemployed Sport Makers recruited more friends and family rather than work colleagues. This suggests that the Sport Makers project was structured in such a way as to be inclusive of anyone who wanted to get involved and Sport Makers were then able to adapt their approach according to their own personal circumstances. This flexibility and not prescribing who could get involved and who had to be recruited could be a key factor in its success.

THE 10 HOUR TARGET

Sport England set a target for all Sport Makers to undertake at least 10 hours of activity. For those who were able to give an exact number of hours of activity undertaken, an average of 37.8 hours of activity were completed by each Sport Maker, far exceeding the 10 hour target. This was much higher than the amount which Sport Makers logged online using the VolunteerWeb system (21.2 hours). This may be because Sport Makers do not have the intrinsic motivation to go online themselves and log the activities they have undertaken but they will report the figure if they are asked directly through a survey.

The figure remains fairly constant by gender and by employment status but those Sport Makers aged 46 or older reported a significantly higher average number of hours of activity compared to their younger counterparts.

In the survey almost nine-out-of-ten Sport Makers completed 10 or more hours of activity. Comparison between this data and the data logged on VolunteerWeb shows that approximately a quarter (23.4%) of these individuals had logged less than 10 hours on VolunteerWeb. Therefore, this suggests that the information logged by Sport Makers using VolunteerWeb for KPI 1 – number of Sport Makers completing 10 or more hours – underreports the true figure by approximately 23.4%. Therefore this figure can be applied to the number of Sport Makers who reported undertaking 10 hours or more of activity on VolunteerWeb as of September 2013 ; this takes the total of Sport Makers who have undertaken 10 hours or more of activity from 36,983 to an uplifted figure of 48,281.

IMPACT OF BEING A SPORT MAKER

In response to a range of different factors Sport Makers rated the impact that the role had on their attitude towards volunteering and leading in sport, and their motivation to volunteer in sport the highest, with an average score of 7.5 for each. The impact on their self-motivation, confidence, leadership and communication skills were also rated highly (all averaging around 7 out of 10). This was higher than the perceived impact that the role has on their sporting knowledge and on their fitness (averaging around 6 out of 10). This suggests that the perceived benefits realised by individuals who took on the Sport Maker role were greater for the aforementioned transferable skills than for any sports-specific benefits. It was also evident that the beneficial impact of being a Sport Maker in terms of developing personal skills was greater for females, younger Sport Makers and for students.

Just under half (45.4%) of all Sport Makers said that they do more sport now than before they took up the Sport Maker role and just over two thirds of those stated that this was solely a direct result of being a Sport Maker.

Where Sport Makers reported that the role had an impact (6 or more out of 10) on their employability this was further explored. Around a quarter of such respondents stated that the impact on employment was due to the fact that their role as a Sport Maker enhanced their CV when applying for jobs or educational courses and around a fifth said it was because they had developed and improved some of their key skills and their confidence.

IMPACT ON PARTICIPANTS

No quantitative research was undertaken to measure the impact of the Sport Makers project on participants, however, the depth interviews with Sport Makers provided some feedback in this area. The main impact of Sport Makers on participants was that they found out about opportunities to take part in sport and physical activities that they did not previously know about; they got to participate in sport and in doing so developed their skills and improved their health and fitness whilst doing something they enjoyed. Sport Makers also described how participants developed a sense of team spirit and improved their confidence to the extent that some wished to succeed the Sport Maker in leading activities themselves. This succession of individuals leading activities will support the longer term impact and sustainability of the benefits realised through Sport Makers.

The eight case studies produced for this evaluation provide further detailed examples of the impact which the Sport Makers project had on participants.

WHAT WOULD HAVE HAPPENED ANYWAY, WITHOUT SPORT MAKERS?

Our evaluation looked at the issues of ‘deadweight’ to ascertain to what extent the same benefits might have been realised without the Sport Makers project and therefore what added value it brought about. Sport Makers rated a series of statements based on how true they thought they were and they indicated that they would have encouraged other people

to participate in sport without the Sport Makers project. However, this is an expected response from individuals who mostly participated regularly in sports, experienced the benefits of that participation and would encourage others to participate. The key distinction here is the difference between providing encouragement and translating that into actual participation. Few of those recruited by Sport Makers to participate in sport were already planning to do so and those who were started sooner and now do more sport as a result of Sport Makers encouragement.

Based on the ratings Sport Makers provided for various statements focusing on deadweight i.e. encouraging participants to engage in sport, the benefits realised by those in full-time employment were significantly higher than for students. Although, converting those planning to participate in sport to actually getting started was greater for students and younger sport makers than for older Sport Makers and those in full-time employment. This suggests that students and young people's participants had more opportunity to take part in sport but needed the Sport Maker's encouragement and support to make it happen, whereas the participants of those in older age groups and in full-time employment had fewer opportunities to participate in sport in the first place.

NUMBER AND QUALITY OF SPORTING EXPERIENCES AND SUPPORTING SPORTS PARTICIPATION

Through depth interviews, the evaluation established that Sport Makers believe that the Sport Makers project has increased the number and quality of sporting experiences available and supports more sports participation. Sport Makers attributed this to an increased number of volunteers recruiting participants into sport; an increased number of volunteers at sporting events which increases the event capacity, number of opportunities for participants, and the quality of delivery; an increased awareness of sporting opportunities available; and improved relationships with organisations such as County Sports Partnerships which improve awareness of training opportunities available.

FUTURE INTENTIONS

Around eight-out-of-ten Sport Makers stated that they planned to continue to be a Sport Maker and to volunteer in sport and approximately half stated that they intended to undertake a leadership role in sport. Sport Makers stated they would continue to undertake all aspects of the role which they had already done but were much less likely to start to deliver anything new. This shows that there is potential for a strong legacy of sports volunteering by Sport Makers and for a corresponding increase in sports participation.

APPENDIX 1: DEMOGRAPHIC BREAKDOWN OF SAMPLE

Analysis of the samples at SPA and SPB alongside the corresponding survey population demographics¹⁰ has been undertaken and is presented below. Whilst the data shows that the sample is representative of those with disabilities, it indicates that the sample is slightly over representative of females and under representative of males. Equally, it suggests that there is an under representation of the youngest age groups and over representation of the mid and older age groups.

Table 1 outlines that 4.7% of the sample at SPA and 4.5% at SPB reported a disability, which is comparable to populations from which the samples were drawn at 3.2%.

Disability	Sampling Point A		Sampling Point B	
	Sample	Survey Population	Sample	Survey Population
Disability reported	160 (4.7%)	2,374 (3.2%)	99 (4.5%)	2,369 (3.2%)
Base	3413	74,086	2,211	73,911

Table 1: Disability comparison

Table 2 shows that approximately two fifths (41.9% at SPA and 41.7% at SPB) of survey respondents were male, which is a slightly lower proportion compared to the populations from which the samples were drawn (57.8% at SPA and 58.0% at SPB). Consequently there is a slightly higher proportion of female respondents (58.1% at SPA and 58.3% at SPB) compared to the populations from which the samples were drawn (42.1% at SPA and 42.0% at SPB).

Gender	Sampling Point A		Sampling Point B	
	Sample	Survey Population	Sample	Survey Population
Male	1,417 (41.9%)	42,369 (57.9%)	913 (41.7%)	42,301 (58.0%)
Female	1,965 (58.1%)	30,746 (42.1%)	1,279 (58.3%)	30,642 (42.0%)
Base	3,382	73,115	2,192	73,911

Table 2: Gender comparison

¹⁰ Analysis of disability, gender and age has been undertaken, but analysis of ethnicity and employment status cannot be done as this is not collected in VolunteerWeb.

Table 3 highlights that the samples under represent those aged 16 to 18 (25.1% at SPA and 20.5% at SPB) compared to the populations from which they were drawn (40.8% at SPA and 38.1% at SPB) and those aged 19 to 25 (22.5% at SPA and 21.6% at SPB) compared to the populations (28.5% at SPA and 30.9% at SPB). It also demonstrates that the samples over represent those aged 26 to 35 (16.6% at SPA compared to a population of 11.3%; and 17.1% at SPB compared to a population of 11.5%); 36 to 45 (14.7% at SPA compared to a population of 8.8%; and 15.8% at SPB compared to a population of 8.9%); and 46 and above (21.1% at SPA compared to a population of 10.6%; and 25.1% at SPB compared to a population of 10.7%).

Age	Sampling Point A		Sampling Point B	
	Sample	Survey Population	Sample	Survey Population
16 to 18	839 (25.1%)	29,194 (40.8%)	444 (20.5%)	27,192 (38.1%)
19 to 25	751 (22.5%)	20,403 (28.5%)	468 (21.6%)	22,061 (30.9%)
26 to 35	556 (16.6%)	8,122 (11.3%)	371 (17.1%)	8,108 (11.5%)
36 to 45	491 (14.7%)	6,310 (8.8%)	342 (15.8%)	6,329 (8.9%)
46 and above	707 (21.1%)	7,611 (10.6%)	546 (25.1%)	7,666 (10.7%)
Base	3,344	71,640	2,171	71,428

Table 3: Age comparison